



# Drive and Seek Challenge Tierra Del Sol 2014 #DriveandSeek

Welcome to Discount Tire's first **Drive and Seek Challenge**. You and a teammate are challenged to complete twelve of fifteen creative off road tasks during the 2014 Tierra Del Sol Desert Safari. Teams that complete TWELVE Drive and Seek tasks will be eligible to enter to WIN one set of (5) NEW American Outlaw Wheels (up to 18", machined or painted finishes only) and a few other great prizes. All teams that enter a complete Drive and Seek task list with photo proof by the deadline will receive a prize for finishing. *(please see official sweepstakes rules on pg. 2 of this document for full details.)*

Things you will need:

- **A Teammate and a Team Name:** Each team must have a minimum of 2 people. Each teammate can only participate on 1 team.
- **A Super Awesome (or not so awesome) 4x4 vehicle:** High clearance and 4-wheel drive required.
- **A Camera, or Mobile Device with a camera:** We will review your task photos for proof of completion.
- **Food and Drink:** Plenty of water and some snacks/lunch to keep you hydrated and energized.
- **Discount Tire's 2014 Drive and Seek Official Task list for Tierra Del Sol Entry form** *(page 3 in this document)*

Other Items to consider

- GPS Device, First Aid kit, 4x4 Recovery Gear, CB,
- Official Tierra Del Sol Map (located in the official TDS Desert Safari Newspaper)
- Hat, Sun Glasses, Sun Screen, TP (you never know.)
- Some Awesome Tunes.
- Facebook, Twitter, Instagram or other social media accounts to share all your awesome pictures.

**Where and when does it start?** You can download and print out the official Drive and Seek Tierra Del Sol Task Sheet now and start as soon as you get to the 2014 Tierra Del Sol Event. Participating teams can also visit Discount Tire during tech inspection Friday February, 28th from 1PM until our entry swag bags are gone. (Look for the Discount Tire teardrop banners.) We will be handing out entry swag bags to the first 50 teams.

**Where and when does it end?** Teams that complete the challenge and want to enter to win a set of American Outlaw Wheels must submit their entry forms with photo proof to a Discount Tire representative at the Falken Tire Vendor booth on Saturday March 1st from 2pm-5pm.

## **PRIZE DETAILS**

**ENTRY PRIZES:** The first 50 teams to sign up in person during tech inspection Friday Feb. 28th will receive a welcome packet and an entry swag bag.

**COMPLETED ENTRIES:** Each team that turns in a completed entry form, with photo(s) for proof, will be entered to win one of three great prizes. They will also be guaranteed a consolation prize. One team will be randomly selected to win our **Grand Prize: One(1) set of Five American Outlaw Wheels** for the team's Drive and Seek 4x4 vehicle. Two teams will also be randomly selected to win **Nitto Tire duffle bags**. Winners will be contacted directly.

**SOCIAL MEDIA PRIZES: #DriveandSeek** On top of our random entry giveaways each team member is also eligible to win a Discount Tire/ Falken Tire Lunch bag through select social media platforms. Post or Upload your Team's Ride and Seek photos to Instagram, Facebook or Twitter and tag them with **#DriveandSeek**. Each photo is worth one chance to win! Two winners from each social media platform (6 winners total) will be randomly selected on Friday March 14<sup>th</sup>. Winners will be contacted directly. Teams do not have to complete the Drive and Seek Challenge to be eligible to win a social media prize. Be sure to "Like" Discount Tire on facebook at **facebook.com/discounttire**, follow us on Instagram "**Discount\_Tire**" and follow us on Twitter "**@discounttire**".

*\*\*\*Official Sweepstakes Rules: Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia over the age of 18. All employees of Discount Tire/America's Tire and all associated agencies and each of their respective affiliates, sales representatives, distributors, licensees or agents (all of the foregoing, together with Sponsor, collectively referred to as "Sweepstakes Entities"), and their immediate family members (spouse, parent, child, sibling and their respective spouses) are ineligible to participate in the Sweepstakes. Teams that complete twelve(12) official tasks, including the required tasks will be eligible to win prizes. One entry per team. Prize winners will be selected at random and winners will be contacted directly. One(1) team will win one(1) set of 5 American Outlaw Wheels up to 18" in painted or machine finishes only and two Nitto duffle bags. Two additional teams will receive two Nitto duffle bags. All completed entries must be submitted in person by 5PM pacific time March 1st, 2014. Each team member is also eligible to win prizes by submitting photo entries via Facebook, Twitter and Instagram. All photo entries must be posted by Thursday March 13<sup>th</sup>, 2014. Two winners from each platform will be selected at random to win a Discount Tire Falken Tire lunch bag. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted by law. Entry into the sweepstakes constitutes your full and unconditional acceptance of these official rules. NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.*

**Official Discount Tire Drive and Seek Challenge Task List and Entry form: #DriveandSeek**  
(Official Task list and Entry Form for Tierra Del Sol)

Team Name: \_\_\_\_\_

Driver: \_\_\_\_\_ Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Co Pilot: \_\_\_\_\_ Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Drive and Seek Vehicle Desc: \_\_\_\_\_ Wheel and Tire sizes: \_\_\_\_\_

**Discount Tire's Official 2014 Drive and Seek Challenge Task List**

Complete Twelve of the following fifteen tasks, including the **required tasks in RED**, to be eligible to enter to win a set of (5) new American Outlaw Wheels for your Drive and Seek Vehicle! Complete any of the tasks below and upload your photos to Facebook, Twitter and/or Instagram and include **#DriveandSeek** for your chance to win additional prizes.

1. \_\_\_\_\_ **Team Photo!** Get someone to take a picture that includes you, your teammate and your 4x4 vehicle.
2. \_\_\_\_\_ **Tire Safety Check!** Using the tread depth card provided (or a Quarter) measure your tires tread depth and snap a close up photo of it.
3. \_\_\_\_\_ **4x4 Training Challenge!** Visit the "Truck Haven OHV Training Park" and complete 1 Obstacle (any color). Have a teammate or bystander snap a photo of your vehicle during this training. (Name of obstacle completed): \_\_\_\_\_
4. \_\_\_\_\_ **Birdseye View!** Drive or Hike to the top of a TALL ridge or peak and take a picture of your team with the 2014 Tierra Del Sol Vendor show in the background. (*hint; there is an awesome view to and from the notches*)
5. \_\_\_\_\_ **The Notches!** Navigate to the area known as "The Notches" and find someone to snap a picture of your team and vehicle while there.
6. \_\_\_\_\_ **Where's RESQ1?** Find Discount Tire's RESQ1 Jeep and snap a picture of your team standing next to it.
7. \_\_\_\_\_ **Rock Crawler!** Find a rock larger than a basketball to drive up on. Take a picture of your vehicle with at least one tire on top of it.
8. \_\_\_\_\_ **Strong Man!** Using a tow strap or winch cable, stage a strong man photo that makes it look like one of your teammates is pulling your 4x4 vehicle home.
9. \_\_\_\_\_ **Beach Bum!** Navigate to a beach near the Salton City and snap a picture of you and your teammate being beach bums.
10. \_\_\_\_\_ **The Pirate!** Safely, take a picture of your vehicle with one tire NOT touching the ground. (brownie points if the driver is wearing a pirate bandana!)
11. \_\_\_\_\_ **Sticker Collector!** Find Off Road Evolution during the TDS vendor show and take a picture of EVO1 or the EVOTJ. Then whisper the secrete message: "Evo1 for the WIN!" You will be rewarded with a secrete sticker.
12. \_\_\_\_\_ **Cover Model!** Visit the Source Interlink booth at the TDS vendor show and pick up a copy of the RESQ1 Edition of JP Magazine.
13. \_\_\_\_\_ **We get you going!** Falken Tire gets you going so GO find a vehicle with a set of Falken's new Wild Peak MT tires. Snap a photo of 1 team member doing their best "Running man" pose next to the tire.
14. \_\_\_\_\_ **Find a Leader!** Find an official Tierra Del Sol Trail Leader and get them to take a photo with you.
15. \_\_\_\_\_ **ENTER TO WIN!** Turn in your completed task sheets with photo proof to the Discount Tire representative at the Falken Tire booth Saturday March 1<sup>st</sup> between 2-5pm.