



Give the Gift of Blue – Contest Rules & Regulations

NO PURCHASE NECESSARY. By entering the Give the Gift of Blue Contest entrants agree to abide by these official contest rules and regulations (“the Official Rules”). The decisions of the Town of The Blue Mountains (“the Sponsor”) with respect to all aspects of the Contest are final.

1. **SPONSOR & CONTEST PERIOD:** The Give the Gift of Blue Contest (“the Contest”) is sponsored by The Town of The Blue Mountains. The Contest begins at 9:00 a.m. Eastern Time (“ET”) on November 30, 2020 and ends at 11:59 p.m. ET on January 3, 2021 (“the Contest Period”).
2. **ELIGIBILITY:** To enter and be eligible to win, a person (“the Entrant”) must be a legal resident of Canada and must be nineteen (19) years of age or older. Specifically excluded from entering the Contest are: (i) employees, agents and representatives of the Sponsor, and the contest partners, advertising and promotional agencies of the Sponsor, and each of their respective parent companies, subsidiaries and affiliates and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfilment of the Contest (collectively, the “Contest Parties”); and (ii) any member of any such person’s immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the person or not). In these Official Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters, partner or spouse.
3. **HOW TO ENTER THE CONTEST:** To enter the Contest through the Contest website you must first make a qualifying purchase during the Contest Period at a local business and obtain and keep your receipt (“Eligible Purchase”). To be eligible, a local business must be located within the boundaries of the municipality of The Blue Mountains (“Local Business”). Online purchases at an eligible Local Business during the Contest Period also qualify as an Eligible Purchase. Notwithstanding the foregoing, purchases containing the following goods or services do not qualify as an Eligible Purchase: tobacco, vaping and cannabis products, and lottery tickets. Once you have made an Eligible Purchase, visit www.exploreblue.ca/shop-local and complete the Contest entry form by following the instructions. A completed entry must include your name, address, age, email address and phone number along with the name of the business where the purchase was made, the date of the purchase and the amount of the purchase. Each Eligible

Purchase at a Local Business must be entered individually by completing the Contest entry form (one purchase is equal to one entry).

4. Entrants are limited to 25 entries per person over the course of the Contest. Any entries exceeding 25 will not be accepted as a submission for the Contest.

The Sponsor or designated content moderator (“the Reviewer”) reserves the right to screen all Entry Materials. Any Entry Materials that the Reviewer deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Official Rules are subject to disqualification. The Reviewer reserves the right, in its sole and absolute discretion at any time and for any reason, to remove any Entry Materials (or any part thereof) and/or to request an entrant to modify, edit and/or re-submit his or her Entry Materials (or any part thereof) in order to ensure that the Entry Materials comply with these Official Rules, or for any other reason. If such an action is necessary at any point during or after the Contest, then the Sponsor reserves the right, in its sole discretion, to take whatever action it deems necessary based on the circumstances – including, without limitation, disqualifying the Entry Materials (and therefore the corresponding Bonus Entry and/or the associated entrant) – to help ensure that the Contest is being conducted in accordance with the letter and spirit of these Official Rules.

Purchase Entries and No Purchase Required Entries must be submitted and received by 11:59 p.m. ET on January 3, 2021 in order to be eligible in the Contest. The Sponsor will not be responsible for falsified or incomplete Purchase Entries, which will be void.

5. WEEKLY PRIZES: There will be five (5) weekly prizes (“Weekly Prize”) available to be won during the Contest Period. Each Weekly Prize has an estimated retail value of \$250. The contents of each weekly prize will be posted to www.exploreblue.ca/shop-local.
6. WEEKLY PRIZE PACKAGE DRAW: The weekly prizes will be drawn by 4:30 p.m. ET on the dates listed below. The results of the draw will be posted within 48 hours to www.exploreblue.ca/shop-local. A random number generator will be used to select the winner and the selection will be monitored and verified by two designated employees of the Town of The Blue Mountains.
 - i) Monday, December 7, 2020
 - ii) Monday, December 14, 2020
 - iii) Monday, December 21, 2020
 - iv) Monday, December 28, 2020
 - v) Monday, January 4, 2021
7. ULTIMATE PRIZE PACKAGE: There is one (1) Ultimate Prize Package (“Prize Package”) available to be won during the Contest Period. The Prize Package has an estimated retail value of \$2500 and consists of the following:
 - i) Three-night Hotel Voucher at Blue Mountain Resort (\$1200 Estimated Value)
 - ii) \$250 Oliver & Bonacini Restaurant Blue Mountain
 - iii) \$200 Scenic Caves Adventure Voucher for Two

- iv) \$350 Scandinave Spa Voucher for Two
- v) \$500 in Gift Cards to Local Businesses in the Town of The Blue Mountains

8. WEEKLY PRIZE DRAW: The Weekly Prize Packages (“Weekly Prize Package”) will be drawn on the dates indicated in section six (6). The first eligible entrant drawn will be eligible to win the Weekly Prize Package. The odds of winning the Weekly Prize Package from among the eligible draw entrants depend on the total number of entries received during the contest period. An Entrant is only permitted to win one (1) Weekly Prize Package throughout the Contest Period. Declared Winners of the Weekly Prize Package will remain in the draw to be eligible for the Ultimate Prize Package Draw. Representatives from the Town, acting responsibly, will attempt to contact the Weekly Prize Package winner to notify the potential winner that they may have won the Prize Package by email and by telephone within two (2) business days after the Draw. In the event that the potential winner cannot be contacted within two (2) business days after the Draw, they will be disqualified and an alternate potential winner may be drawn at the Town representatives’ sole discretion. Proof of identification must be provided upon request. In order to be declared the winner, the potential winner will be required to sign and return within the time stipulated by the Town representatives, a full release and indemnity form stating that, among other things, they have read and understood these official rules and regulations (“Rules”), grants all consents required, agrees to be available and to participate in publicity and/or promotions related to the Contest and or/the Contest Sponsor and/or similar matters, authorizes the Contest Sponsor to broadcast, publish, disseminate and otherwise use their name, photograph, likeness, sobriquet and voice, in connection with any promotion and/or information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Weekly Prize Package, accepts the Weekly Prize Package as offered and releases the Contest Sponsor from any and all liability of any kind arising out of the potential winner’s participation in this Contest and receipt and use of the Weekly Prize Package. All prizes must be picked up in person within one (1) month of the draw date between the hours of 8:30 a.m. to 4:30 p.m. from Monday to Friday at the Town of The Blue Mountains Town Hall located at 32 Mill Street, PO Box 31, Thornbury ON NOH 2P0.
9. ULTIMATE PRIZE PACKAGE DRAW: During the week of January 4, 2021, on a date and time to be confirmed, a random draw for the Ultimate Prize Package will take place through the Town of The Blue Mountains (“the Town”) YouTube channel during a live-streamed event. The first eligible entrant drawn will be eligible to win the Ultimate Prize Package. The odds of winning the Ultimate Prize Package from among the eligible draw entrants depend on the total number of entries received during the contest period. Representatives from the Town, acting responsibly, will attempt to contact the potential Prize Package winner to notify the potential winner that they may have won the Prize Package by email and by telephone within two (2) business days after the Draw. In the event that the potential winner cannot be contacted within two (2) business days after the Draw, they will be disqualified and an alternate potential winner may be drawn at the Town representatives’ sole discretion. Proof of identification must be provided upon request. In order to be declared the winner, the potential winner will be required to sign and return within the time stipulated by the Town representatives, a full release and indemnity form stating that, among other things, they have read and understood these official rules and

regulations ("Rules"), grants all consents required, agrees to be available and to participate in publicity and/or promotions related to the Contest and or/the Contest Sponsor and/or similar matters, authorizes the Contest Sponsor to broadcast, publish, disseminate and otherwise use their name, photograph, likeness, sobriquet and voice, in connection with any promotion and/or information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Prize Package, accepts the Prize Package as offered and releases the Contest Sponsor from any and all liability of any kind arising out of the potential winner's participation in this Contest and receipt and use of the Prize Package. All prizes must be picked up in person within one (1) month of the draw date between the hours of 8:30 a.m. to 4:30 p.m. from Monday to Friday at the Town of The Blue Mountains Town Hall located at 32 Mill Street, PO Box 31, Thornbury ON N0H 2P0.

10. BEFORE BEING DECLARED A WINNER: Before being declared a winner, the selected entrants must first correctly answer a time-limited mathematical skill-testing question to be administered by telephone. The Sponsor will then email, and the selected entrant will be required to sign and return within two (2) business days of notification a declaration of eligibility and a liability/publicity release, which:

- i) Confirms compliance with the contest rules;
- ii) Releases the Sponsor, its affiliated companies and agents, advertising and promotion agencies, the contest judges and each of their respective officers, directors, agents, representatives, successors and assigns from any liability in connection with the Contest, the entrant's participation therein and/or awarding and use or misuse of the prize or any portion thereof; and
- iii) Grants to the Sponsor the right to use the selected entrant's name, address and likeness in any form of advertising relating to the contest without further notice or compensation.

If a selected entrant:

- i) Cannot be contacted by email or phone within two (2) business days of selection or there is a return of any prior notification as undeliverable;
- ii) Fails to correctly answer the skill-testing question;
- iii) Or fails to return the contest documents within the specified time, then the individual(s) will be disqualified and will forfeit the prize, and the Sponsor reserves the right to select an alternate entrant from among the remaining eligible entries.

11. FAILURE TO COMPLY: In the event that the potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsor shall have the right to disqualify the potential winner, and draw an alternate potential winner, and the Contest Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner shall be applied, with the necessary amendments, until a qualified winner has been duly selected, but in any event, no later than January 31, 2021.

12. GENERAL: By entering this Contest the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest. The Contest Sponsor is not responsible for entries not received for whatever reason. This Contest is subject to all applicable federal, provincial and municipal laws. The odds of winning the Prize Package or Weekly Prizes from among the eligible draw entrants depend on the total number of entries received during the contest period.

13. CONSENT TO USE PERSONAL INFORMATION: The Sponsor respects your right to privacy. By participating in this Contest, each Entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering this Contest and Prize fulfillment and for promotion and publicity regarding the Weekly Prize and Grand Prize draw results.