

## Coors Banquet - One Horse Town Contest

### (the “Contest”)

#### OFFICIAL CONTEST RULES

1. **ELIGIBILITY:** To be eligible to enter, you must be: (i) legal drinking age in your province of residence; and (ii) a resident of Canada. **ONLY TOWNS WITH POPULATIONS OF 50,000 PEOPLE OR LESS WILL BE ELIGIBLE TO WIN.** You are not eligible to enter or win, if you are: a) an employee, representative or agent of Molson Canada 2005 (the “Sponsor”), its affiliates and related companies, advertising or promotional agencies, the contest judging organization, any participating stores or the prize suppliers; b) an employee or contractor of a provincial liquor authority, a beer distribution company or a participating licensed establishment, or, any liquor licensee authorized by a provincial liquor authority; c) anyone involved in the development and/or administration of the Contest; or d) a member of the immediate family (defined as parents, siblings, children and spouse, regardless of where they live) or household (whether related or not) of any of the above persons.
2. **HOW TO ENTER: NO PURCHASE NECESSARY.** Contest begins at 9:00 am (ET) on April 30, 2018 and all submissions must be submitted and received by 11:59 pm (ET) on May 27, 2018 (the “Submission Deadline” and “Contest Closing Date”). To enter the Contest, upload a photo of your town to [www.coorsbanquet.ca/oht](http://www.coorsbanquet.ca/oht) (the “Contest Website”). If entering through Instagram or Twitter, each photo submission must include your town name and province within it and must also be accompanied with the hashtag “onehorsetown” OR “patelinenedette” (the “Submission”).

Entrants can access the Contest Website either through the Internet or through a mobile device. If entering via mobile, standard data rates may apply. Check your service carrier plan for your rates and fees. Submissions must comply with all content instructions as outlined below in these Official Contest Rules or otherwise the Submissions submitted will not be considered for judging and will be voided. If the exact Submission is submitted more than once, the first Submission will be considered a valid one and any subsequent duplication will be void. Submissions submitted in any other manner and format other than what is outlined hereinabove in these Official Contest Rules will not be accepted. Submission must only be submitted by the entrant themselves and must not infringe upon the rights of any third party. Submissions that do not comply with these Official Contest Rules or the Terms and Conditions of the Contest Website or that contain prohibited, or inappropriate content such as illegal, immoral, offensive or defamatory, nor can they infringe upon the rights of any third party, person or otherwise as determined by the Sponsor or its agent in their sole discretion will be removed from the Contest Website and disqualified. Limit: one (1) Submission per person per platform per day.

The Releasees (as defined below) will not be responsible for illegible, incomplete,

lost, misdirected, technical failures or late Submissions, all of which will be void. For greater certainty and the avoidance of any doubt, you can use only one (1) email address to enter this contest. If it is discovered by the Sponsor that any person has attempted to: (i) obtain more than the maximum stated number of Submissions as outlined in these Official Contest Rules; and/or (ii) use (or attempt to use) multiple names, identities and/or more than one (1) email address to enter the Contest; then he/she may be disqualified from the Contest and all of his/her Submissions voided. Your Submission will be rejected if not submitted and received by the Submission Deadline. Use (or attempted use) of multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor. All Submissions are subject to verification at any time and for any reason. The Sponsor reserves the right to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) to participate in this contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

- PRIZE:** There is one (1) prize (the “Prize”) available to be won. The Prize consists of one (1) opportunity to host a Country Music Concert featuring three music acts (the “Event”) in the winner’s home town. The music acts to be selected and determined by Sponsor in its sole discretion. The attendance capacity for the Event will be determined by selected venue and can range between 1000 and 3000 people. The winner and the attendees must be residents of the winning town itself to attend the Event and to receive a ticket to the Event, all attendees will be required to visit the Contest Website and complete the online registration form in full, up to a maximum of four (4) tickets per attendee registration while quantities last. The approximate total value of this Prize is \$40,000.00 CAD. Each ticket is worth approximately \$20.00 CAD.

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.

- JUDGING CRITERIA:** There will be one (1) round of judging and one (1) round of voting. All eligible Submissions will be evaluated by a judging panel (the “Judging Panel”) comprised of representatives of the Sponsor. Judging will take place between April 30, 2018 and May 27, 2018 (the “Judging Period”). For judging purposes, all eligible Submissions will be separated into six (6) regions (each

“Region(s)”). Each Region shall be divided as follows: a) British Columbia; b) Alberta; c) Saskatchewan/Manitoba; d) Ontario; e) Quebec; and f) Nova Scotia, Prince Edward Island, New Brunswick, Newfoundland and Labrador (collectively, the “Atlantic”).

On June 11<sup>th</sup>, 2018 at 33 Carlingview Dr. Toronto, ON, from among all eligible Submissions received the Judging Panel will select six (6) Submissions, one (1) per Region (collectively, the “Top 6”). Each entrant’s Submission will be reviewed for content before being judged, and will be judged based on the following judging criteria: 40% availability and suitability of concert venue, 40% municipal infrastructure (public transit, hotel availability, hospital, distance, insurance), 15% availability of bars/restaurants to host post Event party and 5% community spirit, as determined by the Judging Panel in its sole discretion. The odds of becoming a Top 6 finalist will depend upon the total number of eligible Submissions received per Region that meet the judging criteria as determined by Sponsor in these Official Contest Rules.

**5. VOTING PERIOD:** On June 11<sup>th</sup>, 2018 the Top 6 finalists (each a, “Finalist”) will be announced on the Contest Website. Once the Top 6 have been announced, the voting period will begin on June 11<sup>th</sup>, 2018 at 9:00 am (ET) and will end on July 15<sup>th</sup>, 2018 at 11:59 pm (ET) (the “Voting Period”). Voting will be done online via the Contest Website at [www.coorsbanquet.ca/oht](http://www.coorsbanquet.ca/oht) and only residents of Canada who are of legal drinking age in their province of residence can vote for their favorite Submission. Limit: one (1) vote per Submission per day per person. The Submission that receives the most votes as determined by Sponsor will be eligible to win the Prize. In the event of a tie, Sponsor reserves the right in its sole discretion to select an entrant among those tied Submissions. Any such decision will be final and binding. On or around July 23<sup>rd</sup>, 2018 Sponsor or its designated agent will announce the winning town on [www.coorsbanquet.ca/oht](http://www.coorsbanquet.ca/oht) and [www.facebook.com/coorsbanquetcanada](http://www.facebook.com/coorsbanquetcanada).

**6. WINNER/FINALIST SELECTION:** On July 19<sup>th</sup>, 2018 in Toronto, Ontario at 33 Carlingview Dr., a representative of the selected winning town will be notified by phone. To be declared a winner of the Prize, the representative of the selected winning town must first correctly answer a mathematical skill-testing question by telephone and without assistance of any kind, whether mechanical or otherwise. If a selected entrant: (i) cannot be contacted within three (3) business days of the first attempted notification; (ii) fails to correctly answer, or incorrectly answers, the skill-testing question; (iii) fails to execute and return to Sponsor any required Declaration of Compliance and Release of Liability forms for the selected entrant 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 winning town. The odds of becoming the winner will not be less than 1:6.

7. **RELEASES, ETC.:** 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, its 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, use and/or 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 and/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.
8. **LIMITATIONS OF LIABILITY:** Without limiting the limitations of liability set forth elsewhere in these Official Contest Rules and/or the Declaration of Compliance and Release of Liability, and for greater certainty, the Releasees 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 utilized in the Contest, or by any technical or human error which may occur in the capturing and/or processing of Submissions; b) the theft, loss, destruction or unauthorized access to, or alteration of, Submissions or the Contest Website; c) any problems with, or technical malfunctions of, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; d) any failure of any e-mail to be received by or from Sponsor and/or Submission to be captured or recorded for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof; e) damage to a participant’s or other person’s system occasioned by participation or downloading of materials in this Contest; f) any typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, these Official Contest Rules, the selection and/or announcement of eligible winner(s), and/or the distribution of any Prize(s); and/or g) any combination of the above.

9. **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.
10. **INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the relevant Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.
11. **COPYRIGHT-PROTECTED WORK:** By submitting a Submission into the Contest, the entrant represents and warrants that the Submission submitted is original to the entrant, and all right, title, and interest (including copyright) thereto is owned and/or controlled by the entrant to the full extent necessary to enable the Sponsor to use the Submission as contemplated herein; and that the Submission does not infringe upon the intellectual property or other statutory or common law rights of any third party. In consideration for the opportunity to participate in the Contest, the entrant hereby (i) grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Submission, in whole or in part, for advertising or promoting the Contest, or, for any other reason; (ii) waives all moral rights in and to his/her Submission in favour of the Sponsor (and anyone authorized by the Sponsor to use the Submission); and (iii) agrees to release, indemnify and hold harmless the Releasees from and against any and all claims related, directly or indirectly, to his/her Entry – including, without limitation, claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related or other cause of action.
12. **RIGHT TO TERMINATE, SUSPEND OR AMEND:** Sponsor reserves the right to terminate, suspend or amend this Contest, in whole or in part, at any time and without prior notice except to the Régie des alcools, des courses et des jeux if any factor interferes with its proper conduct as contemplated by these Official Contest Rules. Any such action will be subject in Quebec, to the approval of the Régie des alcools, des courses et des jeux.

13. **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. The Releasees will not be responsible for illegible, incomplete, lost, postage-due, misdirected, affected by technical failures, errors or late Submissions which will be void. Any use of automated devices is prohibited. All Submissions 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 who submitted a Submission, the Submission will be deemed submitted by the authorized account holder of the Twitter or Instagram account submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to the Twitter or Instagram account by Twitter or Instagram, or by an Internet access provider, online service provider or other organization that is responsible for assigning accounts. 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 account associated with the Submission 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 Submission or voting process or the operation of the Contest or Contest Website; 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 DELIBERATELY DAMAGE ANY WEBSITE OR 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.

14. **LIQUOR AUTHORITIES:** The provincial liquor authorities are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever with regard to any matter relating to this Contest.
15. **QUEBEC RESIDENTS:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a Prize may be submitted to the board only for the purpose of helping the parties reach a settlement.