

**BESTOP® BRONCO® BUILDOUT VIDEO CONTEST**  
**OFFICIAL RULES**

By entering, Entrants agree to be bound by these Official Rules (at <https://www.bestop.com/bronco-build-out>) and the decisions and interpretations of the Sponsor, which are final and binding. Please read these Rules carefully. If you do not agree to the Rules, you should not participate in this Promotion; entering constitutes your acceptance of these Rules and our decisions. Without limitation, Sponsor reserves the absolute right to modify these Official Rules, in whole or in part, at any time by posting revised Rules via Social Media Platform used to facilitate the Promotion (as described below). Internet access and valid Instagram account required to enter. You have not yet won.

**DISPUTE RESOLUTION NOTICE: BY ENTERING, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, YOU AGREE THAT DISPUTES BETWEEN YOU AND ANY PROMOTION ENTITY WILL BE RESOLVED BY BINDING, INDIVIDUAL ARBITRATION AND YOU WAIVE YOUR RIGHT TO PARTICIPATE IN A CLASS ACTION LAWSUIT OR CLASS-WIDE ARBITRATION. See Disputes/Arbitration provision.**

**ELIGIBILITY:** The Bestop Bronco Buildout Video Contest (“Promotion”) is offered in the forty-eight (48) contiguous United States (excluding MD, AZ) to individuals 18 years of age or older at time of entry (eligible “Entrant(s)”). Employees, officers and directors of Bestop Inc., (“Sponsor”), and its parent, subsidiary and affiliated companies, advertising and promotion agencies and any other individuals/entities involved in the implementation and/or execution of the Promotion (collectively “Promotion Entities”) and the immediate family members (spouses and parents, partners, children and siblings and their spouses, including foster and step-relations regardless of where they live) or members of the same households (whether related or not) of such individuals are not eligible to enter. Void in AK, HI, MD, and where prohibited or restricted by law.

**PROMOTION PERIOD:** Begins about 12:00 am MT on or about December 15, 2025 and ends 11:59 pm MT on April 30, 2026 (“Promotion Period”). The applicable time zone is Mountain Time. ENTRANTS ARE SOLELY RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN THEIR RESPECTIVE JURISDICTIONS; SPONSOR DISCLAIMS ALL LIABILITY AND RESPONSIBILITY RELATING THERETO. The Promotion may be shortened or extended by Sponsor in its sole and absolute discretion (by posting notice on the Sponsor’s Instagram page), or may be cancelled, modified or terminated based on the exigencies of the circumstances.

**HOW TO ENTER:** To enter during the Promotion Period, eligible Entrants must:

- (1) **Provide valid proof of purchase** or proof of pre-order purchase (at authorized [Bestop.com](https://www.bestop.com) dealers since 11/4/25 only) of an eTop (eligible “Product”) for a 2-door Ford Bronco®;
- (2) **Create an original video** (25 – 30 seconds) (“Video”) that:
  - (i) Introduces Yourself: *Video must include you and the Bronco*
    - “Tell us your name, where you're from, and what Bronco model you own, if applicable.

(ii) Shares Your Bestop Connection: *Must address at least one of the following questions:*

- “
  - “What have you found that sets Bestop apart and influenced your decision to choose Bestop?”
  - “Why did you choose an eTop for your Bronco?”
- (iii) Makes Your Case: *Must address both questions:*
- “Why do you think YOU deserve to win this BPAG upgrade?”
  - “How will the eTop change your off-road or everyday driving experience?”

(3) Go to <https://www.bestop.com/bronco-build-out/> (“Website”), upload your Video and complete in full the entry form and provide all required information (name, address, email address) agree to these Rules and submit; **AND**

(4) **Post your Video to your Instagram** page using @etop.official and @bestopteam.

*Purchase must be for the eligible Product, made between 11/4/25 and 4/30/26, at authorized [Bestop.com](https://www.bestop.com) dealers. Proof of Purchase will require valid Sales Order Number, Pre-Order will require Confirmation Number or Sales Order Number. Failure to follow all steps will void Entry. Entries must be complete, compliant, submitted in good-faith via the method communicated, and received by Sponsor within the Promotion Period, or Entry will be disqualified. Instagram account privacy settings must be set to public and cannot be set to “off” or “private”. **Limit one (1) Entry per person/household.** Once submitted, Entry cannot be modified, deleted or cancelled. Entries must be posted to Instagram (“Social Media Platform”). Sponsor may advertise the Promotion on Instagram and on additional Social Media Platforms; however, Entries will only be accepted via the Website, and only Videos posted to Instagram will be eligible. *Ford Bronco® is a registered trademark of Ford Motor Company which is not a sponsor, affiliated or associated with this Promotion.**

**CONDITIONS OF ENTRY:** Entries may only be submitted by a single registered Social Media Platform user; group or commercial submissions are not permissible. Multiple Entrants are not permitted to share the same device, Social Media account, IP or email address. Sponsor has the right to verify Entries and/or Entrants’ eligibility and compliance with these Official Rules, and on the basis of the investigation, to disqualify any Entry/Entrant at any time during or after the Promotion Period. Without limiting the foregoing, Sponsor shall have the right at any time, where necessary, to undertake all action including, but not limited to, voiding/cancelling the Promotion, subject a winner to disqualification, prize forfeiture and/or immediate prize return (from a previously confirmed winner, if applicable) and/or require further information as is reasonable to protect itself or any one of the Promotion Entities against artifice, fraudulent or invalid claims, potential public scandal, ridicule, or disrepute in awarding the prize to any Entrant or winner. Incomplete, invalid, illegal, unsuitable, or otherwise non-compliant Entries (as determined in Sponsor’s sole and absolute discretion) will not be eligible. If, upon review, Sponsor (or its authorized representative) is unable to determine that an Entrant/Entry is compliant, or reasonably suspects that he/she/it is not compliant in whole or in part, the Entry as a whole (and

Entrant) may be disqualified. Proof that you uploaded an Entry does not constitute proof or evidence that it was received within the Promotion Period or eligible for this Promotion. Entries submitted via any other Entry method, platform, portal, app than stated will not be accepted.

Entrants may not enter through an on-line sweepstakes/contest club (paid or unpaid, or similar method), use computer systems or algorithms generating artificial intelligence and/or deepfakes or bots to enter ("AI"), use any other bots, robotic, repetitive, automatic, programmed or similar Entry methods or agents, with multiple or false identities, accounts, devices, e-mail and/or street addresses, nor shall Entrants use any other device or artifice to enter or participate. Any Entrant who is suspected of cheating, using fraudulent means, unauthorized Entry methods, attempting to participate multiple times, with multiple e-mail, accounts, and/or addresses under multiple or false identities, or engaging in or benefitting, directly or indirectly, from such artifice or artifice of any other kind, as determined in Sponsor's sole and absolute discretion, will void all such Entries, and disqualify any Entrant suspected of using/benefitting from such methods. In the event of a dispute as to the identity of an online Entrant, the authorized account holder of the Social Media account address used in connection with the Entry will be deemed to be the Entrant. Potential winner may be required to show proof of being the authorized account holder, or otherwise eligible.

Promotion Entities assume no responsibility for: lost, late, delayed, incomplete, inaccurate, stolen, misdirected (including into spam/junk folders), incomplete, ineligible or illegible Entries or other Promotion related communications (in whole or in part); Website or Social Media Platform, computer/server, telephone, network, electronic, digital, wireless or Internet, hardware or software malfunctions, failures, connection problems, or unavailability; garbled, corrupt, or jumbled transmissions; browser incompatibility; service provider, Internet, Website, user, net inaccessibility or unavailability; congestion; technical errors; unauthorized human intervention; human errors including without limitation any communication errors in any media; or the delayed, incorrect or inaccurate capture of Entry or any other information, or failure to capture any such information. In the event of any conflicts, error(s) or omission(s) in any media, information or communications, these Official Rules will govern.

**SUBMISSION GUIDELINES:** In order for your Entry to be eligible, your Entry **MUST NOT** do any of the following:

- i. Include alcohol, illegal drugs, tobacco, firearms/weapons, gambling (or the use of any of the foregoing);
- ii. Include activities that are illegal, dangerous, harmful, or unsafe, or contain, depict, condone, encourage or promote content that is (or is construed by Sponsor as being) obscene, reprehensible, repugnant, offensive, sexually inappropriate, overtly political or religious, discriminatory, defamatory (to persons, products or companies), racist, misogynistic, highly sensitive, violent, explicit, cruel, hateful, or otherwise unsuitable, as determined solely by Sponsor (in its sole and absolute discretion);
- iii. Other than those appearing incidentally (i.e. in the background), Entries must not contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind including, but not limited to clothing or food/drinks with visible brand

- names or logos without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses without permission;
- iv. Other than those appearing incidentally, Entries must not contain copyrighted works or materials owned by others (including music, photographs, sculptures, paintings and other works of art or images) without permission;
  - v. Contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission;
  - vi. Contain materials or other indicia identifying any minor under 18 years of age;
  - vii. Communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and
  - viii. Depict or itself be in violation of any law, or any rights of any other third party, or in contravention of these Rules, and/or the Social Media Platform Terms of Use or Community Guidelines.

**REPRESENTATIONS ABOUT YOUR ENTRY:** By submitting an Entry, Entrants represent, warrant and covenant (and agree to release and indemnify Sponsor and Promotion Entities from same) that: their Entry submitted and all content therein: (i) is the original creation of the Entrant and has not been copied in whole or in part from any other work, has not been created for or submitted in any other contest or similar promotion, and is the sole and exclusive property of the Entrant (or Entrant has all ownership or licensed rights thereto and to any and all content); (ii) does not contain, depict, condone, encourage or promote the use of any content or activities prohibited by these Rules; (iii) does not violate or infringe any employer policies, or any laws including but not limited to copyright or trademark laws, or other proprietary, publicity, privacy or any other rights of any person, entity, or venue; (iv) owners of any venues, or any individuals appearing, mentioned, featured in, or who have worked on the Entry, in whole or in part, in any manner have given Entrant their express consent to submission to this Promotion and the use contemplated. If requested by Sponsor, Entrant shall provide evidence of the above in writing. Nothing herein shall be deemed an obligation of confidentiality.

**YOUR USE OF SOCIAL MEDIA:** While you may tag, forward or share with family, friends and direct known contacts, please do not engage in phishing or spamming. Apparent or suspected phishing or spamming, sending of junk communications or the use of any unauthorized method or automated system to participate, or to acquire (unauthentic) entries, Likes or Follows, etc. is prohibited, as is posting content to irrelevant or inappropriate sites to obtain entry, and, if discovered at any time will void the applicable Entry and Entrant suspected of using/benefitting from such methods in Sponsor's sole and absolute discretion. If you don't have an Instagram account, you can become a member without charge by simply following the Social Media Platform instructions and accepting the terms and conditions of use. Entrants' use of the respective Social Media Platform used to facilitate Entry must comply with and be in accordance with its respective Terms of Use, Terms of Service, Guidelines and Policies. *This Promotion is in no way sponsored, endorsed or administered by Instagram, or any other Social Media Platform.*

By entering, Entrants understand and agree that submitted eligible Entries may be subject to public viewing, streaming (i.e. "digital transmission"), downloading (i.e. "digital distribution"),

and public comments, including but not limited to being forwarded, re-grammed, re-tweeted, and otherwise re-posted, for commercial and non-commercial purposes, throughout Sponsor's and (unrelated) third parties' digital and off-line social media, marketing and advertising properties. If an Entry in whole or in part, for any reason whatsoever, garners comments that are unpleasant, distasteful, nasty or otherwise inappropriate for the Sponsor community, or if Sponsor considers for any reason an Entry, or any element thereof, not to be in the family-friendly spirit of the Promotion, or will have a detrimental impact on Sponsor, this Promotion, any of Sponsor's brands, products or services, or the Entry does not appear compliant with these Rules or the respective Social Media Platform guidelines, then Sponsor reserves the right to disqualify such Entry/Entrant and remove and disqualify any/all such Entry/Entries immediately from this Promotion.

**YOUR USE OF A MOBILE DEVICE:** Normal internet access and device usage charges imposed by your mobile plan and/or on-line service may apply to Entry via mobile device. For those Entrants entering with a mobile device: Promotion may not be available via all mobile carriers; **messaging and data rates apply to text or internet access via mobile devices**; other charges may apply; check your mobile plan for rates/details; and consent is not a condition of purchase.

**JUDGING CRITERIA/WINNER NOTIFICATION:** Entries will be judged by a panel of neutral judges selected by Sponsor, based on the following weighted criteria, to select one (1) potential Grand Prize winner, based on the highest score:

- **Completeness of Required Prompts (1–5):** Evaluates whether the Entrant clearly fulfills the mandatory elements.
- **Clarity (1–5):** Measures how effectively the Entrant communicates their message.
- **Authenticity and Personal Connection (1–5):** Evaluates sincerity and personal insight without judging camera skill or production quality.
- **Relevance to Bestop Themes (1–5):** Assesses alignment with open-air lifestyle, convenience, and what the upgrade means to them.
- **Creativity in Expression (1–5):** Evaluates originality of thought and how engaging the content is, without assessing production quality.

**Total available score: 25 points**

Scores will not be made public at any time. All products **MUST** be featured in the Entry legally, truthfully and appropriately, or else Entry will be immediately disqualified. In case of a tie, the Entries, among those tied, with the highest score in the Authenticity category will break the tie; if a tie still exists, the tied Entries with the highest score in the Creativity category will break the remaining tie.

It is anticipated that the potential winner will be notified by email and/or sent a DM via their Instagram account (as determined by Sponsor in its sole discretion) and must respond within a time specified with their contact information for verification and prize fulfillment purposes. Potential prize winner may be required to complete, sign, have witnessed and return a

Declaration of Eligibility, Liability, and where lawful, Publicity Release within the time stated by Sponsor, or else prize will be forfeited and an alternate potential winner may be selected based on next highest score from remaining eligible Entries. In the event of noncompliance, if an Entrant becomes noncompliant or ineligible during or after the Promotion Period, or a potential winner fails to respond within the time specified, declines the prize, or cannot be reached within one (1) attempt using the contact method selected by Sponsor (in Sponsor's discretion), that prize will be forfeited and an alternate winner may be selected based on score for the applicable prize. After such additional unsuccessful attempt to notify an alternate potential winner that prize will remain unawarded. Prize or prize notifications that are un-awarded, unclaimed, returned, unresponsive, untimely, misdirected (including into spam/junk folders), ignored, or undeliverable will be forfeited and will not be re-awarded.

**PRIZES/APPROXIMATE RETAIL VALUES ("ARV"):** Prize award is subject to verification of eligibility and compliance with these Official Rules.

**Grand Prize (1): one (1) Bronco prize package which consists of:** a Ford XL Sport A-Pillar Light Kit (Ford 2021-2025 Bronco/2022-2025 Bronco Raptor): ARV \$503.95; a pair of Front Seat Covers (2021-2024 Ford Bronco): ARV \$629.99; Tailgate Table (Ford Bronco 2021-2026): ARV \$209; and Bronco Fender Flares: ARV \$599.99. **Total ARV of prize: \$1,942.93.**

**Limit one (1) prize per person/household.** Prize will be awarded to an individual and not to a company or employer. Prize cannot be assigned, transferred, redeemed for cash, or substituted, except by Sponsor who may, at its sole discretion, substitute a prize, or any part of the prize package with a prize or substitute item of equal or greater value. Prize, and any element thereof, including any products received as a prize, may not be sold, resold, auctioned, bartered, or placed into any other unauthorized channels of distribution. Any prize pictured in advertising, any website or Promotion materials is for illustrative purposes only and may not be the actual prize awarded. Winner is solely responsible for use/misuse of prize and all costs and expenses not expressly set forth as being included herein. Prize(s) will be awarded provided sufficient eligible Entries are received. Prize must be accepted in its entirety or will be forfeited. Only the number and description of prize(s) stated herein is available to be won. All applicable local, state, and federal taxes, and reporting obligations (if any) and all expenses not specifically stated herein are solely the responsibility of a U.S. winner, if applicable.

**PRIZE(S), AND ANY AND ALL ELEMENTS THEREOF ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR CERTAIN DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES.**

**GENERAL:** If, for any reason, the Promotion, or any element thereof is not capable of running as planned or by reason of causes which Sponsor deems, in its sole opinion, could corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion or any part thereof, Sponsor reserves the right in its discretion to cancel, terminate, modify or suspend the

Promotion, or any element thereof and select the winner from eligible non-suspect Entries received prior to the action or as otherwise may be deemed fair and reasonably feasible by Sponsor, in its absolute discretion. Persons suspected of tampering with or abusing any aspect of this Promotion, Website or Platform, as solely determined by the Sponsor, will be disqualified. ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, PROMOTION ENTITIES RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. Promotion Entities are not responsible for injury or damage to Entrants' or to any other person's computer or device related to or resulting from participating in the Promotion or downloading materials from or use of any Social Media Platform.

**LICENSE & PUBLICITY GRANTS:** By entering, Entrants grant to Sponsor, its affiliates, and Promotion Entities (including their authorized representatives) and agree to confirm that grant in writing if requested a perpetual, worldwide, royalty-free, and non-exclusive license (but without obligation) to use, mention, commercially exploit, produce, reproduce, distribute, transmit, publish, publicly perform, publicly display, broadcast, exhibit and create a derivative work from ("use") their Entry in whole or in part (and all information, content and materials submitted) and the right to use their name, information, likeness, image, voice, and statements provided true (any of which may be in altered, combined, composite or condensed format) in any and all media now known or hereinafter developed (including but not limited to the Sponsor's and (unrelated) third parties' websites, email communications, digital and off-line social media, marketing and advertising properties) in support of the marketing, business, commercial and any other purposes of the Sponsor without notice, review or approval and without additional compensation except where prohibited by law.

**PRIVACY:** Please refer to Sponsor's Privacy Policy at \_\_\_ <https://www.bestop.com/help/privacy-policy/> for further information about how your information is collected, used and disclosed. By entering this Promotion, without limiting any other provision herein, each Entrant acknowledges that all information is provided by them voluntarily, and expressly consents to the Sponsor, and its affiliates, Promotion Entities and their authorized representatives collecting, storing, sharing and using the personal information submitted with Entry for the purpose of administering the Promotion, prize award and fulfillment, and in accordance with the aforementioned Privacy Policy and these Rules.

**LIMITATIONS OF LIABILITY & RELEASE:** To the maximum extent permitted by applicable law, Entrants and winner(s) agree to the fullest extent permitted by applicable law to release, indemnify, defend and hold harmless ("release") Sponsor, other Promotion Entities, their parents, affiliates, subsidiaries and divisions, and their respective entities, and each of their officers, employees, members, managers, shareholders, successors, assigns, contractors, agents, and representatives, and any Social Media Platform used to facilitate and/or advertise the Promotion (the "Released Parties") from and against any and all threatened or actual claims, debts, demands, actions, causes of action, suits, proceedings, judgments, settlements (whether

or not litigation is commenced), obligations, damages (including without limitation wrongful death, bodily or personal injury and disability), losses, accounts, reckonings, executions, liabilities, costs and expenses (including reasonable attorney's fees), property damages and any other losses, penalties or fines whatsoever of any kind or nature, whether at law or in equity, known or unknown, asserted or un-asserted, that Entrant or winner(s) ever had, now have, or that may arise in the future ("Disputes") asserted in, arising out of or based upon participation in the Promotion, the entry or use of the entry (in whole or in part), participation in any Promotion and/or prize-related activity or inability to participate therein (or parts thereof), the delivery, acceptance, use, mis-use of a prize or any failure with respect thereto, including but not limited to personal injuries, death, damage to or destruction of property, invasion of the rights of publicity or privacy, defamation or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory, any act, default, omission, non-compliance, and/or a violation or breach of any agreement, representation, warranty or covenant made herein, or any other agreements by/with Entrant, the Promotion Entities, and/or any other party or entity. Further, to the maximum extent permitted by applicable law, and without limiting the foregoing, Entrants and winner covenant not to sue any Released Party or cause them to be sued regarding any matter released herein, and further covenant not to disaffirm, limit or rescind these releases. A waiver by one or more of the Promotion Entities of any term in these Official Rules does not constitute a waiver of any other provision. Any provision determined to be invalid shall be stricken to the extent of its invalidity and the remainder of these Rules shall remain in full force and effect.

IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING DIRECTLY OR INDIRECTLY OUT OF THIS PROMOTION. Without limiting the foregoing, this Promotion is provided "AS IS" without warranty of any kind, either express or implied, including but not limited to, the implied warranties or conditions of merchantability, fitness for a particular purpose, and non-infringement.

**FORCE MAJEURE:** Promotion Entities shall not be liable to any Entrant, winner or any other person or entity for failure to execute the Promotion or any part thereof, or supply a prize in whole or in part, by reason of any act of God, any action(s), regulation(s) order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, global supply issues, slow down or stoppage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, cancellation or interruption, epidemic or pandemic, or any similar or dissimilar event beyond their reasonable control.

**DISPUTES/ARBITRATION:** Sponsor's decisions are final and binding in all matters and disputes relating to this Promotion, including, but not limited to, interpretation and application of these Official Rules. For greater certainty, such matters and disputes are to be resolved in Sponsor's sole discretion. By entering, to the fullest extent permitted by applicable law, Entrants waive all rights to jury trial, class-action lawsuit, or class-wide arbitration in connection with these Official



Rules, including, without limitation, the Promotion. To the fullest extent permitted by law, for any controversy or claim arising out of or relating to these Official Rules and/or the Promotion, Entrants and Sponsor submit and consent to binding, exclusive arbitration before a neutral one-person arbitrator located in Westminster County, CO. THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF COLORADO WITHOUT REGARD TO CONFLICT OF LAW DOCTRINES.

**WINNER LIST:** For the names of winner(s), contact Sponsor by sending an email to: c/o Marketing, Bestop Video Contest “Winner List Request” in the subject line, for receipt within three (3) business days after the end of the Promotion Period. Limit one request per person/household/email address.

**SPONSOR:** Bestop, Inc., 11030 Circle Point Rd #450, Westminster, CO 80020.