

**OFFICIAL RULES FOR THE ATLAS ROOFING CORPORATION'S ASPHALT LIFE HERITAGE  
TOUR 2026-2027 BRONCO SWEEPSTAKES**

**NO PURCHASE NECESSARY TO ENTER AND WIN. THIS IS A CLOSED TRADE PROMOTION OPEN ONLY TO PROFESSIONAL ROOFING CONTRACTORS WITH ACTIVE ATLAS PRO™ MEMBER ACCOUNTS. VOID WHERE PROHIBITED. PROFESSIONAL ROOFING CONTRACTORS MAY APPLY ONLINE WITHOUT CHARGE. THE ACCOUNT REGISTRATION PORTAL IS AVAILABLE AT [WWW.ATLASROOFING.COM/PRO](http://WWW.ATLASROOFING.COM/PRO).**

**NOTE: ATLAS PRO™ MEMBERS ACCEPT THE ATLAS TERMS & CONDITIONS OF USE, INCLUDING SUBSEQUENT UPDATES. ATLAS PRO™ MEMBERS MAY REVIEW THESE TERMS & CONDITIONS OF USE ONLINE AT [WWW.ATLASROOFING.COM/TERMS-AND-CONDITIONS](http://WWW.ATLASROOFING.COM/TERMS-AND-CONDITIONS).**

To participate in the Atlas Bronco Sweepstakes (hereinafter referred to as the "Sweepstakes"), you must meet all eligibility criteria. First, the Sweepstakes is a closed trade promotion open only to professional roofing contractors maintaining Atlas PRO™ Contractor accounts in good standing. Second, participants must be legal residents of the United States of America (either one of the fifty states or Washington, D.C.). Third, the applicant must be 18 years of age or older at the time of entry. Current employees of Atlas and their immediate family members, affiliates, subsidiaries, officers, agents, marketing agencies and other partners, retailers, distributors and suppliers of Atlas are not eligible.

The Sweepstakes is partitioned to include three separate stages: the initial phase (hereinafter known as "Stage I"), the second phase (hereinafter known as "Stage II") and the final phase (hereinafter known as "Stage III"). Stage I is divided into eleven (11) monthly entry periods (hereinafter each monthly entry period is referred to as a "MEP"). The Stage I scheduling information and submission deadlines for each MEP are below. Stage I begins at 12:00 AM Eastern Time (hereinafter "ET") on January 20, 2026, and concludes at 11:59 PM ET on December 31, 2026.

**POINT SYSTEM REFERENCE GUIDE**

- 1 Point - Atlas PRO™ Account (must log in and opt in on or after January 20, 2026)
- 1 Point - Attendance at an Atlas sponsored event (e.g. Atlas Roadshow)
- 1 Point – every 100 squares of Atlas Shingles Featuring Scotchgard™ Protector purchased (paid invoice)
- 1 Point - Each Signature Select® Roofing System purchased (with paid invoice)
- 1 Point - Social media interaction – follow Atlas on Facebook, Instagram, Twitter and tag @AtlasRoofing and #AsphaltLifeBronco with photo of participating contractor with Bronco (1 point per platform)
- 1 Point – Every report ordered through the Atlas kiosk (i.e. Eagleview, HailTrace)
- 2 Points – Every homeowner testimonial added through the Atlas Pro Portal
- 1 Point - Every Signature Select Plus Warranty sold
- 3 Point – Every Signature Select Pro Warranty sold
- 5 Points – Every Signature Select Pro 10 Warranty sold
- 10 Points – Every Signature Select Pro 25 Warranty sold
- 50 Points - Gold Program Achievement
- 100 Points - Platinum Program Achievement
- 150 Points - Diamond Program Achievement
- 150 Points – Sign up for Pro+ Select status

**Stage I Drawings (Periodical Prizes)**

Atlas will award prizes periodically during the promotion at a total value of approximately \$2,000.00 during the initial phase. Stage I award winners are chosen through random drawings throughout each MEP. The number of chances provided each contractor is determined by the number of approved submissions during each MEP. Each participant may only win one time during Stage I.

Atlas will announce prize winners via Atlas Shingles & Underlayments social media channels, and winners will be notified via email or phone. Prize winners must claim their prize within ten (10) business days. After this time expires, the unclaimed prize is automatically re-entered into the Sweepstakes. Atlas will not offer prize substitutions including cash values in lieu of acceptance. Atlas reserves the right to substitute Stage 1 prize offerings. Additional Stage 1 information to be announced by January 31, 2026.

### **Stage II Drawing (Grand Prize Finalists)**

The Stage II Drawing will be based on cumulative eligible points throughout 2026. For every point achieved, the eligible contractor will receive one entry in the Stage II Drawing. Ten (10) winners will be chosen via random drawing and the winners will be awarded a trip with one guest each to the International Roofing Expo (IRE) at Kay Bailey Hutchinson Convention Center in Las Vegas, NV, February 16-18, 2027 as Stage II finalists. Stage II Drawing winners will be announced on January 10, 2027.

Atlas will provide roundtrip airfare from a major domestic airport (as determined by Atlas), and will provide one standard double occupancy accommodation for four days and three nights, at a hotel designated by Atlas. Atlas will either cover the cost or arrange ground transportation to/from the destination hotel and the airport. Atlas will coordinate group dinners and provide expo passes for the winners and their guests. The total maximum estimated retail value (hereinafter "ERV") is \$2,000.00. Please note the actual value may vary based on factors such as the selected departure city.

Atlas reserves the right to provide ground transportation in lieu of air-transportation in the event a winner lives within a reasonable driving distance from Las Vegas, NV. This will not impact the compensation from Atlas to the finalist. Atlas will book all travel arrangements internally. The winner and guest must travel on the exact itinerary without exception. The winners' guests must be an adult or a child of the winner. Winners and guests are responsible for obtaining travel documentation required by airlines and comply with applicable hotel check-in requirements. Winners and guests will be responsible for all costs and expenses associated with the prize that are not specified herein as being awarded, including but not limited to all federal, state and local taxes, additional ground transportation, meals, gratuities and souvenirs. Atlas reserves the right to use the likeness and information related to the Grand Prize Finalists for promotional purposes.

### **Stage III Drawing (Grand Prize Winner)**

Stage III: The ten finalists will enter a random drawing and one finalist will win a 1966 Ford Bronco, which will be on display at the 2026 and 2027 International Roofing Expo. The winner must be present to win. In lieu of accepting the 1966 Bronco, the Grand Prize winner may choose to decline the truck and take a payout of \$50,000.00. All federal, state and local taxes are the responsibility of the Grand Prize winner. Atlas reserves the right to use the likeness and information related to the Grand Prize winner for promotional purposes.

### **4 Ways to Qualify for Points:**

1. Log into your Atlas Pro account and submit your jobs including paid invoices with eligible Atlas products. Eligible jobs must include all required components for the Atlas Signature Select® Roofing Systems, Pro, PRO 10 or PRO 25 warranty requirements and/or Atlas shingles featuring Scotchgard™ Protector. Chances to win are awarded based on approval date of jobs with eligible Atlas products.

2. Mail your job submittal forms with paid invoice with eligible Atlas products (all required components for the Atlas Signature Select® Roofing Systems and/or Atlas shingles featuring Scotchgard™ Protector). Invoices submitted via USPS must be postmarked by the job submission deadline and be received within five days of the postmark date to be eligible for prizes. Chances to win are awarded based on the approval date of jobs with eligible Atlas products.
3. Attend a qualified event = 1 entry per event. If there is not an event within a reasonable distance to your local area, you may receive an entry via method four below. Event dates and locations are to be determined by Atlas and are subject to change.
4. Enter via mail = Maximum 1 entry per MEP
  - a. To enter the Sweepstakes via mail without a purchase or attending an Atlas sponsored event, using a black or blue ink pen, please legibly hand-print the following on 8.5"x11" loose-leaf, wide-rule notebook paper, your full name as it appears on your birth certificate or valid government issue identification (e.g. Driver's License, Military ID, United States Passport), Company Name (Secretary of State Registration Name), Company Name (fictitious name if you have a D/B/A), Company Street Address, City, State, Zip Code, 10-Digit Daytime and Evening Phone Number, Date of Birth and Email Address. Please send in a stamped #10 envelope with proper postage affixed to: Atlas Roofing Corporation, "Atlas Roofing 40<sup>th</sup> Anniversary Chevy Silverado Truck Giveaway" Sweepstakes, 2000 Riveredge Parkway #800, Atlanta, GA 30328. You will receive one (1) entry into the Sweepstakes per MEP. All mail-in entries must be postmarked by the submission date for the applicable MEP and received within five (5) days of the postmark date to be eligible. All entries require a separate #10 outer mailing envelope. Atlas will not process mail sent in business reply envelopes. Atlas will not process mail that includes address labels, that are photocopied, hand-stamped, computer-generated or otherwise mechanically reproduced or that otherwise fail to comply with the MEP submission deadlines will not be honored or acknowledged.

The name of the winner will be available after date February 28, 2027. To inquire, send a self-addressed, stamped envelope along with the specific request to: Atlas Roofing Corporation, C/O Residential Marketing Group, 2000 Riveredge Parkway #800, Atlanta, GA 30328.

The Sweepstakes is not sponsored by NRCA, the International Roofing Expo or Ford Motor Company. ©2026 Atlas Roofing Corporation. All Rights Reserved.