

**Taylor Morrison's\***  
**Home Field Advantage Sweepstakes™**  
**Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN.  
VOID WHERE PROHIBITED.**

***\*For purposes of this Promotion, all references to "Taylor Morrison" also includes its "Darling Homes" branded operations unless otherwise stated.***

**By entering this Promotion, you are giving the Sponsor the right to communicate with you by e-mail. In subsequent e-mails you receive from the Sponsor as a result of entering this Promotion, you will have the option to elect not to receive further communications at any time.**

**(1) Description of Sweepstakes** – Taylor Morrison, Inc. (the "**Sponsor**") is offering the "Home Field Advantage Sweepstakes" (the "**Promotion**") and will award one (1) Grand Prize via a random selection from Eligible Entrants. The Promotion begins at 12:00:01 AM Pacific Time ("**PT**") on September 1, 2016 and ends at 11:59:59 PM PT on December 31, 2016 ("**Promotion Period**"). Entries that are submitted before or after the Promotion Period will be disqualified. The Promotion is intended for participation only in the United States and shall be construed according to, and governed exclusively by United States law. By participating in the Promotion, each Eligible Entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects. By participating in the Promotion, entrants agree to release, discharge and hold harmless Promotion Entities (defined below), their respective parents, affiliates, subsidiaries, divisions, retailers, agencies and their respective officers, directors, employees and agents, from any and all damages whether direct or indirect, which may be due to or arise out of participation in the Promotion or any portion thereof, or the acceptance, use/misuse or possession of the Grand Prize (or any component thereto).

**(2) Eligibility** - The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia (excluding Puerto Rico and all other U.S. territories and possessions and overseas military installations) who are at least 21 years of age or older at time of Promotion registration (each, an "**Eligible Entrant**"). Additionally, employees, officers and directors of Taylor Morrison, Inc., its parent, affiliates, subsidiaries, divisions, advertising, promotional, fulfillment and marketing agencies, their immediate families (parent, child, sibling & spouse) and persons living in the same households as such individuals (whether related or not), (collectively "**Promotion Entities**") are not eligible to participate in the Promotion. All federal, state and local laws and regulations apply. Void where prohibited or restricted by law, rule or regulation.

**(3) How to Enter** – (a) **On-line Entry Method:** To receive one (1) entry visit [www.tailgate.taylormorrison.com](http://www.tailgate.taylormorrison.com) during the Promotion Period and complete the registration form with your e-mail address, first and last name, street address, city, state, zip code, and phone number. There is a limit of one (1) on-line entry per person/e-mail address per each day of the Promotion Period. (For the purposes of this Promotion a "day" is defined as any twenty-four (24) hour period beginning at 12:00:01 PM PT and ending at 11:59:59 PM PT during the Promotion Period.) (b) **Community Visit Entry Method:** Eligible Entrants who visit and tour a Taylor Morrison or Darling Homes Community during the Promotion Period and thereafter text a code following the instructions received at the sales center will automatically receive one hundred twenty-two (122) entries. (Message or data charges may apply to your texting the code; consult your mobile carrier for details.) There is a limit of one hundred twenty-two (122) entries per person regardless of entry method (including, but not limited to, entry into the separate *Set for the Season* concurrent promotion).

Entries will be deemed made by the authorized account holder of the e-mail address submitted at time of entry. The authorized account holder is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Entries generated by a script, macro or other automated means will be disqualified. Multiple entrants are not permitted to share the same e-mail address. Any attempt by any entrant to obtain more than the stated maximum number of entries by using multiple/different/duplicitous e-mail addresses, the use of a sweepstakes service, the use of multiple identities, registrations and logins, or any other methods will void that entrant's one or more entries and that entrant may be disqualified. Entries that are incomplete, contain irregular or invalid information, or are corrupted are void and will not be accepted. By entering the Promotion, you agree to all of the terms and conditions of Sponsor's Privacy Policy, which is available at <http://www.taylormorrison.com/Terms.aspx>.

**(4) Grand Prize** - One (1) overall Grand Prize winner will be randomly selected from all Eligible Entrants to receive one (1) 70" LED HDTV with Satellite Receiver (awarded as a \$6,000 Best Buy® gift card); one (1) Stainless Steel Gas Grill (awarded as a \$1,500 Home Depot® gift card); one (1) \$1,000 Gift Card from the grocery retailer of Grand Prize Winner's choice; one (1) \$10,000 Gift Card to Rooms To Go® and one (1) up to \$1,500 catering allowance from the catering retailer of Grand Prize Winner's choice. The total approximate retail value ("ARV") of all components in the Grand Prize is \$20,000. Verified Grand Prize Winner has the option of receiving the prize/prize components as described above, or a one-time cash payment by check of \$10,000, ARV \$10,000. Actual retail value of all components in the Grand Prize may vary. Grand Prize Winner will not be entitled to any difference between actual and approximate retail value of the Grand Prize or the actual value of the Grand Prize vs. Grand Prize Winner's election of the alternative cash option. Grand Prize Winner will be solely responsible for all other incidental costs and expenses related to the Grand Prize not mentioned above, including, but without limitation, transportation to and from any merchant trade mentioned above, upgrades or warranties beyond the value of the component, gratuities, personal expenses, entertainment, and the like not otherwise specified above. Applicable taxes are the sole responsibility of the Grand Prize Winner. Gift cards are subject to Card Merchant's terms and conditions set forth thereon, which shall govern the use of gift card. Gift cards will not be redeemed or exchanged for cash, except where required by law. Not responsible if lost, stolen, damaged, or used without the winner's permission.

**There is one (1) prize available with the total value of up to \$20,000. The odds of winning depend upon the number of eligible entries received during the Promotion Period. In no event shall a Grand Prize be awarded to the same Entrant into both the Home Field Advantage and Set for the Season concurrent promotions.**

An opt-in to receive information from the Sponsor, an inquiry regarding a Taylor Morrison or Daring Homes' home and/or the purchase of a Taylor Morrison or Darling Homes' home have no impact or bearing in the Grand Prize Winner selection process and do not increase your chances of winning. In the event Entrant elects to participate and qualifies to additionally enter the concurrent *Set for the Season* Promotion, each respective sponsor shall equally split the total number of entries between the two separate Promotions (subject to a maximum allocation of up to 61 entries per separate Promotion). The Sponsor has no involvement in the random drawing to select the Grand Prize Winner, which is administered by a 3<sup>rd</sup> party Promotion Administrator.

Grand Prize recipient shall not be permitted to (a) replace his/her designated prize with another prize or item or (b) transfer or assign his/her designated prize to another person, except as expressly set forth above. Grand Prize is otherwise non-exchangeable, non-transferable, non-refundable, has no cash-surrender value, and must be accepted as awarded with no substitutions. Sponsor reserves the right to substitute the Grand Prize, or portions thereof, with a Grand Prize or prize component(s) of comparable or greater value for any reason. Grand Prize and/or its prize components awarded may differ from the Grand Prize and/or prize components shown in promotional materials.

**(5) Prize Awarding** – Grand Prize Winner will be selected in a random drawing from all eligible entries conducted on or about January 5, 2017. Potential Grand Prize Winner will be contacted within five (5) business days of the drawing by phone or e-mail ("**Prize Notification**") and provided with an Affidavit of Eligibility and a Liability/Publicity Release (unless prohibited by law) and an IRS W-9 form (collectively "**Affidavit**"), which he/she will be required to complete. The Affidavit must be returned within five (5) days of Sponsor's provision of the document. In completing the Affidavit, the potential Grand Prize Winner is required to complete a W-9 providing his/her social security number, which will be used solely for the purposes of Sponsor's legal compliance in filing US Tax Form 1099. Potential Grand Prize Winner will also be required to send a copy of his/her passport, driver's license, birth certificate or other appropriate documentation (acceptable to Sponsor) as proof of age and residency and for no other purpose. Non-compliance with **any** of these requirements will result in disqualification and forfeiture of the prize. Return of Prize Notification and/or the Affidavit as undeliverable will result in disqualification, forfeiture of the prize and the selection of an alternate Grand Prize Winner. Sponsor reserves the right to conduct a criminal background check on any potential winner and in the event a potential Grand Prize Winner has been convicted of a felony, he/she will be disqualified and an alternate winner selected. Entrants grant Sponsor the right, without objection, to use and publish winner's proper name and city of residence online in connection with the Promotion. Acceptance of the Grand Prize constitutes permission for Sponsor to use Grand Prize Winner's name and likeness solely for advertising and promotional purposes as Sponsor so determines without notice or further compensation, except where prohibited by law. All federal, state, local, and other taxes on the Grand Prize are the sole responsibility of the Grand Prize Winner.

**(6) General** - Sponsor is not responsible for technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware, software, or web site. Sponsor is not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, for incorrect or inaccurate entry information, howsoever caused, or other error of any kind whether human, mechanical or electronic. Entrants found tampering with or abusing any, aspect of this Promotion, as solely determined by the Sponsor, will be disqualified. If disqualified for any of the above abuses, Sponsor reserves the right to terminate entrant's eligibility to participate in the Promotion. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be in violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor reserves the right to terminate, cancel, suspend and/or modify the Promotion if any fraud, virus or other technical problem corrupts the administration, security, or proper play of the Promotion, if any other factor interferes with the conduct of this Promotion as contemplated by these Rules, or for any other reason at the sole discretion of the Sponsor, as determined by Sponsor. In such event, Sponsor reserves the right to award the Grand Prize at random from among the eligible entries received up to the time of the impairment.

**(7) Disputes** - This Promotion is governed by the laws of the United States and the State of Arizona, without respect to conflict of law doctrines. As a condition of participating in this Promotion, entrants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Promotion, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Arizona having jurisdiction. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (e.g. costs associated with entering), and entrant further waives all rights to have damages multiplied or increased. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable, these Rules shall be construed in

accordance with their terms as if the invalid or unenforceable provision was not contained therein.

**(8) Information about the Grand Prize Winner** - To receive the name of the Grand Prize Winner, (a) send an e-mail to: [updates@taylormorrison.com](mailto:updates@taylormorrison.com) (put: **Home Field Advantage** in the Subject Line) or (b) send a self-addressed stamped envelope for receipt by January 12, 2017 to: Home Field Advantage Sweepstakes, PO Box 26597, Scottsdale, AZ 85255. (WA and VT residents may omit return postage.)

**(9) Questions** - Questions regarding this Promotion can be addressed in writing **only** to the Sponsor's Promotion Administrator via sending an email to [TaylorMorrison@extra-mile-marketing.com](mailto:TaylorMorrison@extra-mile-marketing.com). No inquiries relating to the Promotion may be directed to the Sponsor directly.

Sponsored by: Taylor Morrison, Inc. (inclusive of Darling Homes of Texas, LLC) ("**Taylor Morrison**" or "**Sponsor**")\*  
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