

**VOODOO RANGER MARCH RANGEROUSNESS SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF ENTRY, LEGAL RESIDENTS OF THE UNITED STATES AND AT LEAST TWENTY-ONE (21) YEARS OF AGE OR OLDER. SWEEPSTAKES WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “Voodoo Ranger March Rangerousness Sweepstakes” (“Sweepstakes”) is open to legal residents of the United States who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of New Belgium Brewing Company, Inc. its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, all other service or governmental agencies and their employees involved with the Sweepstakes, and members of their immediate families (spouse, parent, child, or sibling; whether biological, adopted, step or in-law) or households (whether related or not) are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules (“Official Rules”) and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. SWEEPSTAKES PERIOD:

Sweepstakes begins at 12:00:00 a.m. Central Daylight Time (“CDT”) on March 20, 2024 and ends at 11:59:59 p.m. CDT on April 8, 2024 (“Sweepstakes Period”). The Sweepstakes Period is divided into six (6) entry periods (each an “Entry Period”) as defined in the chart below. During each Entry Period, there will be a date and time when Sponsor opens up the Website to accept each Entrant’s team selections and a date and time when Sponsor will close the Website and no longer accept Entrant team selections. Administrator’s computer is the official time keeping device for this Sweepstakes.

If, for any reason, including acts of God, acts of terrorism, civil disturbances, work stoppage, COVID-19 or any other natural disaster outside of Sponsor’s control causes the cancellation or postponement of any basketball game, then the Sweepstakes will consist of only those basketball games completed and the prizes will be determined based on completed basketball games only.

ENTRY PERIODS AND DRAW DATES

Entry Period	Start Date	Start Time	End Date	End Time	Prizes
1	03/20/24	12:00:00 a.m. CDT	03/22/24	Ten (10) minutes prior to the start time of the last game scheduled to occur on 3/22.	One (1) Grand Prize and twenty (20) First prizes
2	03/23/24	12:00:00 a.m. CDT	03/24/24	Ten (10) minutes prior to the start time of the last game scheduled to occur on 3/24.	One (1) Grand Prize and twenty (20) First prizes
3	03/28/24	12:00:00 a.m. CDT	03/29/24	Ten (10) minutes prior to the start time of the last game scheduled to occur on 3/29.	One (1) Grand Prize and twenty (20) First prizes
4	03/30/24	12:00:00 a.m. CDT	03/31/24	Ten (10) minutes prior to the start time of the last game scheduled to occur on 3/31.	One (1) Grand Prize and twenty (20) First prizes
5	04/06/24	12:00:00 a.m. CDT	04/06/24	Ten (10) minutes prior to the start time of the last game scheduled to occur on 4/6.	One (1) Grand Prize and ten (20) First prizes
6	04/08/24	12:00:00 a.m. CDT	04/08/24	Ten (10) minutes prior to the start time of the last game scheduled to occur on 4/8.	One (1) Grand Prize and ten (20) First prizes

3. HOW TO ENTER:

(a) Internet: Visit <https://sweeps.airbaton.me/voodooangerousness> (“Website”) and follow the online instructions to complete and submit the online entry form. Consumers can make one (1) pick per matchup for the team they think will win. Each pick (whether correct or incorrect) will earn an entry (also an “Entry”) into the Sweepstakes. Non-winning entries will carry over to subsequent sweepstakes entry periods. See Rule # 2 for Drawing Periods. See Rule # 6 for Prize details.

(b) QR Code: Use your smart phone or other web-enabled device with data plan to scan the Sweepstakes quick response (“QR”) code featured on signs or promotional materials at participating stores with the QR read application already installed on your phone. You will be directed to a mobile Web page at <https://sweeps.airbaton.me/voodooangerousness>. Follow the online instructions to

complete and submit the online entry form. Consumers can make one (1) pick per matchup for the team they think will win. Each pick (whether correct or incorrect) will earn an entry (also an "Entry") into the Sweepstakes. Non-winning entries will carry over to subsequent sweepstakes entry periods. See Rule # 2 for Drawing Periods. See Rule # 6 for Prize details.

Proof of scanning QR codes does not constitute proof of completion or submission of an Entry. To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and/or QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type 'QR reader' in your mobile device's application store search field to find available QR readers for your smart phone or other web-enabled device.

For all Entries:

Automated Entries are prohibited, and any use of automated devices will result in disqualification. No person is allowed to enter with multiple email addresses nor use any other device or artifice to enter multiple times or as multiple entrants. Any person who attempts to enter with multiple email addresses, under multiple identities, or uses any device or artifice to register multiple times will be disqualified, in Sponsor's sole discretion. Entrants are not permitted to share the same email address as another entrant.

If entering with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

All Entries must be received and recorded during the Sweepstakes Period. Only the methods of entry described herein are valid. No other forms of entry are valid. To be valid, each Entry must comply with all of these Official Rules.

4. SWEEPSTAKES DRAWING:

Potential winners will be selected in a random drawing to be held on or about each Drawing Date as defined in Rule #2, from among all eligible entries received for the applicable Entry Period.

5. WINNER NOTIFICATION:

Potential winners will be notified by email or phone call and will be required to respond to the notification within forty-eight (48) hours indicating whether he/she can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Potential winners may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor's representative within forty-eight (48) hours of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, the potential winner will be disqualified and an alternate potential winner will be randomly selected.

In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate potential winner may be randomly selected. Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate potential winner. If a winner for any prize cannot be confirmed within 30 days of the Sweepstakes, then the prize(s) will not be awarded.

Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

6. PRIZE DETAILS:

First Prize Sweepstakes Prizes (120 total, see Rule #2 for Draw Dates and Prize Breakdown): Winners (excluding AL, CA & TX) will receive \$20.00 via Venmo or PayPal. Winners from AL, CA & TX will receive a \$20.00 digital code from a rideshare service. Rideshare service to be determined by Sponsor. Approximate Retail Value ("ARV") is \$20.00. If winner cannot accept prize as specified, prize will be forfeited and may be awarded to an alternate winner. Total ARV of all first place prizes is \$2,000.00. Any difference between stated value and actual value will not be awarded.

Grand Prize Sweepstakes Prizes (6 total, see Rule #2 for Draw Dates and Prize Breakdown): Each winner will receive \$200.00 via Venmo or PayPal and (1) limited-edition Voodoo Ranger Basketball Fan Kit. Approximate Retail Value ("ARV") is \$500. If winner cannot accept prize as specified, prize will be forfeited and awarded to an alternate winner. Total ARV of all grand prizes is \$3,000. Any difference between stated value and actual value will not be awarded.

Limit one (1) first place prize and one (1) grand prize per person. Prize is non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. Prize will be delivered to winners approximately thirty (30) days after the end of the Sweepstakes Period and verification/confirmation of winner. If a prize

or any portion thereof cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

7. PUBLICITY:

Acceptance of prize offered constitutes permission for Sponsor to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

8. RELEASE:

By accepting a prize, winners agree to release, discharge and hold harmless New Belgium Brewing Company, Inc. from and against any and all alleged or actual claims, actions, demands, losses, and settlements (whether or not litigation is commenced), liabilities and damages of any kind whatsoever existing now or arising in the future (including, without limitation, personal injuries, death, and property damage), costs and expenses (including, without limitation, reasonable attorneys' fees, court costs, settlements, and disbursements) directly or indirectly arising now or in the future in whole or in part out of acceptance, possession, use or misuse of a prize, participation in any prize related activity, access to the Website or Web page, or the participation in this Sweepstakes..

9. GENERAL CONDITIONS:

New Belgium Brewing Company, Inc., Administrator and each of their respective affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Sweepstakes or Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Website's terms of service, as solely determined by the Sponsor or Administrator, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or

destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such Entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to participant's or any other person's computer or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's or Administrator's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Sweepstakes, or submission of Entries, Sponsor and Administrator reserve the right at their sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. Text message Entries will be deemed to have been submitted by the registered owner of the wireless number used to enter. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of New Belgium Brewing Company, Inc. and will not be returned.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

10. DISPUTE RESOLUTION:

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by and construed in accordance with the laws of the State of Colorado without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be Denver, Colorado.

11. PRIVACY POLICY:

The information you submit in connection with this Sweepstakes may be used by Sponsor and Administrator for purposes of administration and fulfillment of the Sweepstakes, and in accordance with Sponsor's privacy policy located at <https://www.newbelgium.com/privacy/> (also a "Website"). If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

12. OFFICIAL RULES:

The Official Rules of the Sweepstakes are available for viewing at <https://sweeps.airbaton.me/voodooorangerousness> during the Sweepstakes Period.

13. SPONSOR:

New Belgium Brewing Company, 500 Linden Street Fort Collins, Colorado 80524

14. ADMINISTRATOR:

Rio Creative, 16630 Old Chesterfield Rd, Chesterfield, MO 63017

15. WINNER'S LIST:

For a list of the winners, hand-print "Voodoo Ranger March Rangerousness Sweepstakes Winner's List Request", your first and last name, and your complete address on a 3" x 5" card and mail to: Voodoo Ranger March Rangerousness Sweepstakes Winner's List Request, 16630 Old Chesterfield Rd, Chesterfield, MO 63017 for receipt within sixty (60) days after the end of the Sweepstakes Period.

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Abbreviated Copy

Voodoo Ranger March Rangerousness Sweepstakes

No Purchase Necessary. Open to all US residents 21+. Begins 3/20/24 and ends 4/8/24. See Official Rules at <https://sweeps.airbaton.me/voodooorangerousness> for free entry, prizes and details. Message and data rates may apply. Void where prohibited.

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