

**STELLA ARTOIS® HOLIDAY GIFT 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 OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF PARTICIPATION, LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND DISTRICT OF COLUMBIA AND AT LEAST TWENTY-ONE (21) YEARS OF AGE OR OLDER. SWEEPSTAKES WILL BE GOVERNED BY THE LAW OF THE UNITED STATES. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:**

The “Stella Artois Holiday Gift 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 participation. Employees, contractors, directors, officers, and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, all other service or governmental agencies and their employees involved with the Sweepstakes, and members of their immediate families (spouse, parent, child, or sibling; whether biological, adopted, step, or in-law) or households (whether related or not) are not eligible to participate. 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 (“Official Rules”) and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

**2. SWEEPSTAKES PERIOD:**

Sweepstakes begins at 12:00:00 a.m. Central Daylight Time (“CDT”) on October 20, 2023, and ends at 11:59:59 p.m. Central Standard Time (“CST”) on December 26, 2023 (“Sweepstakes Period”). Administrator’s computer is the official time keeping device for this Sweepstakes.

**3. HOW TO PARTICIPATE:**

(a) Internet: Visit [www.stellaartoisholidaygift.com](http://www.stellaartoisholidaygift.com) (“Website”) and follow the online instructions to create an account (“Account”). After you have created an Account, visit the Website daily and follow the online instructions to play the game (“Game”) for a chance to win an Instant-Win prize (a “Play” or “Game Play”). See Rule No. 6 for prize details.

(b) QR Code: Use your smart phone or other web-enabled device with data plan to scan the quick response (“QR”) code featured on signs or promotional materials at participating stores with the QR read application already installed on your phone. You

will be directed to a mobile Web page at [www.stellaartoisholidaygift.com](http://www.stellaartoisholidaygift.com) (also a "Website"). Follow the online instructions to create an account (also an "Account"). After you have created an Account, visit the Website daily and follow the online instructions to play the game (also a "Game") for a chance to win an Instant-Win prize (also a "Play" or "Game Play"). See Rule No. 6 for prize details.

Proof of scanning QR codes does not constitute proof of completion or submission of a Play. To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and/or QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type 'QR reader' in your mobile device's application store search field to find available QR readers for your smart phone or other web-enabled device. You will receive a response which will contain a link to download a QR reader for your specific device. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

#### For All Plays:

Limit one (1) Play per person per day. A "day" is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. CDT or CST (depending on date/time) and ending the same day at 11:59:59 p.m. CDT or CST (depending on date/time).

All Plays must occur during the Sweepstakes Period. Only the methods of Play described herein are valid. No other forms of Play are valid. To be valid, each Play must comply with all instructions given to Participants by Sponsor and these Official Rules. Any reference herein to a "Play" refers to a valid Play by an eligible Participant made in accordance with all instructions given to Participants by Sponsor and all these Official Rules.

If playing with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Participants are solely responsible for any such wireless charges.

#### **4. WINNER SELECTION:**

Administrator has randomly selected a date and time during the Sweepstakes Period for each prize to be awarded herein ("Award Time") and has randomly assigned a prize to each Award Time. The first eligible Participant to complete a Game Play in accordance with the instructions given to Participants and these Official Rules on or after each Award Time will be selected as the potential winner of the prize randomly assigned to such Award Time. Administrator's decisions are final in all matters relating to Award Times, Game Play, prize selection, and the selection of winners. Odds of winning depend on the number of eligible Game Plays, when Game Play occurs, the Award Time assigned to each prize, and the number of prizes.

All prizes will be awarded. In the event a prize is not awarded due to lack of Play on or after an Award Time, disqualification of a Participant, the forfeiture of a prize or failure of a potential winner to accept any prize, or for any other reason provided in these Official Rules, within ten (10) days after the end of the Sweepstakes Period, Administrator shall randomly select the winner of such prize from amongst all eligible Participants playing the Game during the Sweepstakes Period that have not been disqualified.

## **5. WINNER NOTIFICATION:**

After completing a Game Play during the Sweepstakes Period in accordance with the instructions given to you and these Official Rules, the Game will inform you onscreen whether you are a potential winner of a prize.

ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR AND ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE GAME DISPLAYS A WINNING MESSAGE, OR EVEN IF THE PARTICIPANT RECEIVES AN EMAIL MESSAGE OR OTHER COMMUNICATION STATING THAT THE PARTICIPANT HAS WON UNLESS AND UNTIL THE PARTICIPANT'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND THE PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR AND ADMINISTRATOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

Potential winners may also be notified via email or phone call and may be required to respond to the notification indicating whether they will accept the prize within the time indicated by the Sponsor in the notification. Potential winners may also be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Administrator within the time indicated by Sponsor in the notification to the potential winner that such document(s) is/are required. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the potential 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 by the time specified by Sponsor, then the potential winner will be disqualified.

In the event of a potential winner's failure to respond to any notification from Sponsor within the time indicated by the Sponsor in a notification, or failure to comply with any of the time deadlines herein for the signature and/or return of any required document(s), or failure to accept a prize within the time indicated by the Sponsor in a notification, then the potential prize winner will be disqualified. Any prize notification or prize returned to Sponsor or its agencies as undeliverable will result in disqualification.

Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service, or a change in a Participant's email address, phone number or mailing address (or if Play is allowed in these Official Rules via a social media platform, a change in the Participant's social media account settings) which may result in a potential winner not receiving initial prize notification or prize information.

## **6. PRIZE DETAILS:**

Prize 1 (7 total): One (1) Bugatti leather backpack. Approximate Retail Value ("ARV") is \$151.75.

Prize 2 (7 total): One (1) oversized t-shirt with Martine Rose and Stella Artois graphics. ARV is \$99.68.

Prize 3 (7 total): One (1) set of four (4) chalices. ARV is \$11.20.

Prize 4 (25 total): One (1) bottle cap bottle opener key chain. ARV is \$2.84.

For all Prizes: If winner cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner. Total ARV of all prizes is \$1,909.71. Any difference between stated value and actual value will not be awarded.

Limit one (1) prize per person. Prize is 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 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 potential winner will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor. If requested, potential winner agrees 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.

## **7. PUBLICITY:**

Acceptance of prize offered constitutes permission for Sponsor 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 Administrator 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, Administrator, and each of their respective affiliates, subsidiaries, and agencies (collectively the "Released Parties") 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 or Administrator, will be disqualified. Released Parties are not 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 play methods will void all such entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to participant'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 Sponsor's or Administrator'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 their 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. Text message entries will be deemed to have been submitted by the registered owner of the wireless number used to enter. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant and must comply with these 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. All materials submitted become the property

of Anheuser-Busch, LLC and will not be returned. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT

**10. DISPUTE RESOLUTION:**

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, or any claim or dispute that has arisen or may arise between you, Sponsor, and Administrator shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

**11. PRIVACY POLICY:**

The information you submit in connection with this Sweepstakes may be used by Sponsor for purposes of administration and fulfillment of the Sweepstakes, and in accordance with Sponsor's privacy policy located at <https://www.anheuser-busch.com/privacy-policy> (also a "Website"). If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

**12. OFFICIAL RULES:**

The Official Rules of the Sweepstakes are available for viewing at [www.stellaartoisholidaygift.com](http://www.stellaartoisholidaygift.com) during the Sweepstakes Period.

**13. SPONSOR:**

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

**14. ADMINISTRATOR:**

A6 Media, P.O. Box 986, 425 Fayette Street, Conshohocken, Pennsylvania 19428.

**15. WINNER'S LIST:**

For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Stella Artois Holiday Gift Sweepstakes Winners List Request, A6 Media, P.O. Box 986, 425 Fayette Street, Conshohocken, Pennsylvania 19428, for receipt within sixty (60) days after the end of the Sweepstakes Period.

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