

## **SUGAR BOWL COUNTY KICK-OFF CONTEST**

### Official Contest Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER

THE CONTEST. PURCHASE WILL NOT IMPROVE YOUR ODDS OF WINNING.

1. To Enter: Register to win on the WBRZ.com, Sugar Bowl Country Kick-off contest page from July 18, 2023, through July 20, 2023, for your chance to win 2 tickets to see The Sugar Bowl Country Kick-off live in The Louisiana Superdome on September 2, 2023. Second chance entries can be done by visiting the WBRZ YouTube page (<https://www.youtube.com/@WBRZ>) and liking and subscribing to the page.

2. Eligibility/Miscellaneous: Only one prize per person (two tickets to the Sugar Bowl Country Kickoff on September 2, 2023) will be allowed. All Entrants must reside in the WBRZ viewing area as defined by Nielsen Media Research and be physically present in the U.S. as of the date of entry through and including the date of awarding prize, and be 18 years or older at the time of entry. Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for Louisiana Television Broadcasting, LLC, and any organizations responsible for sponsoring, fulfilling, administering, advertising, or promoting the contest supplying the prize, and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter or play. "Immediate family members" shall mean parents, stepparents, children, stepchildren, siblings, step-siblings, or spouses. "Household members" shall mean people who share the same residence at least three months a year. By entering this contest, entrants agree to be bound by contest rules and by the decisions of Sponsors, which are final as to all contest-related matters. In addition, by participating in this contest and accepting any prize that they may win, entrants agree to release Louisiana Television Broadcasting, LLC and all sponsors, each of the respective officers, directors, agents, representatives, and employees, as well as each of the respective successors, representatives, and assigns (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this contest and/or acceptance or use of the prize. Entrants also authorize the Released Parties to use their name, voice, likeness, biographical data, and city and state of residence in programming or promotional material or on a winner's list (if applicable), as well as the cards submitted without further compensation unless prohibited by law. Void where prohibited. All federal, state, and local laws and regulations apply. All submissions become the sole property of Louisiana Television Broadcasting, LLC, the Sponsor of this promotion, and will not be returned. By entering or accepting the prize in this contest, the winners agree to conform to all applicable federal, state, and local laws. All licenses, registrations, federal, state, and local taxes, and tariffs are the winners' responsibility.

3. One lucky winner will be selected by random drawing from all eligible entries on Thursday, April 28, 2022. Viewers can enter once per day of the contest. The winner will be notified by telephone, email, and/or mail and must pick up their tickets at the WBRZ Studios on Wednesday, August 30 2023, before 5:15 PM. The winner must provide proof of age, identity, and residency. If for any reason, prizes are not claimed or the winner is disqualified, prizes will be awarded to an alternate winner, selected from remaining valid, eligible entries timely submitted.

4. Prizes and Odds: The following prize will be awarded to the winner of the Sugar Bowl Country Kick-off concert giveaway. Sugar Bowl Country Kick-off contest: 2 tickets valued at \$98.95 per ticket. All decisions are final. The odds of winning depend on the number of eligible callers received. Federal, state, and local taxes are the sole responsibility of the winner, who will receive a 1099 tax form reflecting the actual value of the prize.

5. Reservation of Rights: The sponsor reserves the right to cancel, terminate or modify this Contest in the event that this Contest is not capable of being conducted or completed as planned for any reason. If the Contest is canceled or terminated, notification will be posted at WBRZ-TV, 1650 Highland Road, Baton Rouge, LA 70802. In the event that an individual attempts to undermine the legitimate operation of this Contest, Sponsor, in addition to

disqualifying such person from participating in this Contest, reserves the right to seek damages and all other available remedies (whether at law or in equity) against him/her.

6. Sponsors: Louisiana Television Broadcasting Company, LLC, 1650 Highland Road, Baton Rouge, LA, 70802.

7. Prize Winner: For the name of the prize winner, mail a self-addressed, stamped envelope, after September 26, 2023, to: Noah Kozinko, Director of Marketing, Sugar Bowl Country Kick-off contest, P.O. Box 2906, Baton Rouge, LA, 70821.