

ENJOY RESPONSIBLY.

†NO PURCHASE NECESSARY. For full contest rules and prize information visit the Contest Website: <http://www.budlight.ca/SummerPass>. Must be 19 years of age or older and a resident of Canada. To enter, create or log-in to your Contest Website account by (i) scanning the QR code located on specially marked cans of Bud Light; or (ii) visiting the Contest Website. Eligible entrants may allocate 1 entry each day to 1 of 2 available prize categories to reveal if they are an instant winner. The approximate retail value of a prize will depend on the category and prize selected. ††There are 40 prizes available to be won during each of the 8 weekly prize periods and 320 prizes in total. Available prizes vary during each weekly prize period. The number of prizes available will reduce as prizes are won. Odds of winning depend on the number and timing of entrants and the selected prize category. Alcohol is not a part of the prize. Prizes may not be exactly as shown. Skill-testing question required. **Contest closes: July 1st, 2024. Daily Entries must be submitted online no later than July 1st, 2024 at 11:59 p.m.**

Live Nation Canada, Inc. (“Live Nation”) is not a Sponsor of the Contest and is in no way responsible for the administration of the Contest, the verification of winners or the fulfillment of prizing. All inquiries regarding the Contest should be directed to Contest Sponsor and not to Live Nation. Live Nation is a registered trademark of Live Nation Worldwide, Inc.

**OFFICIAL BUD LIGHT SUMMER PASS
CONTEST RULES AND REGULATIONS**

IMPORTANT: PLEASE READ THESE OFFICIAL CONTEST RULES (“**OFFICIAL RULES**”) BEFORE ENTERING THE BUD LIGHT SUMMER PASS CONTEST (THE “**CONTEST**”). BY ENTERING THE CONTEST, EACH ENTRANT REPRESENTS THAT THEY MEET ALL OF THE ELIGIBILITY REQUIREMENTS BELOW AND AGREES TO BE UNCONDITIONALLY BOUND BY THESE OFFICIAL RULES AND ALL DECISIONS OF LABATT BREWING COMPANY LIMITED (THE “**CONTEST SPONSOR**”).

NO PURCHASE NECESSARY. MUST BE 19 YEARS OF AGE OR OLDER AND A RESIDENT OF CANADA

Live Nation Canada, Inc. (“**Live Nation**”) is not a Sponsor of the Contest and is in no way responsible for the administration of the Contest, the verification of winners or the fulfillment of prizing. All inquiries regarding the Contest should be directed to Sponsor and not to Live Nation.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL properties LLC, NFL Enterprises LLC, NFL, International LLC and each of their respective direct and indirect subsidiaries, affiliates, owners, shareholders, officers, directors, agents, representatives and employees (collectively, the “**NFL entities**”) shall have no liability or responsibility for any claim arising in connection with participation in this promotion and/or any prize awarded in connection therewith. The NFL entities have not offered or sponsored this promotion in any way.

1. **ELIGIBILITY:** The Contest is open to any legal resident of Canada who is:
 - a) 19 years of age or older;

- b) not an employee, contractor, agent or representative of Labatt Brewing Company Limited (the "**Contest Sponsor**"), Live Nation, This is Blueprint Management Ltd., 2617322 Ontario Inc., Ali Shafae, Todd Brown, Steve Monuk, 9372-7113 Quebec Inc., Calgary Exhibition and Stampede Ltd., 54039 Newfoundland & Labrador Ltd. d/b/a George Street Association, Veld Music Festival Inc., Cavendish Beach Music Festival Inc., Country Thunder Alberta, LLC, the NFL Entities, YQM Production Inc., Gestion Evenko Festival Inc., 2353135 Ontario Ltd., Embrace Entertainment Inc., 2483257 Ontario Inc. and Platform Entertainment Inc. Veld Music Festival Holdings Inc. and 2024 Zuffa, LLC (collectively, the "**Prize Provider Entities**") or their respective shareholders, affiliates, agencies and distribution companies;
- c) not an employee of the applicable provincial liquor agencies, license control/boards and their licensees, retailers, or distributors (the "**Provincial Liquor Authorities**"); and
- d) not a member of the immediate family (parent, spouse, sibling, child) of, or domiciled with any of the foregoing persons.

The Provincial Liquor Authorities 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.

To be eligible, participants must have online access with a valid e-mail address as of the date of their entry. Participants are eligible to enter one Daily Entry once per Day (as defined below). If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address by an online service provider, Internet access provider or other organization responsible for assigning the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. An entrant may be required to provide the Contest Sponsor with proof that she or he is the authorized account holder of the e-mail address associated with the winning entry.

2. **CONTEST PERIOD:** The contest period is comprised of eight (8) separate weekly prize periods beginning on or about May 1st, 2024 at 12:00 a.m. Eastern Time ("**ET**") and ending at 11:59 p.m. ET on July 1st, 2024 (the "**Contest Period**"). The quantity and type of prizes available to be won by eligible entrants during each weekly period will vary, and the dates of each prize period are as follows:

- **Prize Period 1:** May 1st – May 13th, 2024
- **Prize Period 2:** May 14th – May 20th, 2024
- **Prize Period 3:** May 21st – May 27th, 2024
- **Prize Period 4:** May 28th – June 3rd, 2024
- **Prize Period 5:** June 4th – June 10th, 2024
- **Prize Period 6:** June 11th – June 17th, 2024
- **Prize Period 7:** June 18th – June 24th, 2024
- **Prize Period 8:** June 25th – July 1st, 2024

(Each a "**Prize Period**" and collectively, the "**Weekly Prize Periods**")

3. **HOW TO PLAY:** To participate in the Contest, entrants must have Internet access and a valid email address. During the Contest Period, participants can either: (a) scan a quick response (QR) code printed on 355 mL or 473 mL cans located inside of specially marked cases of Bud Light ("**Product**") or (b) visit <http://www.budlight.ca/SummerPass> (the "**Contest Website**") to enter the Contest without purchase (see "**No Purchase Necessary**" section, below). Upon scanning a valid QR Code, entrants will be re-directed to the Contest Website where they can view the full Contest Rules, the available prizes for the applicable Prize Period and be prompted to create an account.

All entrants are required to create an account and log-in to their account before participating in the Contest.

- a) **Creating an Account.** To create an account, users must:
- i) Complete the registration form in its entirety by providing a valid email address, the entrant's full legal name, phone number and date of birth;
 - ii) Confirm that they are 19 years of age or older and a legal resident of Canada;
 - iii) Agree to be bound by the Contest Rules, Contest Sponsor's Terms of Use and Privacy Policy; and
 - iv) Create a unique password for the account.

Once this information is provided, a one-time verification code will be sent to the email associated with the entrant's account. Entrants will need to use this verification code to verify their email address and log-in to their account before they can submit a daily entry. It is strongly recommended that you do not disclose your unique password to anyone. Contest Sponsor will never ask you for your password in any unsolicited communication, such as letters, phone calls or email messages.

- b) **Submitting Daily Entries.** Entrants will be required to scan a valid QR code or visit the Contest Website and log-in to their account with their unique password to submit each entry. Entrants are eligible to submit one (1) entry per day (between 12:01 a.m. and 11:59 p.m. ET on each calendar day) ("**Day**") (each, a "**Daily Entry**"). Upon log-in, entrants will be re-directed to the Contest Prizing page where they can allocate their Daily Entry to one (1) of two (2) prizing categories: (1) Trips or (2) Merchandise Bundles and Tickets (each, a "**Prize Category**") (see "**Prize**" section for further details) and click "submit" to immediately see a message confirming whether they are an 'instant' winner within the selected prize category (each a "**Potential Prize Winner**"). Unsuccessful entrants will be prompted to try again the following Day.

EACH WINNER IS CONSIDERED A POTENTIAL PRIZE WINNER PENDING VERIFICATION OF THEIR ELIGIBILITY, PROVIDING THE CORRECT ANSWER TO A SKILL-TESTING QUESTION, AND PROVIDING A DECLARATION OF COMPLIANCE WITH THESE OFFICIAL RULES. ALL POTENTIAL PRIZE WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE ENTRANT HAS RECEIVED AN INSTANT WIN MESSAGE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.

Limit of one (1) Daily Entry per person, per Day during the Contest Period. Entries must be received prior to the Contest Close Date. Entries received after the Contest Close Date are void. Contest Sponsor reserves the right to disqualify an entry for any reason whatsoever at its sole discretion. All decisions of the Contest Sponsor shall be final and shall not be subject to appeal. No other form of submitting an entry is valid other than as stated above. Multiple participants may not share the same email address or account. Entrants may not enter with multiple email addresses or accounts, nor may participants use any other device to enter under multiple identities. Any participant who attempts to enter with multiple email addresses or accounts under multiple identities will be disqualified and forfeit any prize won, in the Contest Sponsor's sole discretion.

No responsibility is assumed by the Contest Sponsor for any inability of a potential entrant to successfully enter the contest for any reason. The Contest Sponsor is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible or incomplete entries. Proof of transmission (e.g. screenshots) does not constitute proof of receipt.

4. NO PURCHASE NECESSARY: To receive a Daily Entry without purchase, entrants can scan any valid QR code located on eligible Contest Sponsor Products, point of sale marketing materials, other digital marketing materials or by visiting <http://www.budlight.ca/SummerPass> to create an account and enter the Contest once per Day as further outlined in the “**How to Play**” section.

5. PRIZES: There are a total of three-hundred and twenty (320) ‘instant’ win prizes available to be won, including forty (40) prizes during each Prize Period. Each Day, eligible entrants will have the choice of allocating their Daily Entry to one (1) of two (2) Prize Categories. The full prize descriptions can be found later in this section.

The available prizes for each Prize Category during the applicable Prize Period are as follows:

Entry Period	Trip Prizes	Merchandise Bundles and Tickets
Prize Period 1: May 1 st – May 13 th , 2024	One (1) Budweiser Stage Travel Prize One (1) Ile Soniq Travel Prize One (1) Electric Island Music Festival Travel Prize One (1) VELD Music Festival Travel Prize	One (1) Budweiser Stage Experience Prize One (1) Calgary Stampede Experience Prize One (1) George Street Festival Experience Prize One (1) Ile Soniq Experience Prize One (1) Cavendish Beach Music Festival Experience Prize One (1) VELD Experience Prize Five (5) NFLShop.ca Gift Card Prizes Five (5) BBQ Bundle Prizes Five (5) Long Weekend Games Bundle Prizes Five (5) Backyard Unwind Bundle Prizes Five (5) UFCstore.com Gift Card Prizes Five (5) Home Bar Bundle Prizes
Prize Period 2: May 14 th – May 20 th , 2024	One (1) Budweiser Stage Travel Prize One (1) Ile Soniq Travel Prize	One (1) Budweiser Stage Experience Prize One (1) Calgary Stampede Experience Prize

	<p>One (1) Electric Island Music Festival Travel Prize</p> <p>One (1) VELD Music Festival Travel Prize</p>	<p>One (1) George Street Festival Experience Prize</p> <p>One (1) Ile Soniq Experience Prize</p> <p>One (1) Cavendish Beach Music Festival Experience Prize</p> <p>One (1) VELD Experience Prize</p> <p>Five (5) NFLShop.ca Gift Card Prizes</p> <p>Five (5) BBQ Bundle Prizes</p> <p>Five (5) Long Weekend Games Bundle Prizes</p> <p>Five (5) Backyard Unwind Bundle Prizes</p> <p>Five (5) UFCstore.com Gift Card Prizes</p> <p>Five (5) Home Bar Bundle Prizes</p>
<p>Prize Period 3: May 21st – May 27th, 2024</p>	<p>One (1) Budweiser Stage Travel Prize</p> <p>One (1) Calgary Stampede Travel Prize</p> <p>One (1) Escapade Music Festival Prize</p> <p>One (1) Country Thunder Music Festival Prize</p>	<p>One (1) Budweiser Stage Experience Prize</p> <p>One (1) Calgary Stampede Experience Prize</p> <p>One (1) George Street Festival Experience Prize</p> <p>One (1) Ile Soniq Experience Prize</p> <p>One (1) Cavendish Beach Music Festival Experience Prize</p> <p>One (1) VELD Experience Prize</p> <p>Five (5) NFLShop.ca Gift Card Prizes</p> <p>Five (5) BBQ Bundle Prizes</p> <p>Five (5) Long Weekend Games Bundle Prizes</p> <p>Five (5) Backyard Unwind Bundle Prizes</p> <p>Five (5) UFCstore.com Gift Card Prizes</p> <p>Five (5) Home Bar Bundle Prizes</p>

<p>Prize Period 4: May 28th – June 3rd, 2024</p>	<p>One (1) Budweiser Stage Travel Prize</p> <p>One (1) Calgary Stampede Travel Prize</p> <p>One (1) Escapade Music Festival Prize</p> <p>One (1) Country Thunder Music Festival Prize</p>	<p>One (1) Budweiser Stage Experience Prize</p> <p>One (1) Calgary Stampede Experience Prize</p> <p>One (1) George Street Festival Experience Prize</p> <p>One (1) Ile Soniq Experience Prize</p> <p>One (1) Cavendish Beach Music Festival Experience Prize</p> <p>One (1) VELD Experience Prize</p> <p>Five (5) NFLShop.ca Gift Card Prizes</p> <p>Five (5) BBQ Bundle Prizes</p> <p>Five (5) Long Weekend Games Bundle Prizes</p> <p>Five (5) Backyard Unwind Bundle Prizes</p> <p>Five (5) UFCstore.com Gift Card Prizes</p> <p>Five (5) Home Bar Bundle Prizes</p>
<p>Prize Period 5: June 4th – June 10th, 2024</p>	<p>One (1) Budweiser Stage Travel Prize</p> <p>One (1) Calgary Stampede Travel Prize</p> <p>One (1) George Street Festival Prize</p> <p>One (1) Cavendish Beach Festival Prize</p>	<p>One (1) Budweiser Stage Experience Prize</p> <p>One (1) Calgary Stampede Experience Prize</p> <p>One (1) George Street Festival Experience Prize</p> <p>One (1) Ile Soniq Experience Prize</p> <p>One (1) Cavendish Beach Music Festival Experience Prize</p> <p>One (1) VELD Experience Prize</p> <p>Five (5) NFLShop.ca Gift Card Prizes</p> <p>Five (5) BBQ Bundle Prizes</p> <p>Five (5) Long Weekend Games Bundle Prizes</p>

		<p>Five (5) Backyard Unwind Bundle Prizes</p> <p>Five (5) UFCstore.com Gift Card Prizes</p> <p>Five (5) Home Bar Bundle Prizes</p>
<p>Prize Period 6: June 11th – June 17th, 2024</p>	<p>One (1) Budweiser Stage Travel Prize</p> <p>One (1) Calgary Stampede Travel Prize</p> <p>One (1) George Street Festival Prize</p> <p>One (1) Cavendish Beach Festival Prize</p>	<p>One (1) Budweiser Stage Experience Prize</p> <p>One (1) Calgary Stampede Experience Prize</p> <p>One (1) George Street Festival Experience Prize</p> <p>One (1) Ile Soniq Experience Prize</p> <p>One (1) Cavendish Beach Music Festival Experience Prize</p> <p>One (1) VELD Experience Prize</p> <p>Five (5) NFLShop.ca Gift Card Prizes</p> <p>Five (5) BBQ Bundle Prizes</p> <p>Five (5) Long Weekend Games Bundle Prizes</p> <p>Five (5) Backyard Unwind Bundle Prizes</p> <p>Five (5) UFCstore.com Gift Card Prizes</p> <p>Five (5) Home Bar Bundle Prizes</p>
<p>Prize Period 7: June 18th – June 24th, 2024</p>	<p>One (1) Budweiser Stage Travel Prize</p> <p>One (1) Ile Soniq Travel Prize</p> <p>One (1) Chasing Summer Travel Prize</p> <p>One (1) YQM Country Fest Travel Prize</p>	<p>One (1) Budweiser Stage Experience Prize</p> <p>One (1) Calgary Stampede Experience Prize</p> <p>One (1) George Street Festival Experience Prize</p> <p>One (1) Ile Soniq Experience Prize</p> <p>One (1) Cavendish Beach Music Festival Experience Prize</p> <p>One (1) VELD Experience Prize</p>

		<p>Five (5) NFLShop.ca Gift Card Prizes</p> <p>Five (5) BBQ Bundle Prizes</p> <p>Five (5) Long Weekend Games Bundle Prizes</p> <p>Five (5) Backyard Unwind Bundle Prizes</p> <p>Five (5) UFCstore.com Gift Card Prizes</p> <p>Five (5) Home Bar Bundle Prizes</p>
<p>Prize Period 8: June 25th – July 1st, 2024</p>	<p>One (1) Budweiser Stage Travel Prize</p> <p>One (1) Ile Soniq Travel Prize</p> <p>One (1) Chasing Summer Travel Prize</p> <p>One (1) YQM Country Fest Travel Prize</p>	<p>One (1) Budweiser Stage Experience Prize</p> <p>One (1) Calgary Stampede Experience Prize</p> <p>One (1) George Street Festival Experience Prize</p> <p>One (1) Ile Soniq Experience Prize</p> <p>One (1) Cavendish Beach Music Festival Experience Prize</p> <p>One (1) VELD Experience Prize</p> <p>Five (5) NFLShop.ca Gift Card Prizes</p> <p>Five (5) BBQ Bundle Prizes</p> <p>Five (5) Long Weekend Games Bundle Prizes</p> <p>Five (5) Backyard Unwind Bundle Prizes</p> <p>Five (5) UFCstore.com Gift Card Prizes</p> <p>Five (5) Home Bar Bundle Prizes</p>

Trip Prizes Available to be Won

- 1. One (1) trip for two (2) to a concert experience at Budweiser Stage (Toronto, Ontario).**

One (1) trip to Toronto, Ontario for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport closest to winner's home and Toronto, (or up to \$500 CAD transportation allowance if contest winner lives within 400km of Toronto city center, at Contest Sponsor discretion), two (2) tickets for winner and guest to attend one (1) participating concert at Budweiser Stage during the 2024 concert season as selected by winner (subject to availability and Contest Sponsor discretion); two (2) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel (if applicable and as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at Contest Sponsor discretion) and taxes on included services. Contest winner and guest must be available to travel at any time on those dates. Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash or transferrable (subject to Contest Sponsor discretion). Approximate retail value is subject to change based on winner's home address. Tickets are redeemable until December 31, 2024, or while supplies last. Winner and guest must abide by all venue and event policies, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Additional conditions apply, please see "**Ticket Conditions**" and "**Trip Conditions**" sections for further details (each, a "**Budweiser Stage Travel Prize**").

2. **One (1) trip for two (2) to Ile Soniq (Montreal, Quebec)**

One (1) trip to Montreal, Quebec for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport closest to winner's home and Montreal, (or up to \$500 CAD transportation allowance if contest winner lives within 400km of Montreal city center, at contest sponsor discretion), two (2) 2-day general admission tickets for winner and guest to attend Ile Soniq at Parc Jean-Drapeau (August 10-11, 2024), two (2) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel on selected dates (if applicable and as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at contest sponsor discretion) and taxes on included services. Dates of travel are August 10-12, 2024 (subject to change at Contest Sponsor discretion). Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash, nor transferrable (subject to Contest Sponsor Discretion). Approximate retail value is subject to change based on winner's home address. Winner and guest must abide by all venue and event policies: <https://ilesoniq.com/en/info>, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Additional conditions apply, please see "**Ticket Conditions**" and "**Trip Conditions**" sections for further details (each, a "**Ile Soniq Travel Prize**").

3. **One (1) trip for two (2) to Electric Island Music Festival (Toronto, Ontario)**

One (1) trip to Toronto, Ontario for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport closest to winner's home, (or up to \$500 CAD transportation allowance if contest winner lives within 400km of Toronto city center, at Contest Sponsor discretion), two (2) 2-day general admission tickets for winner and guest to attend Electric Island Music Festival (September 1-2, 2024), two (2) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel on selected dates (if applicable and as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at contest

sponsor discretion) and taxes on included services. Dates of travel are September 1-3, 2024 (subject to change at Contest Sponsor discretion). Contest winner and guest must be available to travel at any time on those dates. Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash, nor transferrable (subject to Contest Sponsor Discretion). Approximate retail value subject to change based on winner's address. Winner and guest must abide by all venue and event policies, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Additional conditions apply, please see "**Ticket Conditions**" and "**Trip Conditions**" sections for further details (each, a "**Electric Island Music Festival Travel Prize**").

4. **One (1) trip for two (2) to VELD Music Festival (Toronto, Ontario)**

One (1) trip to Toronto, Ontario for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport closest to winner's home to Toronto (or up to \$500 CAD transportation allowance if contest winner lives within 400km of Toronto city center, at Contest Sponsor discretion), two (2) 3-day general admission tickets for winner and guest to attend VELD Music Festival (August 2 – August 4, 2024) at Downsview Park in Toronto, Ontario, three (3) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel on selected dates (if applicable as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at contest sponsor discretion) and taxes on included services. Dates of travel are August 2-4, 2024(subject to change at Contest Sponsor discretion). Contest winner and guest must be available to travel at any time on those dates. Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash or transferrable (subject to Contest Sponsor discretion). Approximate retail value subject to change based on winner's home address. Winner and guest must abide by all venue and event policies: <https://veldmusicfestival.com/health-and-safety/>, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Additional conditions apply, please see "**Ticket Conditions**" and "**Trip Conditions**" sections for further details (each, a "**VELD Music Festival Travel Prize**")

5. **One (1) trip for two (2) to Escapade Music Festival (Ottawa, Ontario)**

One (1) trip to Ottawa, Ontario for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport closest to winner's home and Ottawa, (or up to \$500 CAD transportation allowance if contest winner lives within 400km of Toronto city center, at Contest Sponsor discretion), two (2) 3-day general admission tickets for winner and guest to attend Escapade Music Festival at Lansdowne Park (June 21 – June 23, 2024), three (3) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel on selected dates (if applicable and as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at contest sponsor discretion) and taxes on included services. Dates of travel are June 21 – 24, 2024 (subject to change at Contest Sponsor discretion). Contest winner and guest must be available to travel at any time on those dates. Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash, nor transferrable (subject to Contest Sponsor Discretion). Approximate retail value subject to change based on winner's home address. Winner and guest must abide by all venue and event policies: <https://www.escapademf.com/faq>, including but not limited to, showing a valid photo ID at

venue for age verification and/or identification purposes if requested. Additional conditions apply, please see “**Ticket Conditions**” and “**Trip Conditions**” sections for further details (each, a “**Escapade Music Festival Travel Prize**”).

6. **One (1) trip for two (2) to Country Thunder Music Festival (Calgary, Alberta)**

One (1) trip to Calgary, Alberta for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport closest to winner’s home and Calgary (or up to \$500 CAD transportation allowance if contest winner lives within 400km of Calgary city center, at Contest Sponsor discretion two (2) tickets for winner and guest to attend Country Thunder Music Festival (August 16-18, 2024) (seats to be selected by Contest Sponsor), three (3) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel on selected dates (if applicable and as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at Contest Sponsor discretion) and taxes on included services. Dates of travel are August 16-19, 2024 (subject to change at Contest Sponsor discretion). Contest winner and guest must be available to travel at any time on those dates. Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash, nor transferrable (subject to Contest Sponsor discretion). Approximate retail value subject to change based on winner’s home city. Winner and guest must abide by all venue and event policies, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Additional conditions apply, please see “**Trip Conditions**” section for further details (each, a “**Country Thunder Music Festival**”).

7. **One (1) trip for two (2) to Calgary Stampede (Calgary, Alberta)**

One (1) trip to Calgary, Alberta for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport closest to winner’s home and Calgary (or up to \$500 CAD transportation allowance if contest winner lives within 400km of Calgary city center, at Contest Sponsor discretion) two (2) tickets for winner and guest to attend Calgary Stampede (July 5– July 7, 2024), two (2) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel on selected dates (if applicable and as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at contest sponsor discretion) and taxes on included services. Dates of travel are July 5-7, 2024 (subject to change at Contest Sponsor discretion). Contest winner and guest must be available to travel at any time on those dates. Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash, nor transferrable (subject to Contest Sponsor’s discretion). Approximate retail value subject to change based on winner’s home address. Winner and guest must abide by all venue and event policies, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Additional conditions apply, please see “**Trip Conditions**” sections for further details (each, a “**Calgary Stampede Travel Prize**”).

8. **One (1) Trip for two (2) to George Street Festival (St. John’s, Newfoundland)**

One (1) trip to St. John’s, Newfoundland for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport

closest to winner's home and St. John's, NL (or up to \$500 CAD transportation allowance if contest winner lives within 400km of St. John's city center, at Contest Sponsor discretion), two (2) tickets for winner and guest to attend George Street Festival (August 1-3, 2024), two (2) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel on selected dates (if applicable and as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at Contest Sponsor discretion) and taxes on included services. Dates of travel are August 1-3, 2024 (subject to change at Contest Sponsor discretion). Contest winner and guest must be available to travel at any time on those dates. Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash, nor transferrable (subject to contest winner discretion). Approximate retail value subject to change based on winner's home address. Winner and guest must abide by all venue and event policies, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Additional conditions apply, please see "**Trip Conditions**" sections for further details (each, a "**George Street Festival Travel Prize**").

9. **One (1) trip for two (2) to Cavendish Beach Music Festival (Cavendish, Prince Edward Island)**

One (1) trip to Cavendish, Prince Edward Island for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport closest to winner's home and Charlottetown, (or up to \$500 CAD transportation allowance if contest winner lives within 400km of Charlottetown city center, at Contest Sponsor discretion), two (2) tickets for winner and guest to attend Cavendish Beach Music Festival (July 5 – July 7, 2024), three (3) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel on selected dates (if applicable and as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at contest sponsor discretion) and taxes on included services. Dates of travel are July 5-8, 2024 (subject to change at Contest Sponsor discretion). Contest winner and guest must be available to travel at any time on those dates. Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash, nor transferrable (subject to Contest Sponsor Discretion). Approximate retail value subject to change based on winner's home address. Winner and guest must abide by all venue and event policies, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Additional conditions apply, please see "**Trip Conditions**" section for further details (each, a "**Cavendish Beach Music Festival Travel Prize**").

10. **One (1) trip for two (2) to Chasing Summer (Calgary, Alberta)**

One (1) trip to Calgary, Alberta for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport closest to winner's home and Calgary (or up to \$500 CAD transportation allowance if contest winner lives within 400km of Calgary city center, at Contest Sponsor discretion), two (2) 2-day general admission tickets for winner and guest to attend Chasing Summer at Max Bell Centre Festival Grounds (August 3-4, 2024), two (2) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel on selected dates (if applicable, and as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at Contest Sponsor discretion) and taxes on included services.

Dates of travel are August 3-5, 2024 (subject to change at Contest Sponsor discretion). Winner and guest must be able to travel at any time on these dates. Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash, nor transferrable (subject to Contest Sponsor Discretion). Approximate retail value subject to change based on winner's home address. Winner and guest must abide by all venue and event policies,, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Additional conditions apply, please see "**Ticket Conditions**" and "**Trip Conditions**" sections for further details (each, a "**Chasing Summer Travel Prize**").

11. **One (1) trip for two (2) to YQM Country Fest (Dieppe, New Brunswick)**

One (1) trip to Dieppe, New Brunswick for one (1) contest winner and one (1) guest (total of two (2) people), including return economy airfare from Canadian International airport closest to winner's home and Moncton, NB, (or up to \$500 CAD transportation allowance if contest winner lives within 400km of Moncton city center, at Contest Sponsor discretion), two (2) tickets for winner and guest to attend YQM Country Festival (August 22-24, 2024) (seats to be selected by Contest Sponsor), three (3) nights accommodation (based on double occupancy) at hotel selected by Contest Sponsor, ground transportation between airport and hotel on selected dates (if applicable, as determined by Contest Sponsor), \$400 CAD spending money allowance (payable to contest winner only, in form of e-transfer or pre-paid credit card at Contest Sponsor discretion) and taxes on included services. Dates of travel are August 22-25, 2024 (subject to change at Contest Sponsor discretion). Winner and guest must be able to travel at any time on these dates. Approximate retail value is \$6,500 CAD and is not redeemable in whole or part for cash, nor transferrable (subject to Contest Sponsor Discretion). Approximate retail value subject to change based on winner's home address. Winner and guest must abide by all venue and event policies,, including but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Additional conditions apply, please see "**Trip Conditions**" section for further details (each, a "**YQM Country Fest Travel Prize**").

Merchandise Bundles and Tickets Available to be Won

There are a total of thirty-six (36) Merchandise Bundles and Ticket prizes available to be won, including the following:

1. **Two (2) tickets to a participating concert at Budweiser Stage (Toronto, Ontario)**

One (1) pair of tickets for one (1) winner and one (1) guest to attend one (1) participating concert at Budweiser Stage during the 2024 concert season as chosen by contest winner. The approximate total retail value of a Prize is \$300 CAD. Concert selection is subject to availability and Contest Sponsor discretion. Tickets are redeemable until December 31, 2024, or while supplies last. Additional conditions apply, please see "**Ticket Conditions**" and "**Experiences & Merchandise Conditions**" sections for further details (each, a "**Budweiser Stage Experience Prize**").

2. **Two (2) tickets to Calgary Stampede (Calgary, Alberta)**

One (1) pair of tickets for one (1) winner and one (1) guest to attend Calgary Stampede (July 5 – July 7, 2024). The approximate total retail value of a Prize is \$80 CAD. Prize must be

redeemed on or before June 10, 2024. Additional conditions apply, please see “**Experiences & Merchandise Conditions**” section for further details (each, a “**Calgary Stampede Experience Prize**”).

3. Two (2) tickets to George Street Festival (St. John’s, Newfoundland)

One (1) pair of tickets for one (1) winner and one (1) guest to attend George Street Festival (August 5 – August 7, 2024). The approximate total retail value of a Prize is \$450 CAD. Ticket dates are to be determined by the Contest Sponsor in its sole discretion and are subject to availability. Additional conditions apply, please see “**Experiences & Merchandise Conditions**” section for further details (each, a “**George Street Festival Experience Prize**”).

4. Two (2) tickets to Ile Soniq (Montreal, Quebec)

One (1) pair of general admission tickets for one (1) winner and one (1) guest to attend Ile Soniq Festival at Parc Jean-Drapeau (August 10-11, 2024). The approximate total retail value of a Prize is \$670 CAD. Prize must be redeemed on or before July 19th, 2024. Additional conditions apply, please see “**Ticket Conditions**” and “**Experiences & Merchandise Conditions**” sections for further details (each, a “**Ile Soniq Experience Prize**”).

5. Two (2) tickets to Cavendish Beach Music Festival (Cavendish, Prince Edward Island)

One (1) pair of tickets for one (1) winner and one (1) guest to attend Cavendish Beach Music Festival (July 5-7, 2024). The approximate total retail value of a Prize is \$500 CAD. Seating location(s) are to be determined by the Contest Sponsor at its sole discretion and are subject to availability. Additional conditions apply, please see “**Experiences & Merchandise Conditions**” section for further details (each, a “**Cavendish Beach Music Festival Experience Prize**”).

6. Two (2) tickets to VELD Music Festival (Toronto, Ontario)

One (1) pair of general admission tickets for one (1) winner and one (1) guest to attend VELD Music Festival (August 2-4, 2024). The approximate total retail value of a Prize is \$800 CAD. Additional conditions apply, please see “**Ticket Conditions**” and “**Experiences & Merchandise Conditions**” section for further details (each, a “**VELD Experience Prize**”).

7. Five (5) NFLshop.ca E-Gift Cards

There are five (5) prizes available to be won, each consisting of one (1) NFLShop.ca digital gift card in the amount of \$500 CAD. Additional conditions apply, please see “**Experiences & Merchandise Conditions**” section for further details (each, a “**NFLShop.ca Gift Card Prize**”).

8. Five (5) BBQ Bundles

There are five (5) prizes available to win, each consisting of one (1) BBQ Bundle which includes the following: one (1) BBQ grill, one (1) BBQ tools set, and one (1) patio umbrella. The approximate total retail value of each prize is \$650 CAD. Additional conditions apply, please see “**Experiences & Merchandise Conditions**” section for further details (each, a “**BBQ Bundle Prize**”).

9. Five (5) Long Weekend Games Bundles

There are five (5) prizes available to be won, each consisting of one (1) Backyard Games Bundle which includes the following: one (1) lawn pong game, one (1) corn horn game, two (2) Cowboy Hats, and one (1) Bluetooth speaker. The approximate total retail value of each prize is \$500 CAD. Additional conditions apply, please see “**Experiences & Merchandise Conditions**” section for further details (each, a “**Backyard Games Bundle Prize**”).

10. Five (5) Backyard Unwind Bundles

There are five (5) prizes available to be won, each consisting of one (1) Backyard Unwind Bundle which includes the following: one (1) Bud Light-branded 50L cooler, one (1) beach towel and one (1) Bluetooth speaker and one (1) tumbler. The approximate total retail value of each prize is \$550 CAD. Additional conditions apply, please see “**Experiences & Merchandise Conditions**” section for further details (each, a “**Backyard Unwind Bundle Prize**”).

11. Five (5) UFCstore.com E-Gift Cards

There are five (5) prizes available to be won, each consisting of one (1) UFCstore.com digital gift card in the amount of \$500 CAD. Additional conditions apply, please see “**Experiences & Merchandise Conditions**” section for further details (each, a “**UFCstore.com Gift Card Prize**”).

12. Five (5) Home Bar Bundles

There are five (5) prizes available to be won, each consisting of one (1) mini bar refrigerator, (1) Bud Light-branded neon sign, one hundred (100) drink coasters, one (1) bar mat and one (1) bottle opener. The approximate total retail value of each prize is \$750 CAD. Additional conditions apply, please see “**Experiences & Merchandise Conditions**” section for further details (each, a “**Home Bar Bundle Prize**”).

6. TICKET CONDITIONS: Alcohol is not part of the Prize. Contest winner and guest are responsible for expenses not specifically described as part of the applicable prize, including but not limited to, all costs related to travel, transportation, food and beverage, communications, activities and all personal expenses and related taxes. Tickets are subject to program availability, venue capacity, age and artist restrictions (as applicable). Selection of concert seat location (as applicable) is solely within Live Nation’s discretion. Parking, travel and accommodations not included (unless specified in each prize description) and are the sole responsibility of winner and guest. Ticket delivery method is at sole discretion of Live Nation which will be either sent to winner by mail, email, mobile ticketing or placed at venue Will Call the day of the selected event under the winner’s name. Winner must be present to pick up tickets and a valid photo ID will be required if tickets are placed at Will Call. Winner and guest must be at least nineteen (19) years of age. Live Nation reserves the right to revoke full or partial prize from any winner or winner’s guest who it and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Live Nation into disrepute. Winner must select three (3) potential concerts to attend from the list of available concerts at Budweiser Stage during the 2024 concert season provided by Contest Sponsor within three (3) days of being declared a Winner. Contest Sponsor and Live Nation will endeavour to award winner with tickets to one (1) of the concerts. **Tickets to a particular concert selected by winner are not guaranteed and are subject to availability.** Failure to provide Contest Sponsor with a list of concerts within 72 hours may result in winner forfeiting the prize. Winner understands that there are inherent risks involved in being in public spaces and that these risks may be present before, during and after the

Budweiser Concert. Resale of tickets is prohibited. By claiming tickets, you agree to Live Nation's [Terms of Use](#) and to abide by the health and safety measures in effect at the time of the selected event, which may include, but not be limited to, wearing masks, providing proof of vaccination status and/or providing proof of negative COVID-19 status. Should the event be cancelled, you will be notified as soon as reasonably possible.

7. EXPERIENCES & MERCHANDISE CONDITIONS: Alcohol is not part of the prize. Contest winners will be responsible for all costs and expenses not listed within the respective prize description, including but not limited to, airfare, transportation, accommodations and any personal expenses accrued in relation to the experience. Contest Sponsor reserves right to substitute any Merchandise Bundles and Ticket prizes with a prize of equal or greater value in their sole discretion. If you are confirmed as a winner of a Merchandise prize, you will be automatically taken to a digital shopping cart which will be loaded with your prize. Complete the checkout steps, Declaration of Compliance and Prize release form (as applicable) in order to have your prize shipped to you, at no cost. The Contest Sponsor will mail any Merchandise Prizing directly to the address that the confirmed winner has indicated upon checkout. Contest Sponsor will not deliver to a P.O. Box. Delivery may take up to 14 days post confirmed check out. Contest Sponsor is not responsible for any prize once it has been shipped.

8. TRIP CONDITIONS: Alcohol is not part of the prize. Contest Sponsor reserves right to substitute prize with a prize of equal or greater value at their sole discretion. Contest winner and guest are responsible for expenses not specifically described as part of the prize, including but not limited to, travel documents (valid government issued photo identification, and any medical proof of vaccination/tests required by governments and/or vendors at time of travel), insurance, gratuities, additional baggage fees, additional transportation, food and beverage, communications, activities and all personal expenses and related taxes. Contest winner must carry a valid credit card for check-in and for incidentals and security deposits as required by hotel at time of travel. Both winner and guest must sign an official Declaration of Compliance and Prize Release form (defined below) which will be provided by the Contest Sponsor prior to receiving the prize. The Contest Sponsor is not liable if travel is impeded or refused by reason or decisions of any governmental authorities (federal or provincial) or regional health authorities. Regional travel restrictions may apply. Please consult local, provincial and federal guidelines for travel restrictions related to COVID-19 prior to booking or participating in travel experiences. The Contest Sponsor is not liable if entry to the venue is refused by reason or decisions of any governmental authorities (federal or provincial) or regional health authorities. The Contest Sponsor is not liable if the event associated with the prize is cancelled for any reason.

9. PRIZE AVAILABILITY. Prizes will be awarded to Potential Prize Winners on a first come, first serve basis. Available prizes in a particular Prize Period will decrease as prizes are won and claimed. Prize availability will be actively updated on the Contest Website to show all available prizes as prizes are won and claimed but Contest Website is not determinative of prize availability. Potential prize winners will only be able to select from prizes available on the Contest Website after being declared a winner. Once a prize has been claimed, subsequent Potential Prize Winners will not be able to use their Daily Entry to select that prize on the Contest Website for the remainder of the Prize Period. Once all prizes from a Prize Category have been claimed during a Prize Period, Contest entrants will no longer be able to allocate their Daily Entry to that Prize Category. If all prizes in both Prize Categories have been claimed during a Prize Period, eligible entrants will be prompted to try again during the subsequent Prize Period. Prizes are non-transferable and non-redeemable for cash. No substitutions, except by the Contest Sponsor, who reserves the right to substitute a prize with a prize of equal or greater value.

10. **AWARDING OF PRIZES:** Instant winners in a Prize Category will be prompted to choose one (1) prize from the remaining prizes available during the Weekly Prize Period. Potential Prize Winners of a Trip will be prompted to select a prize from the list of available Trips for the applicable Prize Period. Potential Prize Winners of Merchandise Bundles and Tickets will be prompted to select their prize from the list of available Merchandise Bundles and Tickets for the applicable Prize Period.

Prior to any prize being awarded, the Potential Prize Winner will be required to provide the correct answer to a timed mathematical skill-testing question and be in compliance with these Contest Rules in order to be eligible to win. Prize winner and guest (if applicable) will each be required to review and acknowledge that they have read and understand the Official Rules and release the Contest Sponsor, the Provincial Liquor Authorities, the Prize Provider Entities and each of their respective affiliates, parent companies, subsidiaries, professional advisors, provincial liquor authorities and advertising and promotional agencies, and each of their directors, officers, employees, representatives and agents (collectively, the “**Released Parties**”) from any and all liability arising out of, pursuant to, or as a result of the carrying out of the Contest, including, without limitation, liability arising from the acceptance of and usage of the prizes as awarded, the administration of the Contest and the selection of a potential winner (“**Prize Release Form**”).

Potential Prize Winners for Trip prizes will be notified by the Contest Sponsor via the email address associated with the entrant’s account within three (3) days of winning a prize (the “**Notification**”). If the entrant has not responded to the Notification within three (3) days of receipt of such Notification, the prize may be re-entered into the list of the available prizes for Weekly Prize Period in the Contest Sponsor’s sole discretion. Prize Winners in the Merchandise Bundles and Tickets Categories will not be contacted by the Contest Sponsor.

Prizes must be accepted as awarded. Prizes are non-transferable and non-redeemable for cash. No substitutions, except by the Contest Sponsor, who reserve the right to substitute any prize or any portion of a prize with a prize of equal or greater value. All decisions of the Contest Sponsor shall be final and shall not be subject to appeal. Prize may be forfeited if delivery cannot be effected following reasonable efforts by Contest Sponsor.

No communication will be entered into by the Contest Sponsor with entrants except with selected entrant(s). The Contest Sponsor is not responsible for the failure, for any reason whatsoever, of a selected entrant to receive Notification or for the Contest Sponsor to receive a selected entrant’s response. By entering any part of the Contest, all entrants, should they win, agree to the use of their name, social media handle, address (city only), photo, and/or image on videotape, and submission contents in its entirety or in part for publicity and promotional purposes without compensation.

11. **ODDS:** The odds of winning an instant prize depend on the number and timing of entrants as well as the potential prize chosen for each Daily Entry. There are forty (40) prizes to be won during each Prize Period. The number of prizes available to be won will reduce as prizes are won/claimed.

12. **RELEASE:** By participating in this contest, all participants declare that they have read, understood and complied with the Contest Rules, consent to the use of their name, biographical information and/or likeness for the purposes of advertising and promotion without further compensation, agree to abide by all decisions by the Contest Sponsor (which are final), and agree to release and hold harmless the Released Parties from any liability in connection with participating in this contest and/or any prize awarded. The Released Parties are not responsible for technical, hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete, garbled or delayed computer transmissions including lost, misappropriated or

corrupted entries, virus, worm or Trojan Horse damage or any other damage which may limit a participant's ability to participate in the Contest. Before a prize is awarded, prize winners will be required to sign a Prize Release Form in a form acceptable to the Provincial Liquor Authorities releasing the Released Parties from any and all liability arising out of, pursuant to, or as a result of the carrying out of the Contest, including, without limitation, liability arising from the acceptance of and usage of the prizes as awarded, the administration of the Contest and the selection of a potential winner.

13. **GENERAL:** Daily Entries obtained through unauthorized sources or which are not original or are illegible, altered, reproduced, stolen, forged, counterfeited or are irregular are void. All decisions of the Contest Sponsor shall be final. The Contest Sponsor is not responsible for errors in the offer or administration of this Contest, including but not limited to, errors in the advertising, the contest rules, selection of the winners or the distribution of any prize. In the event that, due to a printing or production error, more than the advertised number of prizes are claimed, no more than the number of prizes specified in these rules shall be awarded. As such, there will be a random draw conducted amongst all eligible prize claimants after the contest closing date to award the specified prizes. The Contest is subject to all applicable federal, provincial, municipal and local laws. The Contest Sponsor reserves the right to modify or terminate this contest at any time without notice to participants.

14. **PRIVACY:** The Contest Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Contest Sponsor to administer the Contest and fulfill any prize requirements and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events from the Contest Sponsor. For more information regarding the manner of collection, use and disclosure of personal information by the Contest Sponsor, please refer to the Contest Sponsor's privacy policy, available at https://www.labatt.com/ca_en/privacy-policy

Participants can delete their account themselves in the "My Profile" section of the Contest Website. They can also have their account deleted at any time by making a request to privacyofficer@labatt.com. Once deleted, the participant's information will be completely erased from the database, and deletion of the account will result in the deletion of contact information and accumulated entries. This change is irreversible. The participant understands that this account is necessary to participate in the contest and that accumulated entries in the contest will be automatically lost by deleting the account.

15. **DISPUTES:**

QUEBEC RESIDENTS: SUBJECT TO APPLICABLE LAWS AND THESE OFFICIAL RULES, PARTICIPANTS EXPRESSLY ACCEPT THAT THE COURTS OF QUEBEC HAVE EXCLUSIVE JURISDICTION FOR ANY DISPUTE OR LITIGATION ARISING FROM OR RELATING TO THIS CONTEST AND AGREE TO SUBMIT TO THE JURISDICTION OF THE COURTS OF QUEBEC. THE VENUE FOR ANY LITIGATION OR DISPUTE BY A RESIDENT OF QUEBEC WILL BE MONTREAL, QUEBEC.

RESIDENTS OF CANADA, EXCEPT QUEBEC: ALL ISSUES AND QUESTIONS CONCERNING THE STRUCTURE, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE RULES, OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS AND THE CONTEST SPONSORS IN CONNECTION WITH THE CONTEST, SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE SUBSTANTIVE LAWS OF THE PROVINCE OF ONTARIO, WITHOUT REGARD TO ITS CONFLICTS OF LAW PRINCIPLES. ALL ENTRANTS CONSENT TO THE JURISDICTION AND VENUE OF THE PROVINCE OF ONTARIO.

16. **CAUTION:** Any attempt by an entrant or any other individual to deliberately alter or damage any entry or undermine the legitimate operation of the contest is a violation of criminal and civil laws and should such an attempt be made, the Contest Sponsor reserves the right to disqualify such entrant or individual and seek damages or any other remedy from any such entrant or individual to the fullest extent permitted by law.

17. **CONFLICTS/DISCREPANCIES:** In the event of a conflict between any Contest details contained in these Rules and any Contest details contained in Contest advertising materials (including, but not limited to, online, point of sale, television, and print advertising, promotional packaging, and other promotion media), the details of the Contest as set forth in these Rules shall prevail.

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Live Nation is a registered trademark of Live Nation Worldwide, Inc.

Electric Island is a trademark of 2353135 Ontario Ltd.

Escapade is a trademark of 2617322 Ontario Inc.