



RAPTOR SCAVENGER HUNT

Official Participation Rules

Think you can find the Raptor?

Ford Racing is taking the F-150 Raptor through New York City. Follow along on Ford Racing social channels for location clues and images revealing where the Raptor is hiding.

Find the Raptor. Join the adventure. Unlock exclusive Ford Racing rewards.

How to Participate

1. Follow Ford Racing social channels for daily clues and location updates.
2. Use the posted clues to locate the Ford F-150 Raptor.
3. Visit the Raptor location during the designated activation window.
4. Check in with the Ford Racing team on-site to confirm participation.

Rewards

The first eligible participant to locate the Raptor and check in with the Ford Racing team will receive a premium Ford Racing merchandise package.

Additional eligible participants who locate the Raptor during the activation window, while supplies last, will receive exclusive Raptor merchandise.

Rewards are available on a first-come, first-served basis and are limited in quantity.

Eligibility

Open to legal residents of the United States who are 18 years of age or older at the time of participation.

Participants are responsible for their own transportation to and from activation locations.

No purchase necessary to participate.

Timing

The Ford Racing Raptor Scavenger Hunt will take place in New York City during designated activation dates.

Location clues and activation timing will be announced through Ford Racing social channels.

Reward Limits

Limit one reward per person, per activation day.

Rewards are non-transferable, not redeemable for cash, and may not be substituted.

Participation Guidelines

Participants must comply with all applicable federal, state, and local laws, traffic regulations and public safety guidelines while participating.

Participants may not trespass, enter private property without permission, enter restricted "areas or construction areas, interfere with vehicular or pedestrian traffic, climb structures, or engage in any unsafe or unlawful conduct while searching for the Ford F-150 Raptor.

Ford Racing reserves the right, in its sole discretion, to disqualify any participant who engages in unsafe, unlawful, disruptive, or unsportsmanlike conduct, or who violates these Official Participation Rules.

Ford Racing reserves the right, in its sole discretion, to modify, suspend, or cancel the activation due to weather, safety, operational needs, or other circumstances.

By participating in the Ford Racing Raptor Scavenger Hunt, each participant acknowledges that he or she has read, understands, and agrees to be legally bound by these Official Participation Rules. Participation constitutes the participant's knowing and voluntary acceptance of these Rules, including the releases, waivers, and permissions granted herein.

Assumption of Risk and Release

By voluntarily participating in the Ford Racing Raptor Scavenger Hunt, each participant assumes all risks associated with traveling to, locating, and participating in the activation, including risks arising from weather, traffic, pedestrian conditions, and other hazards associated with participation. To the fullest extent permitted by law, each participant releases and holds harmless Ford Motor Company, Ford Racing, CCO Communications Inc. (d/b/a Campbell Marketing and Communications), and each of their respective parents, subsidiaries, affiliates, officers, directors, employees, contractors, agents, successors, and assigns from any and all claims, demands, damages, liabilities, losses, costs, and expenses arising out of or relating to participation in the scavenger hunt, except to the extent liability cannot lawfully be released or waived under applicable law.

Photo, Video & Content Release

By participating in the Ford Racing Raptor Scavenger Hunt, each participant grants Ford Motor Company, Ford Racing, CCO Communications Inc. (d/b/a Campbell Marketing and Communications), and each of their respective parents, subsidiaries, affiliates, advertising and marketing agencies, contractors, licensees, successors, assigns, and authorized representatives (collectively, the "Authorized Parties") the irrevocable, perpetual, worldwide, royalty-free right to photograph, film, record, and otherwise capture the participant's name, image, likeness, voice, statements, appearance, and participation (collectively, the "Likeness").

Participant further grants the Authorized Parties the unrestricted right to use, reproduce, edit, modify, adapt, publish, display, distribute, transmit, publicly perform, create derivative works from, and otherwise exploit the Likeness, in whole or in part, in any media now known or later developed, including advertising, marketing, promotional, public relations, social media, internal, archival, commercial, and AI-generated, synthetic, or digitally altered content, without further notice, approval, or compensation.

By participating, each participant acknowledges that the Authorized Parties have no obligation to use the Likeness, waives any right to inspect or approve any use of the Likeness, and, to the fullest extent permitted by law, waives and releases any claims based upon rights of publicity, privacy, defamation, misappropriation, or similar claims arising from the authorized use of the Likeness.