

Sam Adams® Brackets and Beers Official Rules

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

Overview: The Sam Adams Brackets and Beers Sweepstakes (the “Sweepstakes”) will be advertised in participating bars/restaurants and retailers/grocery stores that carry/offer Sam Adams. No Purchase Necessary to enter or participate in the Sweepstakes. You will be encouraged to scan the quick response (“QR”) code or visit the featured Website URL, as outlined in the applicable advertising. By doing so, you will be placed in one (1) of two (2) promotional groups/prize pools: If you scan the QR Code or visit the Website URL located in one (1) of the following states, you will enter the “Big East® Prize Pool”: CT, DC, IL, IN, NE, NY, NJ, OH, PA, RI and WI. If you scan the QR Code or visit the Website URL *not* located in one (1) of the above listed states, you will enter the “National Prize Pool”. See Section 4, 5 and 6 below for complete details.

1. Eligibility: The Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least twenty-one (21) years old at the time of entry. Employees of The Boston Beer Company (“Sponsor”), Merkle Inc. (“Administrator”), and their parent and affiliate companies, advertising and promotion agencies, wholesale distributors, retail licensees, and all other service agencies involved with the Sweepstakes as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. 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. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: The Boston Beer Company, One Design Center, Suite 850, Boston, MA 02210.
Administrator: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on February 22, 2021 at 12:00 a.m. Eastern Time (“ET”) and ends on April 18, 2021 at 11:59 p.m. ET (the “Promotion Period”). Administrator’s computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: There are two (2) ways to enter:

- a. **Big East Prize Pool:** During the Promotion Period, 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 with the QR reader application already installed on your phone. You will be directed to a mobile Web page at <http://www.bracketsandbeers.com> (also a “Website”) or visit the Website directly. Then, follow the links and instructions to complete and submit the registration form including a valid home address. P.O. Boxes are not permitted. Finally, play the provided game, for fun, by taking “three (3) shots on the arcade-style basketball game advergaming”. You automatically will receive one (1) Sweepstakes entry into the Big East Prize Pool drawing.
- b. **National Prize Pool:** During the Promotion Period, 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 with the QR reader application already installed on your phone. You will be directed to a mobile Web page at <http://www.bracketsandbeers.com> (also a “Website”) or visit the Website directly. Then, follow the links and instructions to complete and submit the registration form including a valid home address. P.O. Boxes are not permitted. Finally, play the provided game, for fun, by taking “three (3) shots on the arcade-style basketball game advergaming”. You automatically will receive one (1) Sweepstakes entry into the National Prize Pool drawing.

Note that only one (1) Prize Pool option can be associated with your registration. For every subsequent visit, log in by entering the email address used to register and you will continue to participate in the Prize Pool.

Limit: You may enter one (1) time per day, for your Prize Pool, during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, 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 email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person who is at least twenty-one (21) years old and assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received for applicable Prize Pool drawing during the Promotion Period, on or around April 19, 2021. The potential winners will be notified by email, mail or phone. Each potential winner of a prize valued at \$600.00 or more will be required to sign and return an Affidavit of Eligibility and Release of Publicity and Liability (where permitted by law) within five (5) days of notification. Winner's age is subject to independent age verification, and if failed, will result in prize forfeiture. If a potential winner of any prize cannot be contacted, fails to sign and return the Affidavit of Eligibility and Release of Publicity and Liability or provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her/their prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner of a prize valued over \$25.00 is disqualified for any reason or forfeits the prize, 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 applicable prize will remain un-awarded. Unclaimed prizes valued at \$25.00 or less will not be awarded.

6. Prizes:

Big East Prize Pool Prizes:

TWO (2) BIG EAST GRAND PRIZES: Each winner will receive one (1) leather sofa; one (1) Sam Adams/Big East® branded refrigerator and one (1) arcade-style basketball game. ARV: \$3,710.00 each.

FORTY-FIVE (45) BIG EAST FIRST PRIZES: Each winner will receive one (1) arcade-style basketball game. ARV: \$150.00 each.

TWENTY-FIVE (25) BIG EAST SECOND PRIZES: Each winner will receive one (1) Sam Adams/Big East® branded cooler. ARV: \$50.00 each.

SEVENTY-FIVE (75) BIG EAST THIRD PRIZES: Each winner will receive one (1) Sam Adams/Big East® branded 12 oz. can insulator drinkware. ARV: \$24.99 each.

Odds of winning a Big East prize depend on the number of eligible entries received the Big East Prize Pool, during the Promotion Period.

Total ARV for all prizes for the Big East Prize Pool: \$17,294.25.

National Prize Pool Prizes:

TWO (2) NATIONAL GRAND PRIZES: Each winner will receive one (1) leather sofa; one (1) Sam Adams branded refrigerator and one (1) arcade-style basketball game. ARV: \$3,710.00 each.

FORTY-FIVE (45) NATIONAL FIRST PRIZES: Each winner will receive one (1) arcade-style basketball game. ARV: \$150.00 each.

TWENTY-FIVE (25) NATIONAL SECOND PRIZES: Each winner will receive one (1) Sam Adams branded cooler. ARV: \$50.00 each.

SEVENTY-FIVE (75) NATIONAL THIRD PRIZES: Each winner will receive one (1) Sam Adams branded 12 oz. can insulator drinkware. ARV: \$24.99 each.

Odds of winning a National prize depend on the number of eligible entries received the National Prize Pool, during the Promotion Period.

Total ARV for all prizes for National Prize Pool: \$17,294.25.

For All Prizes: Prizes are 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. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit of one (1) Grand Prize and one (1) First Prize, Second Prize, or Third Prize per person. Total ARV of all prizes: \$34,588.50.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, and 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 (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, 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(s), 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 prizes 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; or (6) 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, 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 prizes 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 prizes 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 Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (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 Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan 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: Information collected from entrants is subject to Sponsor's Privacy Policy <https://www.samueladams.com/privacy-policy>. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personally identifying information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

13. Winner List: For a winner list, visit <https://bit.ly/3rAKLPV>. The winner list will be posted after winner confirmation is complete.

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Savor the Flavor Responsibly®

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