

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

### **OFFICIAL RULES**

1. *Sponsor.* The SoCIAL LITE Vodka Enter to Win Lake Mat Contest (“**Contest**”) is sponsored by Sleeman Breweries Ltd. (“**Sponsor**”). The Contest will be conducted at participating stores in Alberta, British Columbia, Manitoba and Saskatchewan.
2. *Contest Period:* The Contest dates for each participating store (“**Contest Period**”) will be posted in that store
3. *Prize.* There is a total of one hundred fifty (190) prizes available to be won by random draw across all participating stores in Alberta, British Columbia, Saskatchewan and Manitoba. Each prize is a 6-foot Lake Mat with an approximate retail value of \$200 (“**Prize**”). The full regional allocation of the one hundred and ninety (190) Prizes is as follows, with one (1) Prize per participating store:
  - (a) Alberta: Fifty (65) prizes available to be won
  - (b) British Columbia: Forty (50) prizes available to be won
  - (c) Saskatchewan: Forty (40) prizes available to be won
  - (d) Manitoba: Twenty (35) prizes available to be won
4. *Conditions.* The Contest is open to residents of Alberta, British Columbia, Manitoba and Saskatchewan 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 or participating stores, and any business, company, fiduciary or other legal entity controlled by or affiliated with the Sponsor, the participating stores, 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 are 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 and submitting a ballot at a participating store. Each entrant who participates in the Contest according to this section and these Rules automatically receives one (1) entry for a Prize in that participating store when he or she submits a ballot.
6. *Chances of Winning.* The chances of winning a Prize depend on the number of eligible entries received at the participating store during the Contest Period.
7. *Awarding Prizes.* Each participating store will hold a random draw from among the entries received at that store during its completed Contest Period. The selected entrant for that store will be contacted by phone or email by the store and will be informed of the procedure to claim the Prize.

*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 participating store. Before being declared a Prize winner, the selected entrant will be required to provide proof of identity and age. 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.

8. *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.
9. *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.
10. *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 at <https://sleeman.ca/en/privacy-policy>. 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.
11. *Limitations of Liability.* The Contest Parties will not be liable for: a) any incomplete or inaccurate information, whether caused 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; 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;; or (e) any use of the entrant's personal information as set out in section 10.
12. *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.
13. *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.
14. *Applicable Laws.* These Contest rules are subject to all applicable federal, provincial and municipal laws.

SOCIAL LITE is a trademark of Sleeman Breweries Limited.