

Old Aggie 2026 Contest

Complete Official Rules

A PRODUCT PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. ELIGIBILITY: The Old Aggie Open, a nine-hole golf and costume contest (“Contest”), is offered and open to legal residents of CO who are age 21 or older at time of entry. Void in all other locations and where prohibited. Employees, officers and directors of New Belgium Brewing Company (“Sponsor”), and those entities involved in the preparation of materials and/or administration of this Contest, and any retailer at which this Contest is advertised or promoted (collectively referred to herein as the “Contest Entities”), suppliers, distributors, or retailers of alcohol-beverage products, and their immediate family members (spouse, siblings, children and parents) and those living in the same household as such individuals (whether or not related) are not eligible to win this Contest, but may participate in the Contest.

2. CONTEST PERIOD: Contest starts on or about 11:00 am (MT) on April 11th and ends upon the conclusion of the Contest that same day (“Contest Period”). All time referenced herein is Mountain Time.

3. HOW TO ENTER: During the Contest Period, participants will organize a team of four (“Team”). Each Team will register through EventBrite and pay the \$30 Team registration Fee. Each participant on the Team must meet eligibility requirements. Each Team shall coordinate a Team costume and participate in an in-person nine-hole golf contest at participating locations.

4. SELECTION OF WINNER: One Grand Prize will be awarded to the Team with the lowest Team score. Sponsor will verify Team golf scores at each hole. In the case of a tie, a subsequent 10th hole will be played until a winner is determined. One First Prize will be awarded to the Team with the best Team costume, as determined by Sponsor based on a combination of thematic, creative, and aesthetic qualities. All entries and participation in this Contest shall be governed by these Official Rules and the decisions of the Sponsor, whose decisions shall be final, binding, and conclusive on all matters. The potential winners will be contacted immediately following the contest. Winner must be present to win. You are not a winner until Sponsor has verified your eligibility and compliance with these Official Rules. Potential prize winners may be required to complete, have notarized, and return an Affidavit of Eligibility, Liability and, where legal, Publicity Release.

5. PRIZE(S)/APPROXIMATE RETAIL VALUE (ARV):

- The Grand Prize consists of four \$100 New Belgium gift cards (one \$100 gift card per team member). (Total ARV: \$400).
- The First Prize consists of four \$50 New Belgium gift cards (one \$50 gift card per team member). (Total ARV: \$200).

Sponsor reserves the right to substitute a prize of equal or greater value. Prizes are not redeemable for cash. No substitution or transfer of prizes will be permitted except at Sponsor’s sole discretion. All federal, state, and local taxes and other fees associated with prize receipt and use are the sole responsibility of the winner. At Sponsor’s discretion, winner may be required to pick up their prize at a specified location within a reasonable time period (as determined solely by Sponsor), or prize may be mailed to winner approximately sixty (60) days after the end of the Contest Period, to the address provided by winner at time of prize acceptance.

6. GENERAL: By participating, participants agree to abide by and be bound to these Official Rules and the decisions of Sponsor, which are final and binding in all respects. Failure to timely return or properly complete release documents (as described herein), or if a prize notification or any prize is returned as non-deliverable, or if potential winner is not eligible or does not comply with these Official Rules prize forfeiture will result and an alternate potential winner may be selected. **BY PARTICIPATING, PARTICIPANTS AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS THE SPONSOR, CONTEST ENTITIES, ANY RETAILER AT WHICH THE CONTEST IS ADVERTISED OR AT WHICH PARTICIPANTS MAY ENTER, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, INDEPENDENT CONTRACTORS, REPRESENTATIVES AND AGENTS FROM AND AGAINST ANY AND ALL ALLEGED AND/OR ACTUAL CLAIMS, ACTIONS, DEMANDS, LOSSES, SETTLEMENTS (WHETHER OR NOT LITIGATION IS COMMENCED), LIABILITIES AND DAMAGES OF ANY KIND WHATSOEVER EXISTING NOW OR ARISING IN THE FUTURE (INCLUDING, WITHOUT LIMITATION, BODILY INJURY, PERSONAL INJURY, DEATH, DISABILITY AND PROPERTY DAMAGE), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS' FEES, COURT COSTS, SETTLEMENT 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 CONTEST/PRIZE RELATED ACTIVITY, ACCESS TO WEB SITE, AND/OR PARTICIPATION IN THIS CONTEST.** By entering and/or accepting a prize, participants and/or winners hereby consent, where lawful, to the use by Sponsor (and its authorized third parties) of their name, hometown, and/or biographical information in any and all media now known or hereafter developed worldwide, and on the Internet and World Wide Web, without additional compensation, and without the right of review, notification, or approval.

7. LIMITATIONS OF LIABILITY: Neither the Sponsor nor any Contest Entities are responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of any web site. If, for any reason, the Contest is not capable of running as planned by reason of, but not limited to, infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which Sponsor deems, in its sole opinion, could corrupt or affect the administration, security, fairness, integrity or proper conduct of this contest, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest or any part thereof and select the winner from entries received prior to the action or as otherwise may be deemed fair and equitable by Sponsor. Neither the Sponsor nor any Contest Entities shall be liable to winner or any other person for failure to execute the Contest, or supply a Prize or any part thereof, by reason of any act of God, any action(s), regulation(s) order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any similar or dissimilar event beyond their reasonable control.

In no event will Sponsor nor any Contest Entities, their parents, affiliates, subsidiaries and related companies, their advertising or promotion agencies and/or all their respective officers, directors, employees, independent contractors, representatives and agents, be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages

arising out of participation in the Contest, Contest/Prize related activities, access to, and use of, any participating Internet site(s) or the downloading from and/or printing of material downloaded from said site(s). Without limiting the foregoing, the Grand Prize, the First Prizes, and any Additional Prizes, and everything on said site(s) are provided “AS IS” without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, and non-infringement. Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties.

THIS CONTEST IS GOVERNED BY THE LAWS OF THE STATE OF COLORADO WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Contest, participant agrees that any and all disputes, claims and causes of action arising out of or connected with this Contest or the prizes awarded shall be governed by the laws of the State of Colorado, without giving effect to any choice of law or conflict of law rules, and that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Contest shall be resolved individually, without resort to any form of class action, exclusively before a court in Colorado having jurisdiction. Further, in such dispute, under no circumstances will participant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental, or consequential damages, including attorneys’ fees, other than participant’s actual out of pocket expenses (i.e., costs associated with entering this Contest), and participant further waives all rights to have damages multiplied or increased.

8. WINNERS LIST: For the names of the prize winners, mail a self-addressed, U.S. postage stamped envelope to: Old Aggie Open Contest Winners’ List Request, New Belgium Brewing Company, 500 Linden Street, Fort Collins, CO 80524, for receipt by 7/11/26.

9. SPONSOR: New Belgium Brewing Company, Fort Collins, CO 80524.