

2019 EVAN WILLIAMS SEASON OF GIVING PROMOTION  
2019 OFFICIAL RULES

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. NO CONSUMPTION OF ALCOHOL IS REQUIRED TO PARTICIPATE.**

- 1) **ELIGIBILITY:** The 2019 Evan Williams Season of Giving Sweepstakes ("Promotion") is open only to legal residents of the United States residing in all fifty (50) states and District of Columbia who are 21 years of age or older at the time of entry. Employees, directors, agents and officers of Sponsor, participating vendors (if any), alcohol beverage retailers, alcohol beverage distributors, their respective parent companies, affiliates, and subsidiaries, and their respective participating advertising, promotions, public relations agencies, and any person affiliated with the alcoholic beverage industry as well as members of their immediate families and/or those living in the same household as such individuals are not eligible to enter. The Promotion is (a) governed by these Official Rules, (b) void where prohibited or restricted by law, and (c) subject to all applicable federal, state, and local laws and regulations. If you enter online or via email, you must have access to the Internet and a valid email address in order to enter. By entering, you agree that you have read and consent to be bound by these Official Rules, and Sponsor's privacy policy, available [here](#). Eligibility is conditioned on the acceptance of these Official Rules and Sponsor's privacy policy at time of entry.
- 2) **HOW TO ENTER:** The Promotion begins on December 2, 2019 at 12:00 p.m. (noon) Eastern Time ("ET") and ends December 31, 2019 at 11:59:59 a.m. ET ("Promotion Period"), and is designed to give eligible entrants the opportunity to win Prizes in accordance with these Official Rules. There is one way to enter:
  - a) **Online:** Visit [www.evanwilliams.com/SeasonofGiving](http://www.evanwilliams.com/SeasonofGiving) ("Promotion Website") and go to the "Insider" section and follow the on-screen instructions to complete and submit the online entry form to receive one (1) entry into the respective Entry Period. Entrant must provide email address and phone number on the online entry form in order to receive an entry.

**There is a limit of one (1) entry per Entrant/email address per day.**

The Sweepstakes Period is subject to daily entry periods (each, an "Entry Period"). Each of the Entry Periods begins at 12:00:00 a.m. ET and ends at 11:59:59 p.m. ET except for the first and last day which the first day starts at 12:00 p.m. (noon) and the last day ends at 11:59:59 a.m. Each Entry Period is associated with an Entry Period drawing. There are a total of thirty (30) Entry Periods beginning December 2, 2019 and ending December 31, 2019. Non-winning eligible entries will NOT roll over to subsequent Entry Period drawings. For twenty-five (25) Entry Periods, two (2) Entry Period prize winners (each, an "Entry Period Prize Winner") will be selected, and each Entry Period Prize Winner will win an Entry Period prize (each, an "Entry Period Prize"). For the remaining five (5) Entry Periods outlined below, there will be one (1) Entry Period Prize Winner to receive a premium prize (each a "Premium Prize").

Premium Prize	Premium Prize Entry Date	Premium Prize Drawing Date
Premium Prize 1	12.2.2019	12.3.2019
Premium Prize 2	12.10.2019	12.11.2019
Premium Prize 3	12.20.2019	12.21.2019
Premium Prize 4	12.28.2019	12.29.2019

Premium Prize 5	12.30.2019	12.31.2019
-----------------	------------	------------

Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected entries, all of which are void. Each potential winner may be required to show proof of being the authorized individual account holder of the account associated with the winning entry. It is solely the responsibility of the participant to notify Sponsor in writing if he/she changes his or her phone number or other contact information during the Promotion Period. Proof of submitting an entry does not constitute proof of delivery or entry. All entries become the property of Sponsor and will not be returned to participant. Use of multiple phone numbers, social media accounts, email addresses and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than the stated number of entries, is prohibited and such persons will be disqualified, and all entries deemed invalid and any prize won shall be forfeited. Sponsor's computer is the official Promotion clock. Normal internet access and device usage charges imposed by your mobile plan and/or on-line service may apply if entering with a mobile device. For those Entrants entering with a mobile device: **Message and data rates may apply for entries submitted via mobile devices.** Other charges may apply; check your mobile plan for rates/details.

- 3) **RANDOM DRAWING(S):** Drawing(s) will be conducted by Sponsor's representative or designee, whose decisions shall be final and binding in all respects. Potential winner(s) will be contacted by mail, phone or email, at Sponsor's sole discretion, and will be asked to confirm or provide the necessary information (such as first and last name, email address, mailing address, and/or phone number) to Sponsor.
- 4) **PRIZE(S):** There will be fifty-five (55) Prize(s), each consisting of fifty (50) Entry Period Prizes and five (5) Premium Prizes. Approximate retail value ("ARV") of each Prize is outlined in the table below. Total ARV of all Prizes: \$2,179.58. Odds of winning a Prize depend on the number of eligible entries received during each Entry Period of the Promotion Period. Any Prize details not specified above will be determined by Sponsor in its sole discretion.

Total/Type of Prize	Prize Description	Approximate Retail Value of Individual Prize	Total Approximate Retail Value
1 (Premium)	Evan Williams Sportswear Set	\$49.00 \$28.99 \$12.99	\$90.98
1 (Premium)	Evan Williams Barrel Stave Cutting Board	\$39.99	\$39.99
1 (Premium)	Evan Williams Fullsize Barrelhead	\$89.99	\$89.99
1 (Premium)	Evan Williams LED Bar Sign	\$125.00	\$125.00
1 (Premium)	Evan Williams Vest & Shirt Combo	\$64.99 \$25.99	\$90.98
4 (Entry Period)	Evan On The Rocks Kit	\$18.97	\$75.88
4 (Entry Period)	Evan Williams Flask & Cards	\$37.98	\$151.92
2 (Entry Period)	Evan Williams Snifter Set	\$22.98	\$45.96
2 (Entry Period)	Evan Williams Barware	\$19.98	\$39.96
4 (Entry Period)	Evan Williams Cutting Board and Seasoning Kit	\$42.46	\$169.84
4 (Entry Period)	Evan Williams Maple Bourbon Candle Set	\$47.97	\$191.88

2 (Entry Period)	Evan Williams Golfing Gift Set	\$55.87	\$111.74
4 (Entry Period)	Evan Williams BBQ Kit	\$19.48	\$77.92
4 (Entry Period)	Evan Williams Kentucky Mule Mugs	\$19.98	\$79.92
4 (Entry Period)	Evan Williams Cocktail Gift Set	\$52.46	\$209.84
4 (Entry Period)	Evan Williams Full Zip Hoodie	\$49.99	\$199.96
4 (Entry Period)	Evan Williams Home Bar Rail Mats	\$14.99	\$59.96
4 (Entry Period)	Evan Williams Bourbon Candle Set	\$46.98	\$187.92
4 (Entry Period)	Evan Williams Gourmet Spice Kit	\$34.96	\$139.94

- 5) **CONDITIONS OF PARTICIPATION:** Prize is not transferable. Taxes on Prize are sole responsibility of winner. No Prize substitutions or cash redemptions allowed, except by Sponsor, who may substitute a Prize of equal or greater value if advertised Prize becomes unavailable. Sponsor shall not be held responsible for any delays in awarding the Prize or any component thereof for any reason. Entry into this Promotion constitutes entrant's agreement to be bound by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this Promotion. Potential Prize winner may be required to sign and return an Affidavit of Eligibility/Liability & Publicity Release within 48 hours following the date of first attempted notification. Failure to comply within this time period may result in disqualification and selection of an alternate winner. In the event that any prize notification message is returned as undeliverable or if no response to the prize notification message is received within the time period stated or if the potential winner is found ineligible or does not comply with these Official Rules, the Prize may, in the Sponsor's sole and absolute discretion, be forfeited and awarded to an alternate winner selected at random from among remaining eligible entries. If the confirmed winner forfeits the Prize for any reason after confirmation, no alternate winner will be selected. In no event will more than fifty-five (55) Prize(s) be awarded. If, for any reason, more than one (1) prize notification is sent (or more than one (1) claim is received) per prize, Sponsor reserves the right to award the prize through a random drawing from among all eligible prize claims received. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. Each potential winner may be subject to a background check before the prize is awarded. Sponsor reserves the right to disqualify a potential winner based on the results of such background check if Sponsor determines in its sole discretion that awarding the Prize to any such individual might reflect negatively on the Sponsor. By accepting Prize, each entrant agrees to allow Sponsor the right to use his/her name, photo and likeness, voice recording, video images and all related footage, and statements for Promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide including but not limited to television (including live television), radio, Internet, without notice, review or approval and without additional compensation except where prohibited by law.
- 6) **RELEASE:** By participating in the Promotion, entrants and winners agree to release Sponsor, participating vendors (if any), and each of their respective parent companies, subsidiaries, affiliates, related companies and advertising, promotion and public relations agencies, and each of their respective officers, directors, employees and agents ("Released Parties") from any and all liability, loss or damage of any kind arising out of or in connection with their participation in this Promotion or with respect to awarding, receipt, possession, use and/or misuse of any Prize. The Released Parties not responsible for any typographical or other error in the printing of the offer, administration of the Promotion, or in the announcement of the prize. An entrant may be prohibited from participating in this Promotion if, in Sponsor's sole discretion, it reasonably believes that the entrant has attempted to undermine the legitimate operation of this Promotion by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other entrants, Released Parties, or associated agencies or entities.

- 7) **DISPUTES:** Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Promotion or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the Commonwealth of Kentucky. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Kentucky, without giving effect to any choice of law or conflict of law or conflict of law rules (whether of the Commonwealth of Kentucky or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Kentucky.
- 8) **ELIMINATION:** Any false information provided within the context of the Promotion by any entrant concerning identity, postal address, telephone number, ownership of right or noncompliance with these Official Rules or the like may result in the immediate elimination of the entrant from the Promotion.
- 9) **WAIVER:** Entrants hereby waive all rights to: (i) claim punitive, exemplary, special, incidental, indirect and consequential damages and any other damages (whether due to negligence or otherwise), other than for actual out-of-pocket costs; and (ii) have damages multiplied or otherwise increased.
- 10) **LIMIT OF LIABILITY:** Sponsor is not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion via mobile phone or otherwise. If, for any reason, the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, act of God, or any other causes which corrupt or otherwise affect the administration, security, fairness, integrity, or proper conduct of this Promotion, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion or any portion thereof at any time, and for any reason without further obligation or advance notice. Sponsor reserves the right, but does not have any obligation, to select winners from eligible entries received as of the termination date. Sponsor further reserves the right to disqualify any individual who tampers with the entry process or the operation of the Promotion or acts in violation of these Official Rules or in an unsportsmanlike or disruptive manner.
- 11) **CAUTION:** Any attempt by an entrant to deliberately damage any associated website or undermine the legitimate operation of the Promotion 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 entrant to the fullest extent of the law.
- 12) **SEVERABILITY:** If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.
- 13) **WINNERS' LIST:** For a copy of the winners' list, send a self-addressed, stamped envelope postmarked by March 30, 2020 to Heaven Hill Sales Co., P.O. Box 563, Bardstown, KY 40004, Attention 2019 Evan Williams Season of Giving Sweepstakes Winner's List Request.
- 14) **SPONSOR:** Heaven Hill Sales Co., 1064 Loretto Rd., Bardstown, KY 40004.