

## Miller Lite® Bears Cheers Social Media Sweepstakes 2024 Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

The Miller Lite® Bears Cheers Social Media Sweepstakes 2024 (“Sweepstakes”) is sponsored by Molson Coors Beverage Company USA LLC (“Sponsor”), 250 South Wacker Drive, Chicago, IL USA 60606, and is administered by Merkle Inc., (“Administrator”), 3000 Town Center, Suite 2100, Southfield, MI 48075.

**1. Eligibility:** The Sweepstakes is open only to legal residents of Illinois who are at least twenty-one (21) years old at the time of entry. Employees, directors, officers, and agents of Sponsor, The Chicago Bears Football Club, Inc. (“Chicago Bears”), alcohol beverage retailers and distributors, Administrator, and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies and suppliers involved in the Promotion (“Promotion Entities”), as well as the members of each of their immediate families (spouse, parents, children, siblings, and in-laws) and persons residing in the same household as such individuals are not eligible to enter or win. Void where prohibited or restricted by law.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Promotion. Winning the Prize is contingent upon fulfilling all requirements set forth herein.

**2. Timing:** The Sweepstakes begins on April 22, 2024 at 12:00 a.m. Central Time (“CT”) and ends on April 28, 2024 at 11:59 p.m. CT (the “Promotion Period”). Instagram’s servers are the official time-keeping devices for the Sweepstakes.

### **3 How to Enter:**

**Participation Requirements:** To participate, you will need to have a personal public Instagram account. Creating an Instagram account is free but subject to its terms: <http://instagram.com/about/legal/terms/#>. ***Entering via Instagram Story requires a mobile device and use of your wireless carrier’s network. Standard data charges from your wireless carrier may apply.***

**Entry Requirements:** There are two (2) ways to enter: Posting a photo or video as an Instagram Story, on your Instagram feed or posting a Sponsor-provided photo on your Instagram feed. During the Promotion Period, take either of the following actions to receive one (1) entry:

#### **Instagram Story Entry Method:**

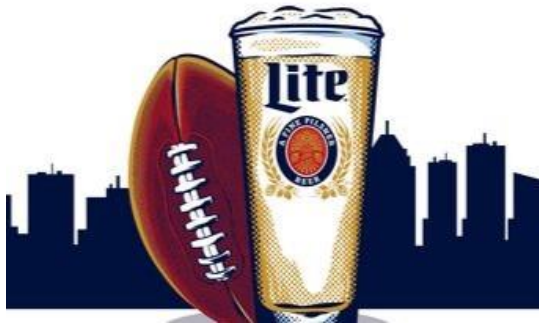
- (a) Follow @millerlite on Instagram;
- (b) Post an original photo or video of you “raising a draft to Da Bears #1 Draft Pick” as an Instagram Story; and
- (c) Include @millerlite and #LitesUpForDaPick #Sweepstakes as text overlays to your Story. *NOTE: the hashtags must be in contrasting color and in large enough font to be readable.*
- (d) Your Story must not violate any of the Content Restrictions listed below; and
- (e) You must not change your Instagram handle once you post your Story and until the Prize is awarded (as described in Section 5).

**OR**

#### **Instagram Post Entry Method:**

- a) Follow @millerlite on Instagram;  
(b) Post an original photo or video of you “raising a draft to Da Bears #1 Draft Pick” or post the following image to your Instagram feed:

# ALWAYS A GREAT DRAFT PICK



; and

- (c) Include #LitesUpForDaPick #Sweepstakes in your original caption;  
(d) Your Post must not violate any of the Content Restrictions listed below; and  
(e) You must not change your Instagram handle once you post and until the Prize is awarded (as described in Section 5).

## **Content Restrictions for your Entry:**

- Your Story or Post must consist of one (1) photo or one (1) video;
- Your Story or Post must not contain any names and logos of sports teams or other brands;
- Your Story or Post must be your original work;
- You must not include content that displays or suggests “over-consumption” of any type of alcohol;
- Your Story or Post must not convey any claims of Sponsor’s products or services that would be deemed unsubstantiated or deceptive if made by Sponsor;
- Your Story or Post must not disparage Sponsor, Chicago Bears, or any other parties;
- You must have permission to include the names or likenesses of other individuals and to grant the rights set forth in Section 5. You should only include individuals who are at least 21 years old in your Story or Post. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor;
- Your Story or Post must not contain material that violates or infringes another’s rights and therefore may not include logos, trademarks or any other intellectual property other than those of the Sponsor;
- Your Story or Post must not make references to or include: alcohol brands other than Sponsor’s, illegal drugs, marijuana, tobacco, or firearms/weapons, any activities that are or appear to be dangerous, or any political agenda;

- Your Story or Post must not be indecent, obscene, sexually explicit, hateful, promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- Your Story or Post must not be tortious, defamatory, libelous, disparage Sponsor, Chicago Bears, or any other person or party, or contain material that is unlawful in any way.

If your Story or Post conforms to all the above requirements, you will receive one (1) Sweepstakes entry. Sponsor, in its sole discretion, may disqualify any post that it finds unlawful, or in violation of these Official Rules.

**Entry Limit:** Limit of one (1) entry per person during the Promotion Period. Multiple entrants are not permitted to share the same Instagram account. Any attempt by any entrant to obtain entries by using multiple/different Instagram accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the Instagram account used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses used to create the Instagram account. Each potential winner may be required to show proof of being the authorized account holder.

**4 Sponsor's Use of Social Post Content:** Posting a Story or Post ("Content") constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Content in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Content.

**5. Prize Drawing:** Administrator is an independent organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner are final and binding in all matters related to the Sweepstakes. One (1) winner will be selected. Administrator will randomly select a potential winner from all eligible entries received during the Promotion Period, on or around April 29, 2024. The selected entrant will be deemed the potential winner pending verification of the entrant's eligibility and compliance with these Official Rules, as determined by Sponsor in its sole discretion.

The potential winner will be notified via a private message in Instagram by @millerlite starting on April 29, 2024 and will be asked to respond with their valid email address and will also be directed to a secure online claim form and asked to provide his/her name, email address, mailing address and date of birth to confirm eligibility and for Prize fulfillment purposes within three (3) days of the date notice or attempted notice is sent to potential winner to claim the Prize. Potential Prize winner will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within five (5) days of the date notice or attempted notice is sent in order to claim the Prize. If a potential winner of the Prize cannot be contacted, fails to timely respond or complete the online form within the required time period, or the Prize is returned as undeliverable, the potential winner forfeits the Prize. Receiving a Prize is contingent upon compliance with these Official Rules. In the event that a/the potential winner forfeits the Prize or is disqualified for any reason, Sponsor will award the applicable Prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the Prize will remain un-awarded.

**6. Prizes:** ONE (1) GRAND PRIZE: Winner will receive two (2) season tickets in the Miller Lite Loft for the Chicago Bears 2024-2025 regular season (the "Prize"). Approximate Retail Value ("ARV"): \$1,600. Prize details to be determined at the sole discretion of Sponsor.

Terms and conditions of all tickets apply. Sponsor is not responsible for the delay or cancellation of any game. Sponsor is not responsible for any additional fee or cost incurred with Prize use, including but not limited to travel, parking, or concessions. Prize is non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated Prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with Prize receipt and/or use. Winner of a prize equal to or greater than \$600 will receive an IRS Form 1099 MISC reporting the actual value of the prize received. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of the Prize offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number through a random drawing from among all eligible Prize claims received. ARVs are as of the time these Official Rules were printed and the value of a Prize may fluctuate. Winner is not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is awarded. All other costs and expenses not expressly set forth herein shall be solely the Winner's responsibility. Prize is 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 or non-infringement. Prize will be fulfilled approximately 8-10 weeks after drawing.

**7. Release:** "Released Parties" are defined as Promotion Entities, the National Football League, Meta Platforms, Inc., as well as their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and Prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees, and agents. By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of the Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

THE NATIONAL FOOTBALL LEAGUE, ITS MEMBER PROFESSIONAL FOOTBALL CLUBS, NFL VENTURES, L.P., NFL PROPERTIES LLC, NFL ENTERPRISES LLC, NFL PRODUCTIONS LLC AND NFL INTERNATIONAL LLC AND EACH OF THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SHAREHOLDERS, OFFICERS, DIRECTORS, AGENTS, REPRESENTATIVES AND EMPLOYEES (COLLECTIVELY, THE "NFL ENTITIES") WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THIS SWEEPSTAKES OR ANY PRIZE AWARDED. THE NFL ENTITIES, OTHER THAN THE CHICAGO BEARS FOOTBALL CLUB, INC., HAVE NOT OFFERED OR SPONSORED THIS SWEEPSTAKES IN ANY WAY.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, Prize information, likeness, photograph (including, without limitation, winner's Instagram profile photo), voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of

terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the Prize, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the Prize offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; (6) lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions or failure to receive Submissions due to limitation of third-party social network platforms or (7) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, not received, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of the Prize will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of the Prize by a random drawing among all legitimate, un-awarded, eligible Prize claims.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of Illinois or the appropriate Illinois State Court located in Cook or Lake County, Illinois; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**12. Entrant's Personal Information:** Any personally identifiable information collected during an entrant's participation in the Promotion will be collected by Sponsor or its designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and as otherwise set forth in Sponsor's privacy policy at [www.molsoncoors.com/privacy-policy](http://www.molsoncoors.com/privacy-policy).

**13. Winner List:** For a winner list, click [HERE](https://bit.ly/3vucDMs) (https://bit.ly/3vucDMs). The winner list will be posted after winner confirmation is complete.

**This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram, Inc. or Meta Platforms Inc.**