

**EVAN WILLIAMS BOURBON NATION TAILGATE TRAILER "Game Day Like A Champ" SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. NO CONSUMPTION OF ALCOHOL IS REQUIRED TO PARTICIPATE. MESSAGE AND DATA RATES MAY APPLY IF ENTERING VIA MOBILE DEVICE.

- 1) **ELIGIBILITY:** The Evan Williams Bourbon Nation Tailgate Trailer, "Game Day Like A Champ" Sweepstakes ("Promotion") is open to legal residents of the United States, excluding Alaska, Hawaii, New Hampshire, and Puerto Rico, 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, and public relations agencies 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. 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 08/01/2026 at 12:00AM Eastern Time ("ET") and ends 11/30/2026 at 11:59PM ET ("Promotion Period") and is designed to give eligible entrants the opportunity to win Prizes in accordance with these Official Rules. There are two (2) ways to enter:

- a) **QR Code:** Using your smart phone or other web-enabled device with a data plan, an entrant may scan the Sweepstakes quick response code ("QR Code") featured on signs or promotional materials in participating stores with the QR reader application already installed on your device. Once the QR Code is scanned, the entrant will be directed to <http://evanwilliams.com/bourbonnationssweepstakes.php>. Entrant must follow the online instructions to complete submission of their entry with an e-mail address, full name, street address, city, state, ZIP code, telephone number, and date of birth. Upon receipt of all information, entrant will automatically receive one (1) entry into the Sweepstakes ("QR Code Entry"). Only QR Code Entries that were scanned combined with completion of the online form will be accepted as a valid Entry. A complete QR Code Entry must be received by Sponsor or its authorized designee within the Promotion Period. **NOTE:** Proof of scanning QR Codes does not constitute proof of completion or submission of an Entry.

IMPORTANT: By scanning the QR Code, you are consenting to receive up to one (1) communication per entry regarding the Promotion. Consent is not a condition of entry. Your submission of the online form is your electronic signature agreeing to these Official Rules and giving electronic written consent. Participants entering this Promotion via QR Code may incur standard data charges from their wireless service provider. Check with your wireless service provider for details on these and any other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

- b) **Mail-in:** An eligible entrant may hand write their complete name (no initials), email address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY) on a 3½" x 5" card ("Mail-In Entry") and mail it with sufficient postage to: Evan Williams Bourbon Nation Tailgate Trailer Sweepstakes, 815 North Whittington Parkway, Louisville, Kentucky, 40222 to be postmarked within the Promotion Period and received within 7 days after the end of the Promotion Period. Each Mail-In Entry must be mailed separately in a hand-addressed, stamped envelope. No responsibility is assumed by Sponsor for lost, late, illegible, incomplete, mutilated, stolen, postage-due or misdirected mail. No photocopied or mechanically reproduced entries will be accepted. Mail-In Entries must be legibly handwritten. Mechanical reproductions, postage-due Mail-In Entries, or Mail-In Entries

sent in excess of the entry limit set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid Entries.

Limit one (1) entry per person/account during the Promotion Period, regardless of method of entry.

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 entrant to notify Sponsor in writing of any changes to entrant's 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 entrant. Use of multiple phone numbers, 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 entrants will be disqualified, and all entries deemed invalid, and any prize won shall be forfeited. Sponsor's computer is the official Promotion clock. **Message and data rates may apply for entries submitted via mobile devices.**

- 3) **RANDOM DRAWING(S):** Eight (8) days after the end of the Promotion Period, potential winner will be selected in a random drawing from among all eligible entries received during the Promotion Period. Drawing will be conducted by Sponsor's representative or designee, whose decisions shall be final and binding in all respects. Potential winner 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 one (1) Prize consisting of: One (1) tailgate trailer, one (1) 50" smart enabled TV, one (1) electric grill, one (1) cooler, and assorted other Evan Williams branded tailgate items, having an approximate retail value ("ARV") of \$30,000. If the winner is from the state of Virginia, non-branded items of equal value will be substituted. Odds of winning a Prize depend on the number of eligible entries received during the Promotion Period. Any Prize details not specified above will be determined by Sponsor in its sole discretion. **Total ARV of Prize is \$30,000.**

Sponsor will coordinate delivery and/or pickup of Prize with Winner, at Sponsor's sole discretion. Once Prize has been delivered into Winner's possession, Sponsor shall have no further obligation to insure, maintain, license, or pay taxes on the Prize. Winner will be solely responsible for any applicable registration, license, title and insurance fees, all taxes (federal, state, local, municipal, sales and/or income) and any expenses not listed herein related to the acceptance and use of the Prize. Sponsor does not make, nor is Sponsor in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize, including but not limited to its quality, fitness for purpose or mechanical condition; the only representation/warranty/guarantee that may be provided, if any, are those of the manufacturer. Winner must accept delivery of the vehicle within 7 days of notification that the vehicle is ready. Winner is required to comply with any and all applicable federal, state and local laws, rules and regulations including, but not limited to licensing and insurance requirements.

No endorsement, authorization, sponsorship, or approval by the manufacturers of any of the items included as part of the Prize is intended or implied. Any prize pictured in advertising or promotional materials is for illustrative purposes only and may not be the actual prize awarded. Winner shall bear all risk of loss or damage to the Prize, including the trailer, after it has been delivered.

- 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 will be required to sign and return an Affidavit of Eligibility/Liability & Publicity Release and an IRS Form W-9, and any other documentation requested by Sponsor within three (3) business days 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, or Sponsor may elect not to select an alternate winner. In no event will more than one (1) Prize 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. 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.

At the end of the tax year for which the Prize is awarded, Winner will be issued a Form 1099 equivalent to the retail value of the Prize, for income verification and tax purposes. **Winner must report income to the IRS. In the event it is deemed during the verification process that a potential Winner does not have a personal and valid social security number for Sponsor to report the tax liability associated with acceptance of the Prize, the potential Winner will be disqualified, and another Winner may be selected from among the remaining eligible entries received during the Promotion Period. A valid social security number will be determined by IRS requirements.**

By accepting Prize, Winner agrees to allow Sponsor the right to use their 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 and each of its 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 the Prize. The Released Parties are 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 annoyances, 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, age, 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 winner(s) 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 02/18/2027 to Heaven Hill Sales Co., P.O. Box 563, Bardstown, KY 40004, Attention: Evan Williams Bourbon Nation Tailgate Trailer Sweepstakes Winner's List Request.
- 14) **SPONSOR:** Heaven Hill Sales Co., 1064 Loretto Rd., Bardstown, KY 40004.