

## RULES & REGULATIONS

### You Could WIN a Trip for 2 to the Coors Light® Snowbombing Music Festival in Sun Peaks, BC

**1. ELIGIBILITY:** To be eligible to enter this sweepstakes, a person must be a resident of Newfoundland and Labrador and have reached the legal drinking age and the age of majority in the province of Newfoundland and Labrador and must not be an employee of Molson Canada 2005 (“the Sponsor”), affiliates and related companies, advertising or promotional agencies, the contest judging organization, any participating locations or the prize suppliers; a beer distribution company or a participating licensed establishment, or, any liquor licensee authorized by a provincial liquor authority; an employee or contractor of participating Newfoundland Labrador Liquor Corporation locations, their affiliated companies, employees or agents, their respective advertising or promotional agencies, the Newfoundland Labrador Liquor Corporation, the independent sweepstakes organization or a member of any such employee’s immediate family (regardless of where they live) or household (whether related to the employee or not) of any of the above persons. In these Sweepstakes Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters and/or spouse. Void where prohibited by law.

**2. HOW TO ENTER:** Enrollment in the AIR MILES® Reward Program is required to participate in this sweepstakes. If the customer is not an AIR MILES Collector, he/she may enroll in the AIR MILES Reward Program online at [www.airmiles.ca](http://www.airmiles.ca). By enrolling to become an AIR MILES Collector, you agree to be bound by the terms and conditions of the AIR MILES Reward Program as amended from time to time.

There are two ways to enter this sweepstakes:

1) When you buy any of the below products at any authorized NLC Liquor Store from January 28 – March 3, 2018 and swipe your AIR MILES Card, you’ll automatically be entered for a chance to win a **Trip for 2 to Coors Light® Snowbombing Music Festival 2018 in Sun Peaks, BC**. You will receive one entry for each product purchased during the sweepstakes period.

- Sku 2369 Coors Light Bottles 12 Pack

2) No Purchase Necessary, hand print your name, age, address, telephone number, email address and AIR MILES Collector Number on a plain piece of paper. No mechanically reproduced entries are allowed. Hand printed entries must be readily legible. Mail completed sweepstakes entry via mail in a stamped envelope to: Newfoundland Labrador Liquor Corporation **Coors Light Snowbombing Music Festival 2018 in Sun Peaks, BC Sweepstakes**, 90 Kenmount Road, St. John’s, NL, A1B 3V1. The sweepstakes starting date is Sunday, January 28 at 10:00 AM Newfoundland Standard Time. The sweepstakes closing date is Sunday, March 3, 2018 at end of business. Each entry must be mailed in a separate hand addressed stamped envelope, limit one mailed entry per Collector Account Number, per week during the promotion period. All entries must be received by 10:00 am Monday, March 5, 2018.

**3. PRIZES:** There will be one (1) prize (“Grand Prize”) available to be won. The Grand Prize consists of two (2) invitations for the winner and one (1) guest to attend the Coors Light Snowbombing event at Sun Peaks British Columbia, from April 5th – 9<sup>th</sup>, 2018 (the “Event”). The Grand Prize includes: (i) two (2) round trip economy class airline tickets for the winner and one (1) guest to the Event; (ii) four (4) nights standard accommodation (double occupancy). The approximate value of this Prize is \$4,000.00 CAD. Winner is not entitled to any difference between the actual retail value of the Prize and the approximate value stated herein.

Winner and his/her respective guests shall be responsible for any costs or expenses not specifically described above as included in the Grand Prize including, but not limited to, drinks, meals, gratuities, souvenirs, and all incidental and personal expenses. Winner and guests must travel together departing from the same point on the times and dates required or the Prize will be forfeited. Winner and his/her respective guests will be required to follow all directions given by Sponsor and/or Event organizers; failure to do so may result in termination of their participation, or continued participation, in the Prize and/or Event. Once the arrangements have been finalized between winner and Sponsor, no changes can be made unless approved by Sponsor. In order to participate in this Prize, winner’s guests must be 19 years of age or older.

Winner and his/her guests acknowledge and accept all risk of damages, injury or other loss incidental to any Event for which tickets are issued, whether occurring before, during or after the Event, and hereby voluntarily agree to assume the same. Sponsor and Snowbombing Canada reserve the right to refuse admission and/or to expel from

the Event and/or any other aspect of the Prize, any person whose conduct is deemed by them to be objectionable. Expulsion from the Event cancels the tickets for the offending individual(s) and the individual(s) thereupon forfeit(s) all claims with respect to the tickets. Participation in the Prize is subject to compliance with all applicable laws, by-laws, regulations and any applicable facility or carrier rules; failure to comply may result in non-admission or expulsion from further participation in the Prize.

Prize is not transferable or assignable and must be accepted as awarded with no substitutions in cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right, in its sole discretion, to substitute a Prize of equivalent monetary value if a Prize or any part of the Prize cannot be awarded as described for any reason. The Releasees (as defined below) will not be responsible, however, if weather conditions, Event cancellations, or other factors beyond Sponsor's reasonable control prevent a Prize or any part of a Prize from being fulfilled. In any such event, winner will not be provided with a substitute Prize or cash equivalent. Prize will only be released to the verified winner. Return of any Prize/Prize notification as undeliverable may result in disqualification and selection of an alternate eligible winner.

**4. WINNER SELECTION:** The winners will be selected by a random electronic draw on or around March 5, 2018 from all eligible entries received on or before the sweepstakes closing date. The winner will be required to have correctly answered the skill testing question and must comply with the Official Sweepstakes Rules. The odds of winning will depend on the total number of eligible entries received.

The Sponsor will attempt to contact the winner by telephone or by email. No communication will be entered into except with the selected potential winner. To be declared a winner of the Prize, a selected entrant must first correctly answer, a mathematical skill-testing question to be administered by phone and without assistance of any kind, whether mechanical or otherwise. If a selected entrant: (i) cannot be contacted within two (2) business days of first attempted notification; (ii) fails to correctly answer, or incorrectly answers, the skill-testing question; or (iii) fails to execute and return to Sponsor the Declaration and Release of Liability forms for the selected entrant and his/her guest within the time period indicated on such forms; and/or (iv) cannot accept the applicable Prize as awarded for any reason whatsoever; then the applicable Prize will be forfeited and the Sponsor has the right but not the obligation, in its sole discretion and time permitting, to select an alternate eligible entrant.

**5. APPLICABLE LAW:** The promotion is subject to all applicable Federal, Provincial and Municipal laws and regulations. To be a confirmed winner the contest participant must answer, without any assistance, a mathematical skill-testing question.

**6. 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, including, but not limited to, for the purpose of receiving one or more messages, whether electronic or not, from the Sponsor or its designated representative, which may provide entrants with information regarding the Contest or otherwise further the administration of the Contest. The entrant will be deemed to have solicited these messages from the Sponsor by virtue of entering the Contest. By accepting the Prize, the winner consents to the collection, use and disclosure to the public of their name, address (city, province/territory), voice, statements and photographs or other likenesses for publicity purposes in connection with the Contest in any media or formats, including, but not limited to, the Internet, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed without consent. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information. If an entrant would like their personal information removed from the Sponsor's database at the conclusion of the promotion, send this request in writing to Newfoundland Labrador Liquor Corporation, 90 Kenmount Road, St. John's, NL, A1B 3V1.

**7. RELEASE AND INDEMNIFICATION:** By entering the sweepstakes, each entrant releases and holds harmless the Sponsor, Newfoundland Labrador Liquor Corporation, LoyaltyOne, Co., the provincial liquor agencies, the independent sweepstakes organization, their respective agents, representatives and associated companies, and all of their respective directors, officers and employees from any and all liability for injuries, loss or damage of any kind whatsoever including without limitation personal injury, death or property damage resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in this sweepstakes, or participation in any prize related activity and agrees to fully indemnify the Sponsor, Newfoundland

Labrador Liquor Corporation, LoyaltyOne, Co., the provincial liquor agencies, the independent sweepstakes organization, prize suppliers, their respective agents, representatives and associated companies, and all of their respective directors, officers and employees from claims by third parties without limitation.

Before being declared a winner of a Prize, a selected entrant will be required to sign a Declaration of Compliance and a Release of Liability form, which (among other things): (i) confirms compliance with these Official Contest Rules; (ii) acknowledges acceptance of the applicable Prize as awarded; (iii) releases the Sponsor, Snowbombing Canada, Newfoundland Labrador Liquor Corporation, LoyaltyOne Co, and each of their respective advertising and promotional agencies, any contest judging organization, provincial liquor authorities, beer distribution companies, parent companies and affiliates of the foregoing and all of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her 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 or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the Internet. The Releasees do not make, nor in any manner are responsible or liable for: (i) any warranty, guarantee or representation, expressed or implied, in fact or in law relative to any Prize, including but not limited to its quality, merchantability, fitness for purpose or mechanical condition; and (ii) are not liable for injury, loss or damage of any kind resulting from the acceptance, use or misuse of any Prize, travel related thereto (as applicable), or otherwise from participation in this Contest. Declaration and Release documents must be returned within the time period indicated in the documents or the applicable Prize will be forfeited. Winner's guests must also sign and return a Declaration and Release of Liability form prior to travel and/or participating in the Prize. The names of guests cannot be changed once the Declaration and Release of Liability form has been received by Sponsor or its agent.

**8. RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsor reserves the right to terminate, amend or suspend this Contest, in whole or in part, at any time and without prior notice, if any factor interferes with its proper conduct as contemplated by these Official Contest Rules.

**9. MISCELLANEOUS:** All decisions of the Sponsor, or any contest judging organization as designated by it, are final and binding without right of appeal in all matters relating to this Contest and, by entering this Contest, all entrants agree to be bound by these Official Contest Rules. The Releasees will not be responsible for "No Purchase Necessary" entries that are illegible, incomplete, lost, postage-due, misdirected, affected by technical failures, errors or late Entries, which will be void. Any use of automated devices is prohibited. All "No Purchase Necessary" Entries become the property of Sponsor and will not be acknowledged or returned. No correspondence will be entered into except with selected entrants (or any other entrant(s) as deemed necessary by the Sponsor). Contest is subject to all applicable federal, provincial and municipal laws. In the event of a dispute regarding the identity of the person who submitted an Entry, the Entry will be deemed submitted by the Authorized Account Holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. An entrant may be required to provide Sponsor with proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the Authorized account holder of the e-mail address associated with the Entry in question.

Sponsor reserves the right, at its sole discretion, to disqualify, from this Contest and any future Contest or other promotion conducted by Sponsor, any individual that it finds or believes to be not in compliance with these Official Contest Rules; to be tampering with the entry process or the operation of the Contest; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

Subject only to applicable law and any required regulatory approval, the Sponsor reserves the right and, without prior notice, to adjust any of the dates and/or timeframes stipulated in these Official Contest Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Official Contest Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, affects the proper administration of the Contest as contemplated in these Official Contest Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Contest Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these English Official Contest Rules shall prevail, govern and control to the fullest extent permitted by applicable law.

**10. GENERAL:** None of the Sponsor, Newfoundland Labrador Liquor Corporation, LoyaltyOne, Co., the provincial liquor agencies, the independent promotion organization, or their respective agents shall be responsible for any errors, negligence, losses or damages of any nature whatsoever that may arise or occur in connection with this promotion or the prizes. The Sponsor may modify or withdraw this promotion, without liability if any printing/production errors occur, without public notice.

**11. PRIZE SUPPLIER:** By entering the Contest, each entrant acknowledges and agrees that Snowbombing Canada's sole and exclusive role in the Contest is that of Prize Supplier and that Snowbombing Canada is in no way responsible for the administration of the Contest, or the selection of winner, or the distribution of Prize and that all such responsibility rests with the Sponsor.

**12. NEWFOUNDLAND LABRADOR LIQUOR CORPORATION:** The sweepstakes is managed by Newfoundland Labrador Liquor Corporation. LoyaltyOne, Co. is in no way connected to the management of this sweepstakes.  
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