

## **SOCIAL LITE ENTER TO WIN SOCIAL SATURDAY CONTEST**

### **OFFICIAL RULES**

1. *Sponsor.* The SoCIAL LITE Vodka Enter to Win Social Saturday Contest (“**Contest**”) is sponsored by Sleeman Breweries Ltd. (“**Sponsor**”).
2. *Contest Period:* The Contest will begin at 12:01 AM EST on November 11, 2023, and close at 11:59 PM on November 12, 2023 (“**Contest Period**”).
3. *Prize.* There is one (1) prize available to be won by random draw. The prize is two (2) Boots & Hearts 2024 VIP Tickets + one (1) campsite with an approximate retail value of \$1,500 (“**Prize**”).
4. *Conditions.* The Contest is open to residents of Ontario of legal drinking age at the time of entry. Notwithstanding the foregoing, the Contest is not open to: (a) employees, agents, or representatives of the Sponsor, and any business, company, fiduciary or other legal entity controlled by or affiliated with the Sponsor, their promotional agencies, or the Prize supplier (the “**Contest Parties**”); (b) the immediate family members (brothers, sisters, children, parents) or spouses of the foregoing, or any person with whom the foregoing are domiciled; or (c) provincial liquor licensees and their employees.

The provincial liquor agencies are not connected with this Contest in any manner whatsoever, and is not liable in any way whatsoever in regard to any matter which relates to this Contest.

5. *How to Enter.* Enter the Contest by completing the required Google form after scanning the QR code shown on signage throughout the Cowboys Guelph venue on November 11th. All entrants who participate in the Contest according to this section and these Rules automatically receive one (1) entry for a Prize when they submit the Google form.
6. *Chances of Winning.* The chances of winning a Prize depend on the number of eligible entries received during the Contest Period.
7. *Awarding Prizes.* A random draw from among the entries will be held by the Sponsor. The selected entrant will be contacted by email and will be informed of the procedure to claim the Prize.
8. *Prize Conditions.* Winner will be responsible for all costs and expenses related to the Prize, including but not limited to making arrangements to obtain the Prize from the location designated by the Sponsor. Before being declared a Prize winner, the selected entrant will be required to provide proof of identity and age, and to sign and return, by the date indicated by the Sponsor or its designate, the Sponsor’s declaration and release form, which (among other things):
  - (a) confirms compliance with these Rules;
  - (b) acknowledges acceptance of the Prize as awarded;
  - (c) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns from any and all liability in connection with this Contest, the selected entrant’s participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and

- (d) agrees to the publication, reproduction and/or other use of the selected entrant's name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the internet.

If a contestant (i) does not comply with these Contest rules; (ii) has not provided the correct answer to the skill-testing question; (iii) does not fulfil the Prize conditions and claim the Prize according to these Contest Rules; or (iv) refuses the Prize, then the contestant may not be declared a winner. In that event, the Sponsor reserves the right, at its sole and absolute discretion, to make the Prize available again to be won, in which case, the foregoing provisions of this section shall apply to such new contestant.

- 9. *Acceptance of Prize.* Each Prize must be accepted as awarded and is not subject to transfer, exchange or substitution for an award of cash or otherwise, except that the Sponsor reserves the right to substitute any Prize, in whole or in part, for another prize of equivalent or greater value if any Prize is not available for any reason whatsoever.
- 10. *Contest Rules and Sponsor Decisions.* By entering the Contest, entrants agree to abide by the Contest Rules and decisions of the Sponsor, which are final.
- 11. *Personal Information.* By entering this Contest, entrants consent to the collection, use and disclosure of their personal information for the purposes of administering the Contest and in accordance with the Sponsor's privacy policy available on the Contest Website. By accepting a Prize, winners consent to the use and disclosure to the public of their first name, place of residence (city, province), statements about the Contest, and/or images for publicity purposes in connection with the Contest in any media or formats, without further notice, permission or compensation.
- 12. *Limitations of Liability.* Without limiting the release referenced in section 7 above, and for greater certainty, the Contest Parties will not be liable for: a) any incomplete or inaccurate information, whether caused by Contest Website users or by any equipment or programming associated with or used in the Contest, or by any technical or human error which may occur in the processing of entries; b) the theft, loss, destruction or unauthorized access to, or alteration of entries or the Contest Website; c) any problems with, or technical malfunctions of, telephone networks or lines, computer online systems, servers or providers, computer equipment, software, viruses or bugs; d) any failure of any e-mail or entry to be received by or from the Sponsor for any reason including but not limited to traffic congestion on the Internet or on any website or combination thereof; e) damage to an entrant's or other person's system occasioned by participation or uploading or downloading of materials in this Contest; or (f) any use of the entrant's personal information as set out in section 11.
- 13. *Indemnification.* All contestants and all persons attempting to participate in the Contest hereby indemnify the Contest Parties against any damage or loss they may sustain in connection with their participation in, or attempt to participate in, the Contest, or use of the Prize.
- 14. *Right to Cancel, Suspend or Modify.* The Sponsor reserves the right to cancel, suspend or modify the Contest at any time, without notice, if a factor disrupts the proper conduct of the Contest, consistent with these Rules. Without limiting the generality of the foregoing, the Sponsor reserves the right to cancel the Contest in the case of error, particularly in production, distribution or

printing, or the occurrence of any other event giving rise to claims exceeding the number of Prizes contemplated under these Rules.

15. *Applicable Laws.* These Contest rules are subject to all applicable federal, provincial and municipal laws.

Social LITE Vodka is a registered trademark of Sleeman Breweries Limited.