

**2020 BIG ROCK BREWERY – TRADITIONAL ALE GOLDEN TICKET CONTEST**  
**OFFICIAL CONTEST RULES AND REGULATIONS**

**The contest is governed by the rules set out below.**

**By entering the contest, you agree to abide by the rules and the decisions of Big Rock.**

**The contest is void where prohibited or restricted by law.**

1. **CONTEST:** The 2020 Big Rock Brewery –Traditional Ale Golden Ticket Promotion ("Contest") is being conducted by Big Rock Brewery Limited Partnership ("Big Rock") and participating accounts. The Contest commences at 12:01 p.m. MST on February 1st, 2020 and closes at 11:00 a.m. MST on Aug 30th, 2020 (the "Contest Period"). Entries must be received by Big Rock within the Contest Period.
2. **ELIGIBILITY:** This Contest is open only to persons who are residents of Canada who, at the time of entry, have reached the legal drinking age in their resident Province. Big Rock may request valid proof of identity, residency, age and other relevant documentation, and Big Rock may disqualify an entrant if Big Rock determines in its sole discretion that the provided information is not enough. The contest is not open to employees (and persons with whom such employees are domiciled) of Big Rock or its affiliated companies or their advertising and promotional agencies. Holders of liquor licenses where this product is sold, and their employees are not eligible under the No Purchase Necessary conditions.

To become eligible to win a prize, each contestant, on each entry, must provide his/her full name, phone number and e-mail address and strictly follow the instructions and these Contest Rules.

3. **HOW TO ENTER:** It is not necessary to make a purchase to enter or to win the Contest.

There are two (2) ways to enter contest:

- a. Purchase a specially marked case of Traditional Ale 12 can or 15 cans.
- b. Send a hand written essay of approximately three hundred and fifty ( 350) words explaining why you should be entered to win the final Golden Ticket, to Big Rock Brewery, Attention Golden Ticket Promotion, 5555 76<sup>th</sup> Ave, SE, Calgary, AB, T2C 4L8 during the contest period.

1 Golden Ticket will be available to those that do not wish to make a purchase. All entrants who submit the listed requirements will be entered to win the remaining Golden Ticket voucher. Winner will be drawn on Aug 30<sup>th</sup>, 2020.

4. **IN ORDER TO WIN:** Before being declared a prizewinner, the eligible contestant must first correctly answer, unaided, a mathematical skill-testing question. Second, the eligible contestant must sign Big Rock's release confirming acceptance of the prize awarded and releasing Big Rock, and others named in the release, from all liability that may arise in relation to the participation in the Contest and the acceptance and use of any prize awarded. The release also contains an indemnification from the prizewinner, plus various licenses, waivers, disclaimers and other terms.

The decisions of Big Rock are final with respect to all aspects of this Contest, including but not limited to decisions regarding eligibility of contestants and the correctness of their answer to the skill-testing question.

5. **WINNER ANNOUNCEMENT:**

There will be 50 winners nationally and 50 Golden Ticket vouchers Prizes will be distributed as Golden Ticket vouchers are discovered.

6. **PRIZE:** There will be Fifty (50) prizes valued at \$100 available to be won by eligible entrants.

No travel expenses between the individual's home and the establishment are included. No prize substitutions, transfers, or cash in lieu of the prizes, will be allowed. Big Rock may substitute one or more parts of the prize with other merchandise or service of equal or greater value if, in Big Rock's opinion, the substitution becomes necessary or preferable.

Prizes must be claimed from the participating account within three weeks of the contest end date – Aug 30<sup>th</sup>, 2020. Unclaimed prizes will not be awarded.

7. **ODDS OF WINNING A PRIZE:** The odds of winning the prize depends upon the total number of Traditional 12 or 15 can units sold during the promotion period.
8. **NOTIFYING SELECTED WINNERS:** The persons who qualify to be prize winners in this Contest will need to reach out to Big Rock Brewery through email. The selected contestant will be disqualified if (a) she/he cannot be reached after a reasonable effort to do so has been made; or (b) Big Rock determines that the qualifying contestant is ineligible according to these Contest Rules; or (c) that person does not comply with the Contest Rules including correctly answering the skill-testing question and completion of the contest release form; or (d) if his/her prize notification is returned to Big Rock as being undeliverable; or (e) if he/she attempts to disrupt the Contest circumvent any of these rules.

Arrangements for receiving the prize will be made directly with the winners.

9. **CORRESPONDENCE AND COMMUNICATION:** All correspondence and communication with contestants in connection with this Contest will be by email or telephone, except as otherwise noted. Contestants agree to abide by these Contest Rules. The decision of Big Rock shall be final and binding in all matters related to the Contest. The Contest is subject to all applicable federal, provincial and municipal laws and is void where prohibited.
10. **CANCELLATION:** If for any reason Big Rock cannot run the Contest as planned (including as a result of tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts, impairs or affects the administration, security, fairness, integrity, or proper conduct of this Contest) Big Rock may cancel, modify, extend or suspend the Contest. In such event, Big Rock may award the Prizes at random from among the eligible entries received up to the time of the impairment or award no prizes at all. Big Rock may also disqualify any individual who tampers with or in any way corrupts the Contest or who attempts to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair practices, or by attempting to annoy, abuse, threaten or harass any other entrants or Big Rock representatives.
11. **Publicity:** By participating in the Contest each contestant consents to the use of his/her name, hometown, voice, picture (both moving and still) and likeness, without compensation, for promotional and publicity purposes as determined by Big Rock. This any advertising and publicity Big Rock may conduct relating to the contest in any media or format, including but not limited to the World Wide Web, at any time, or times in perpetuity, without notice. Aggregated and/or anonymized information may be used by Big Rock to communicate about the contest to its retailers, distributors and other partners.
12. **DISCLAIMERS, LIABILITY AND INDEMNIFICATION:** Big Rock will not accept liability for any other loss or damage resulting directly or indirectly from a contestant's participation in the Contest.

By participating in the Contest each contestant agrees Big Rock will not be responsible for: (1) incorrect or inaccurate transcription of entry information or late, lost, incomplete, misdirected entries, or entries received through impermissible or illegitimate channels; (2) technical failures of any kind, including without limitation the malfunctioning of any telephone, computer, network, hardware or software; (3) the unavailability or inaccessibility of any service; (4) unauthorized human intervention in any part of the entry process or the Contest; (5) electronic or human error which may occur in the administration of the Contest or the processing of entries; or (6) any injury or damage to persons or property, including a contestant's computer, which may be caused, directly or indirectly, in whole or in part, by participation in the Contest or from downloading any material from Big Rock's web site.

Big Rock will not, in any circumstances, be liable to a contestant for any indirect, special, consequential, or punitive damages in connection with the Contest.

By Participating in the contest each contestant hereby releases and agrees to indemnify and hold harmless Big Rock and its affiliates and each of their employees, directors, officers, agents, judges and advertising and promotional agencies from any and all damages, injuries, claims, causes of actions, or losses of any kind (including actual legal fees and expenses) resulting from: (a) the contestant's participation in this Contest or receipt or use of any prize; (b) the contestant's failure to comply with any of these rules; (c) any misrepresentation the contestant makes under these rules or otherwise to Big Rock; and (d) any claims based on personality or privacy rights, defamation or merchandise delivery.

The provincial liquor agencies are not connected with this contest in any manner whatsoever and are not liable in any way whatsoever in regards to any matter which relates to the Contest.

13. REFERENCES TO OTHER TRADE NAMES: Promotional materials for the Contest may contain references to other company, brand and product names. These names are used for identification purposes only and may be trademarks of their respective owners. The images of people or places displayed, forms, structures and graphics displayed or found are either the property of or used with permission by Big Rock. Big Rock may be, but is not necessarily, sponsored by or affiliated with any owners of such other company, brand or product names so appearing, and makes no representations about them, their owners, their products or services.
14. Big Rock will maintain the personal information, including the name, phone number and address of the winners. Such information will be provided to regulatory agencies pursuant to a lawful request. Big Rock and its authorized agents will collect, use, and disclose the personal information you provide when you enter the Contest for the purposes of administering the Contest and Prize fulfillment.
15. LAWS: These Rules will be governed by and construed in accordance with the laws of the Province of Alberta, Canada and the federal laws of Canada applicable in British Columbia, Alberta, Saskatchewan and Manitoba.
16. DISPUTES: All disputes, claims and causes of action arising out of or connected with the Contest, prizes or these rules will be resolved individually, without resort to any form of class action, and exclusively by the appropriate court of the Province of Alberta, Canada.
17. The invalidity or unenforceability of any provision of these Contest Rules shall not affect the validity or enforceability of any other provision. If any provision of the Contest Rules is determined to be invalid or otherwise unenforceable, then the Contest Rules shall be construed in accordance with their terms as if the invalid or enforceable provision was not contained therein.