

**DRINK WISER 2020 NBA FINALS 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 INTENDED FOR VIEWING IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:**

The “Drink Wiser 2020 NBA Finals Sweepstakes” (“Sweepstakes”) is open to legal residents of the fifty (50) United States and District of Columbia who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries; advertising and promotion agencies, wholesale distributors, retail licensees, other service agencies involved with the Sweepstakes, the NBA Entities and members of their immediate family (spouse, parent, child and sibling) 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 and Sponsor’s decisions which are final and binding in all matters related to this Sweepstakes. Winning the prize is contingent upon fulfilling all requirements as set forth herein.

**2. SWEEPSTAKES PERIOD:**

Sweepstakes begins at 12:00:00 a.m. Eastern Standard Time (“EST”) on November 18, 2019 and ends at 11:59:59 p.m. EST on January 6, 2020 (“Sweepstakes Period”). Sponsor’s designated computer is the official time-keeping device for this Sweepstakes.

**3. HOW TO ENTER:**

**A. ENTRY INSTRUCTIONS FOR RESIDENTS OF THE UNITED STATES AND DISTRICT OF COLUMBIA (EXCLUDING CALIFORNIA & TEXAS RESIDENTS):**

**BUDWEISER REWARDS:** During the Sweepstakes Period, create a Budweiser Rewards account, or log into your existing Budweiser Rewards account, and look for the Sweepstakes mention. Budweiser Rewards membership is free; visit [www.budweiser.com](http://www.budweiser.com) to enroll.

During the Sweepstakes Period, complete the following tasks (each a “Budweiser Rewards Task”) to earn rewards and to earn one (1) Entry into the random drawing for a chance to win the First Prize and one (1) Entry into the random drawing for a chance to win the Grand Prize:

### Budweiser Rewards Tasks:

Task 1: Take the “Drink Wiser Fan Pledge”.

Task 2: Upload a receipt with your purchase of one (1) Budweiser beer and one (1) water.

Task 3: Watch the “Drink Wiser” short film.

Task 4: Upload a photo of you taking a hydration break.

Task 5: Take the “Responsible Drinking” survey.

Task 6: Look for the “Secret Code” on the Budweiser Instagram platform between December 23 – December 29. You must be a registered user of Instagram and follow @BudweiserUSA on Instagram in order to participate in this Budweiser Rewards Task. Instagram registration is free and can be obtained by logging on to [www.instagram.com](http://www.instagram.com) and following the online instructions to open an account.

### How Entries Are Earned:

Grand Prize: Each entrant who completes five (5) Budweiser Rewards Tasks will earn one (1) entry (“Entry”) into the random drawing for a chance to win the Grand Prize.

First Prize: Each entrant who completes four (4) Budweiser Rewards Tasks will earn one (1) entry (also an “Entry”) into the random drawing for a chance to win the First Prize.

See Rule #4 for Random Drawing details. See Rule #6 for Grand Prize and First Prize details.

### How Rewards Are Earned:

Prize #1: Each entrant who completes two (2) Budweiser Rewards Tasks will receive one-hundred (100) Budweiser Rewards points,

Prize #2: Each entrant who completes three (3) Budweiser Rewards Tasks will receive three-hundred (300) Budweiser Rewards points,

Prize #3: Each entrant who completes six (6) Budweiser Rewards Tasks will receive one (1) Budweiser Drink Wiser t-shirt.

## **B. ENTRY INSTRUCTIONS FOR CALIFORNIA & TEXAS RESIDENTS:**

BUDWEISER SWEEPSTAKES: During the Sweepstakes Period, create a Budweiser Sweepstakes account, or log-in to your existing Budweiser Sweepstakes account, and look for the Sweepstakes mention. Budweiser Sweepstakes membership is free; visit [www.budweiser.com](http://www.budweiser.com) to enroll.

During the Sweepstakes Period, complete the following tasks (each a “Budweiser Sweepstakes Task”) to earn one (1) Entry into the random drawing for a chance to win the First Prize and one (1) Entry into the random drawing for a chance to win the Grand Prize.

Budweiser Sweepstakes Tasks:

Task 1: Take the “Drink Wiser Fan Pledge”.

Task 2: Watch the “Drink Wiser” short film.

Task 3: Upload a photo of you taking a hydration break.

Task 4: Take the “Responsible Drinking” survey.

Task 5: Look for the “Secret Code” on the Budweiser Instagram platform beginning December 23, 2019 and ending December 29, 2019. You must be a registered user of Instagram and follow @BudweiserUSA on Instagram in order to participate in this Budweiser Sweepstakes Task. Instagram registration is free and can be obtained by logging on to [www.Instagram.com](http://www.Instagram.com) and following the online instructions to open an account.

How Entries Are Earned:

Grand Prize: Each entrant who completes five (5) Budweiser Sweepstakes Tasks will earn one (1) entry (also an “Entry”) into the random drawing for a chance to win the Grand Prize.

First Prize: Each entrant who completes four (4) Budweiser Sweepstakes Tasks will earn one (1) entry (also an “Entry”) into the random drawing for a chance to win the First Prize.

See Rule #4 for Random Drawing details. See Rule #6 for Grand Prize and First Prize details.

For all Entries:

All Entries must be received and recorded during the Sweepstakes Period. No other forms of entry are valid. Automated Entries are prohibited and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses, nor use any other device or artifice, to enter multiple times or as

multiple entrants. Any entrant who attempts to enter with multiple email addresses under multiple identities, or uses any device or artifice to register multiple times, will be disqualified and forfeits all prizes won, in Sponsor's sole discretion. Multiple entrants are not permitted to share the same email address. Should multiple users of the same email account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said email account at the time of entry will be considered an entrant, and must comply with these Official 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. Potential winner may be required to show proof of being the authorized account subscriber.

#### **4. SWEEPSTAKES DRAWING:**

Potential winners will be selected in a random drawing to be held on or about January 8, 2020 from among all eligible Entries received during the Sweepstakes Period. Drawing will be conducted by Sponsor, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received during the Sweepstakes Period.

#### **5. WINNER NOTIFICATION:**

All prizes will be awarded (time permitting for Grand Prize). Potential winner 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 (time permitting for Grand Prize). Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Potential Grand Prize winner will 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. Potential First Prize winner may be required to complete, sign and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor 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, then the potential winner will be disqualified and an alternate potential winner will be randomly selected (time permitting for Grand Prize). Potential Grand Prize winner's guest must be twenty-one (1) years of age or older as of the end date of the Sweepstakes Period and 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 Grand Prize winner's prize acceptance.

In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate potential winner will be randomly selected (time permitting for Grand Prize). 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 (time permitting for Grand Prize).

Neither Sponsor nor the NBA Entities are 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:**

Grand Prize (1 total): Two (2) tickets to one (1) game of the 2020 NBA Finals ("Game") and one (1) \$1,000.00 pre-paid card. Game date to be determined by Sponsor, in Sponsor's sole discretion, and subject to availability and change. Seating assignments to be determined by Sponsor, in Sponsor's sole discretion, and subject to availability and change. Terms and conditions received with delivery of pre-paid card apply. Transportation, accommodations, meals, beverages, gratuities, personal purchases and all other expenses not specified herein are winner's responsibility. Approximate Retail Value ("ARV") is \$2,000.00.

First Prize (5 total): Each winner will receive one (1) autographed NBA jersey (actual prize to be determined by Sponsor, in Sponsor's sole discretion). Sponsor neither warrants nor represents that prize can be sold or traded for the stated value; actual value depends on market conditions which fluctuate. Autographs have no cash value. ARV is \$120.00.

### For all Prizes:

Limit one (1) prize per person. If winner cannot accept the prize as specified, the prize will be forfeited and an alternate winner will be selected (time permitting for Grand Prize). Total ARV of all prizes is \$2,600.00. Any difference between stated value and actual value will not be awarded.

Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. 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.

If Sponsor so elects, potential winner and his/her one (1) guest (applicable to Grand Prize) may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual

offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that the potential winner and his/her one (1) guest (applicable to Grand Prize) will not bring the Sponsor or the NBA Entities into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor or the NBA Entities. If requested, the potential winner and his/her one (1) guest (applicable to Grand Prize) agree to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be awarded to an alternate winner (time permitting for Grand Prize).

**7. PUBLICITY:**

Acceptance of prize offered constitutes permission for Sponsor and the NBA Entities 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, winner agrees to release and hold Anheuser-Busch, LLC and the NBA Entities harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize, including without limitation, personal injuries, death and property damage.

**9. GENERAL CONDITIONS:**

Anheuser-Busch, LLC, the NBA properties, Inc., the National Basketball Association (the "NBA"), and the NBA member teams (collectively, the "NBA Entities"), and its affiliates, subsidiaries and agencies, 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 will be disqualified. Released Parties nor its agencies are 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 nor its agencies, are responsible for injury or damage to entrant'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 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 reserves the right at its 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. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned.

**10: PRIVACY POLICY:**

Please see Sponsor's privacy policy located at <http://www.budweiser.com/privacy-policy.html> for details regarding the use of personal information collected in connection with this Sweepstakes. If you are verified as the prize winner, your first name, last initial, city and state will be included in a publicly-available winner's list.

**11. WINNER'S LIST:**

For the names of the winners, send an email to [BudCentral@anheuser-busch.com](mailto:BudCentral@anheuser-busch.com) and include "Drink Wiser 2020 NBA Finals Sweepstakes Winner's List Request" in the subject line, for receipt by March 8, 2020.

**12. SPONSOR:**

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

© 2019 Anheuser-Busch, Budweiser® Lager Beer, St. Louis, MO