

THE JACK LINK’S SUMMER BUCKET LIST CHALLENGE SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.

The Jack Link’s Summer Bucket List Challenge Sweepstakes (“Sweepstakes”) is sponsored by Link Snacks, Inc. (“Sponsor”), One Snack Food Lane, P.O. Box 397, Minong, WI 54859 and is administered by Prize Logic, LLC, (“Administrator”), Two Towne Square, Suite 200, Southfield, MI 48076.

1. **SWEEPSTAKES PERIOD:** The Sweepstakes begins on May 2, 2022 at 12:00 PM (noon) Eastern Time (“ET”) and ends on June 30, 2022 at 11:59:59 PM ET (“Sweepstakes Period”). The Sweepstakes includes a “Grand Prize Drawing” that runs the entire length of the Sweepstakes Period and eight (8) entry periods (each an “Entry Period”) as outlined in the chart below:

Entry Period	Start Date and Time	End Date at 11:59:59 PM ET	Mail-In Post-Marked By Date for	Mail-In Received By Date for	Approximate Drawing Date
1	May 2, 2022 at 12:00 PM ET	May 8, 2022	May 9, 2022	May 19, 2022	May 20, 2022
2	May 9, 2022 at 12:00 AM ET	May 15, 2022	May 16, 2022	May 26, 2022	May 27, 2022
3	May 16, 2022 at 12:00 AM ET	May 22, 2022	May 23, 2022	June 2, 2022	June 3, 2022
4	May 23, 2022 at 12:00 AM ET	May 29, 2022	May 30, 2022	June 9, 2022	June 10, 2022
5	May 30, 2022 at 12:00 AM ET	June 5, 2022	June 6, 2022	June 16, 2022	June 17, 2022
6	June 6, 2022 at 12:00 AM ET	June 13, 2022	June 13, 2022	June 23, 2022	June 24, 2022
7	June 14, 2022 at 12:00 AM ET	June 19, 2022	June 20, 2022	June 30, 2022	July 1, 2022
8	June 20, 2022 at 12:00 AM ET	June 30, 2022	June 30, 2022	July 11, 2022	July 12, 2022

Non-winning entries will carry forward into subsequent Entry Period drawings. The Administrator’s computer is the Sweepstake’s official clock.

2. **ELIGIBILITY:** This Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Sponsor, Administrator, and any of their respective owners, parent companies, affiliates, directors, subsidiaries, franchisees, representatives, advertising, promotion and production agencies, agents (collectively, the “Sweepstakes Entities”) and their immediate family members (*i.e.*, spouse, parent, child, sibling, and the “steps” of each) and persons living in the same household of each are not eligible to participate in the Sweepstakes. Void where prohibited or restricted by law. All federal, state and local laws apply.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor and Administrator’s decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. For purposes of the Sweepstakes, an entrant’s residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address. If it is discovered or suspected that an entrant has registered or attempted to register for the Sweepstakes using multiple e-mail addresses or multiple identities, all of that entrant’s entries will be declared null and void and any prize an entrant might have been entitled to win will not be awarded any may be revoked. Use of any automated system or any like methods to participate in the Sweepstakes is prohibited and will result in disqualification of any entrant attempting such use.

- 3. HOW TO PARTICIPATE:** During the Sweepstakes Period, eligible entrants must visit bucketlist.jacklinks.com (“Website”) and complete and submit the registration form including, but not limited to, his/her first and complete last name (no initials), valid e-mail address, phone number, street address (no P.O. Boxes will be allowed), city, state, and zip code. Entrant must then follow the links and instructions to select his/her five (5) bucket list activities (“Bucket List”) from the provided list to complete the registration and select the Grand Prize Drawing prize he/she would like to win if selected as a winner (entrant cannot change the selected Grand Prize Drawing prize at any time). After registering and selecting a Grand Prize Drawing prize and selecting a Bucket List, entrant will automatically receive one (1) entry into the Grand Prize Drawing.

LIMIT: There is a limit of one (1) Grand Prize Drawing upon registering for the Sweepstakes and creating a Bucket List.

- 4. ADDITIONAL SWEEPSTAKES ENTRIES:** Upon registering and receiving a Grand Prize Drawing and Entry Period entry, entrant may complete the activities outlined below to receive additional Sweepstakes entries. Each activity will earn entrant additional Grand Prize Drawing entries, Entry Period entries and Grand Prize Add-On opportunities (each an “Add On” for the grand prize winner as outlined in the chart below and below in Section 6). See Section 6 for prize details. There are three (3) Add-On opportunity levels available (each a “Level”). For every three (3) entries earned, entrant will reach a new Level that includes a prize add on as outlined below:

Level	Number of Entries Required
1	Three (3) Additional Grand Prize Drawing Entries and eligible for Level 2 Add Ons
2	Six (6) Additional Grand Prize Drawing Entries and eligible for Level 3 Add Ons
3	Nine (9) Additional Grand Prize Drawing Entries and eligible for Level 4 Add Ons

Activities are as follows:

A. Upload a Photo With Jack Links or Enter A Free Code:

- i. **Upload A Photo:** During the Sweepstakes Period, an eligible entrant may follow the links and instructions on the Website to upload a photo of entrant enjoying a Jack Link’s product while completing an outdoor activity. Photo must be in one of the following formats: .JPEG, .JPG, .GIF, or .PNG and must not exceed 10MB. Upon uploading a photo, entrant should follow the links and instructions to receive

one (1) entry into the Grand Prize Drawing and one (1) entry into the applicable Entry Period. Entrant may not upload the same photo more than one (1) time.

By submitting a photo each entrant hereby agrees to the terms and conditions set forth in these Official Rules and each entrant agrees that his/her entry conforms to the photo guidelines and restrictions set forth below (the "Photo Guidelines and Restrictions"). Submitting a photo constitutes entrant's grant to Sponsor, its parents and affiliates, and the employees, officers, directors, licensees, designees, agents, successors and assigns (collectively, "Sponsor Designees"), of a royalty-free, irrevocable, perpetual, nonexclusive license to use, reproduce, modify, post, distribute, publish or create derivative works from and display the photo 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, advertising, public relations, trade show and/or marketing purposes, without further compensation, notification or permissions of any kind except where prohibited by law. If requested, entrant will sign any documentation that may be required for Sponsor Designees to make use of the nonexclusive rights entrant is granting to use the photo. This license expressly includes a right (but not the obligation) for Sponsor to modify photos to remove any third-party intellectual property. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the photo for any purpose which Sponsor deems necessary or desirable, and each entrant irrevocably waives any and all so-called moral rights they may have therein. Each entrant hereby acknowledges that such entrant does not reserve any rights in or to the photo. The displaying of an photo on any website/social media platform does not constitute verification of eligibility or compliance with these Official Rules and all Entries and entrants remain subject to verification of eligibility and compliance with these Official Rules as determined by Sponsor at its sole discretion.

Entrants agree that Sponsor has the right, but not the obligation, to use and/or otherwise display the photos as set forth above, and that if such photos are, in Sponsor's sole discretion, displayed on any website/social media platform, such Entries may be subject to third party comments that will be publicly viewable, and further, such photos may also be saved, shared, and/or further e-mailed by such third parties on the internet or otherwise.

Photo Guidelines and Restrictions: All photos must comply with the following restrictions:

- Must be submitted during the Sweepstakes Period;
- Must be the entrant's original content;
- Must be created solely by the entrant, and may not be plagiarized, have been previously published or have previously won a prize or award;
- Must be in English, except for commonly understood foreign words;
- Must not have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means;
- Must have written permission from any individual identifiable in any photograph besides the entrant, or must not include any identifiable individual besides the entrant. Entrant must be able to provide written proof of permission from any identifiable individual upon Sponsor's request. If any such person is a minor

- the entrant must be his/her parent/legal guardian;
- Must not disparage Sponsor, Administrator, or any other person or party affiliated with the promotion and administration of this Sweepstakes;
 - Must not contain material that violates or infringes another's rights, including, but not limited to, privacy, publicity or intellectual property rights, including copyright infringement (including, but not limited to company names or logos, other company's products, murals, graffiti or statues). Sponsor may, in its sole and absolute discretion, blur any item that violates the foregoing and enter the entry;
 - Must not prominently feature any third party logos or marks. Sponsor may, in its sole and absolute discretion, blur any item that violates the foregoing and enter the entry;
 - Must not include personally identifiable information, including but not limited to phone numbers or e-mail addresses;
 - Must not contain material that is inappropriate, indecent, lewd, pornographic, obscene, hateful, violent, tortious, defamatory, slanderous or libelous (as determined by Sponsor at Sponsor's sole discretion);
 - Must not contain, facilitate, reference, or use material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status, or age (as determined by Sponsor at Sponsor's sole discretion);
 - Must not contain any express or implied commercial endorsement;
 - Must not contain, facilitate, reference, or use material that promotes illegal drug use, alcohol abuse, or other illegal activity;
 - Must not contain material or statements that promote use of alcohol by minors, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
 - Must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way; and
 - Must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where photo is created.

Sponsor reserves the right, but is not obligated, to disqualify any photo that fails to comply with the foregoing Photo Guidelines and Restrictions.

ii. Without a Uploading A Photo:

- a. Mail-In Code Request:** To enter without uploading a photo of entrant enjoying a Jack Link's product while completing an outdoor activity, from April 18, 2022 through June 15, 2022, an entrant may legibly hand write his/her full name (no initials), complete street address (no P.O. Box), age, and valid e-mail address on a 3½" x 5" properly stamped postcard and mail it to: The Jack Link's Summer Bucket List Challenge Sweepstakes Photo Entry, P.O. Box 251328, West Bloomfield, MI 48325. Requests sent in an envelope will not be accepted. Mail-in requests must be postmarked by June 15, 2022 and received by June 25, 2022. Administrator will send one (1) code ("Photo Code") per Mail-In Request by e-mail to the e-mail address provided on the

request. There is a limit of one (1) Mail-in Request per postcard per day during the Sweepstakes Period. Multiple mail-in requests with the same postmark date will be deemed one (1) request. Mail-in requests will not be returned and no further correspondence will be entered into. Mail-in requests must be original and hand-written. No mechanical reproductions are allowed.

- b. Online Promo Code Request:** To obtain a Photo Code without uploading a photo from 12:00 AM ET on June 25, 2022 to 11:59:59 PM ET on June 30, 2022, an entrant may use the Photo Code KB7M6RVZKBYZ.

Upon receiving a Photo Code, entrant may visit the Website and follow the links and instructions to enter the Photo Code. Entrant will receive one (1) entry into the Grand Prize Drawing and one (1) entry into the applicable Entry Period.

Limit: An entrant may either upload one (1) photo or mail-in one (1) time per day (and enter one (1) Photo Code) and receive one (1) Grand Prize Drawing entry per day and one (1) Entry Period entry per day. A “day” is defined as starting at 12:00 AM (midnight) ET and ending at 11:59:59 PM ET on each calendar day during the Sweepstakes Period, except on May 2, 2022 when the day will start at 12:00 PM (noon) ET and end at 11:59:59 PM ET.

B. Upload a Receipt Or Enter A Free Code:

- i. Make A Purchase:** During the Sweepstakes Period, an eligible entrant may purchase any one (1) Jack Link’s product online and/or at any participating store, (“Qualifying Purchase”), while supplies last. Entrant must then visit the Website and follow the on-screen prompts and upload a photograph of the original receipt showing the Qualifying Purchase. It is recommended that purchaser first print his/her name on the original register receipt; sign and date the receipt; and circle the qualifying product on the receipt before uploading the receipt. The file must be in .JPEG, .JPG, .PNG, or .GIF format (no PDFs will be accepted) and may not exceed 10 MB. Receipts must be submitted by 11:59:59 PM ET on June 30, 2022 to be valid. It is strongly recommended that the entrant maintain possession of the original or photocopy. The entrant should not give a receipt to any store employee. Upon approval of receipt, an entrant will receive one (1) entry into the Grand Prize Drawing and one (1) entry into the applicable Entry Period. There is a limit of one (1) unique receipt upload per day during the Sweepstakes Period. An entrant may not submit the same receipt more than one (1) time. Duplicated receipts will not be accepted. Receipts must be readable. Mechanical reproductions, altered receipts or unreadable receipts will not be accepted. Receipts submitted in excess of the limits set forth herein will not be accepted.

ii. Without a Purchase:

- a. Mail-In Code Request:** To enter without making a purchase and uploading a receipt, from April 18, 2022 through June 15, 2022, an entrant may legibly hand write his/her full name (no initials), complete street address (no P.O. Box), age, and valid e-mail address on a 3½” x 5” properly stamped postcard and mail it to: The Jack Link’s Summer Bucket List Challenge Sweepstakes Receipt Entry, P.O. Box 251328, West Bloomfield, MI 48325. Requests sent in an envelope will not be accepted. Mail-in requests must be postmarked by

June 15, 2022 and received by June 25, 2022. Administrator will send one (1) code (“Receipt Code”) per Mail-In Request by e-mail to the e-mail address provided on the request. There is a limit of one (1) Mail-in Request per outer-mailing envelope per day during the Sweepstakes Period. Multiple mail-in requests with the same postmark date will be deemed one (1) request. Mail-in requests will not be returned and no further correspondence will be entered into. Mail-in requests must be original and hand-written. No mechanical reproductions are allowed.

- b. Online Promo Code Request:** To obtain a Receipt Code without uploading a photo from 12:00 AM ET on June 16, 2022 to 11:59:59 PM ET on June 30, 2022, an entrant may use the Receipt Code FVNBLBPH6CZV.

Upon receiving a Receipt Code, entrant may visit the Website and follow the links and instructions to enter the Receipt Code. Entrant will receive one (1) entry into the Grand Prize Drawing and one (1) entry into the applicable Entry Period.

Limit: An entrant may either upload one (1) Qualifying Purchase receipt or enter one (1) Receipt Code per day and receive one (1) Grand Prize Drawing entry per day and one (1) Entry Period entry per day.

- C. Enter Code From Social Media:** During the Sweepstakes Period, an eligible entrant may visit Sponsor’s Twitter, Instagram, or Facebook pages (@jacklinks on Twitter, @jacklinksjerky on Instagram, and www.facebook.com/jacklinksbeefjerky on Facebook) and locate a social code (“Social Code”). Upon locating a Social Code, entrant may visit the Website and follow the links and instructions to submit a Social Code. Each Social Code may be used one (1) time during the Sweepstakes Period. Upon entering a Social Code, entrant will receive one (1) entry into the Grand Prize Drawing and one (1) entry into the applicable Entry Period. There will be a total of eight (8) Social Codes during the Sweepstakes Period.

Limit: An entrant may enter each Social Code one (1) time and receive one (1) Grand Prize Drawing entry and one (1) Entry Period entry for each Social Code entered.

If an entrant does not have a Twitter account, he/she can create one at no cost by visiting www.twitter.com. Please note that an entrant must agree to comply with the Twitter Terms of Service (<https://twitter.com/tos/>) and Privacy Policy (<https://twitter.com/privacy/>). Entrants may create an Instagram account at no cost by logging on to <http://instagram.com>. Creation of an Instagram account requires a contestant to agree to Instagram’s Terms of Service and Privacy Policy, available at <http://instagram.com/about/legal/terms/> and <http://instagram.com/about/legal/privacy/>, respectively. Use of Facebook will be subject to that service provider’s privacy policy and terms of use. The Facebook privacy policy is available at: <https://www.facebook.com/about/privacy>. If an entrant enters from his/her wireless phone, the entrant’s wireless service provider may charge the entrant. Entrants should consult their wireless-service providers regarding their pricing plans. Message and data rates may apply. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter, Instagram, or Facebook.

- 5. RANDOM DRAWING:** On or about July 12, 2022, Administrator will randomly select one (1) potential Grand Prize Drawing winner from among all eligible entries received during

Sweepstakes Period.

On or about each drawing date indicated in the chart above in Section 1, Administrator will select one (1) Entry Period winner from among all eligible entries received for each Entry Period, for a total of eight (8) potential Entry Period winners.

All selected winners are potential winners, pending verification of eligibility and compliance with these Official Rules, as determined by Sponsor and Administrator, in their sole and absolute discretion.

6. PRIZES, ODDS OF WINNING, AND APPROXIMATE RETAIL VALUE (“ARV”):

A. Grand Prize (1): The Grand Prize Drawing prize is the Bucket List trip the winner selected upon registration (“Grand Prize”). There will be one (1) Grand Prize in the Sweepstakes. The Bucket List trips and each Level potential Add Ons are outlined below. **Entrant will receive each Add On for the Level he/she reached based on the number of entries earned (for example if an entrant reaches Level 3 he/she will receive Level 1, 2 and 3 Add Ons; see chart below for required number of entries to reach an Add On Level):**

Level	Number of Entries Required
1	Three (3) Additional Grand Prize Drawing Entries and eligible for Level 2 Add Ons
2	Six (6) Additional Grand Prize Drawing Entries and eligible for Level 3 Add Ons
3	Nine (9) Additional Grand Prize Drawing Entries and eligible for Level 4 Add Ons

i. **Glamping Adventure:** Trip includes round-trip coach class air transportation from a major commercial airport near winner’s residence to Flagstaff, AZ for winner and one (1) adult guest, four (4) nights in a Stargazer Tent at Under Canvas, \$1,250 cash to be used for transportation, and breakfast and dinner for duration of stay. The ARV of the Glamping Adventure prize option is \$6,300.

Level 1 Grand Prize Add On (3 entries earned): A Canyoneering activity (ARV: up to \$800).

Level 2 Grand Prize Add On (6 entries earned): A whitewater rafting activity (ARV: up to \$800).

Level 3 Grand Prize Add On (9 entries earned): A stargazing activity at an International Day Sky Park (ARV: up to \$800).

ii. **Yellowstone Adventure:** Trip includes round-trip coach class air transportation from a major commercial airport near winner’s residence to Bozeman, MO for winner and one (1) adult guest, four (4) nights at Canyon Lodge (deluxe Queen room), \$1,250 cash to be used for transportation, and \$1,000 cash to be used for meals. The ARV of the Yellowstone Adventure prize option is \$6,150.

Level 1 Grand Prize Add On (3 entries earned): One (1) day bicycle rental (ARV: up to \$800).

Level 2 Grand Prize Add On (6 entries earned): An evening wildlife encounter activity (ARV: up to \$800).

Level 3 Grand Prize Add On (9 entries earned): A horseback riding activity (ARV: up to \$800).

- iii. **Fly Fishing Adventure:** Trip includes round-trip coach class air transportation from a major commercial airport near winner's residence to Denver, CO for winner and one (1) adult guest, four (4) nights at Antlers at Vail (1 bedroom), \$1,250 cash to be used for transportation, and \$1,000 cash to be used for meals. The ARV of the Fly Fishing Adventure prize option is \$6,150.

Level 1 Grand Prize Add On (3 entries earned): A one (1) day fly fishing full day float for two (2) (ARV: \$800).

Level 2 Grand Prize Add On (6 entries earned): A one (1) day fly fishing full day wade trip for two (2) (ARV: \$800).

Level 3 Grand Prize Add On (9 entries earned): A fly fishing class (ARV: \$800).

- iv. **Ranch Experience:** Trip includes round-trip coach class air transportation from a major commercial airport near winner's residence to Phoenix, AZ for winner and one (1) adult guest, four (4) nights at Stagecoach Trails Guest Ranch (Duke Room King), \$1,750 cash to be used for transportation, and meals during length of stay. The ARV of the Ranch Experience prize option is \$6,250.

Level 1 Grand Prize Add On (3 entries earned): One (1) day ATV rentals (ARV: up to \$800).

Level 2 Grand Prize Add On (6 entries earned): A Humvee ride activity (ARV: up to \$800).

Level 3 Grand Prize Add On (9 entries earned): A barrel racing activity (ARV: up to \$800).

- v. **Hiking Yosemite Adventure:** Trip includes round-trip coach class air transportation from a major commercial airport near winner's residence to San Francisco, CA for winner and one (1) adult guest, four (4) nights at Rush Creek Lodge (Lodge Suite), \$1,500 cash to be used for transportation, and \$1,000 cash to be used for meals. The ARV of the Hiking Yosemite prize option is \$7,100.

Level 1 Grand Prize Add On (3 entries earned): A hiking tour at Yosemite (ARV: up to \$800).

Level 2 Grand Prize Add On (6 entries earned): A stargazing activity (ARV: up to \$800).

Level 3 Grand Prize Add On (9 entries earned): A whitewater rafting activity (ARV: up to \$800).

For All Trips: If winner did not complete the required Additional Sweepstakes entries activities and did not earn the number of entries noted above to reach Levels 1-3, entrant will not receive any of the Add On prizes. Details of all Add

Ons determined by Sponsor in its sole discretion. Winner's guest must be eighteen (18) years of age or older. If the winner elects to travel or partake in the prize without a guest, no additional compensation will be awarded to the winner. Trip must be taken on dates specified by Sponsor and must be completed before December 31, 2022 or prize will be forfeited. Travel dates are subject to availability; blackout dates and other restrictions may apply. Travel must be booked at least 7 days in advance. Winner and guests must travel on the same itinerary. The actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. If winner resides within a 100-mile radius of destination, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. Winner and guests are responsible for having valid travel documents including government identification and/or passports. Winner is responsible for all travel expenses not included herein, including rental car, airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Guests of winner must sign and return a travel liability release before travel will be booked. Winner and his or her guest hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of a prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the Prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail. Sponsor is not responsible if event is delayed, postponed, or canceled for any reason. Winner will not receive compensation from Sponsor for tickets that the winner is unable to use due to cancellation of the event, but tickets may be subject to standard rain-check policies and procedures set by the issuer. Winner agrees that event admission is awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. Sponsor reserves the right to remove or to deny entry to Winner and/or his/her guest(s) if either winner or his/her guest(s) violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at the event.

Each winner and guest agrees that he/she will participate in all COVID-19 protocols established by the Sponsor or adventure site which may include, but is not limited to, social distancing measures, wearing of masks, submitting a COVID-19 waiver, and/or consenting to COVID-19 screening. The Sponsor will have no liability and will not be required to award a prize if a winner or guest tests positive for COVID-19, is unwilling or unable to participate in the screening or other protocols.

B. Entry Period Prizes (8 total; 1 per Entry Period): Each Entry Period prize is outlined in the chart below (each an "Entry Period Prize"):

Entry Period	Prize	Quantity	ARV
1	A travel backpack	1	\$165

2	A Cooler Prize Pack (includes a 12-can cooler, insulated tumbler, and a dog bowl)	1	\$328
3	One (1) Kayak with Paddle	1	\$299.95
4	A Mountain Bike and helmet	1	\$350
5	A four-season tent, Sleeping bag cool weather, and Camp Supplies Kit	1	\$361
6	A Telescope	1	\$320
7	An all-weather compact digital camera with premium accessories bundle	1	\$315
8	A horizontal Tackle Bag	1	\$79.99

There will be eight (8) total Entry Period Prizes, one (1) per Entry Period.

C. Total ARV: The total ARV of all available prizes in the Sweepstakes is \$11,718.94.

D. Odds of Winning: The odds of winning the Grand Prize depend on the total number of eligible Sweepstakes entries received in the Grand Prize Drawing during the Sweepstakes Period. The odds of winning an Entry Period Prize depend on the total number of eligible Sweepstakes entries received during the applicable Entry Period.

E. General Prize Restrictions: There is a limit of one (1) Grand Prize and one (1) Entry Period Prize, per person during the Sweepstakes Period. Details of all prizes determined by Sponsor in its sole discretion.

7. HOW TO CLAIM A PRIZE: After each random drawing, Administrator will notify the potential winners via e-mail at the e-mail address provided at the time of registration. Before being declared the winner of a Sweepstakes Prize, the potential winners of a prize with an ARV of \$600 or more will be required to execute an Affidavit of Eligibility/Liability & Publicity Release and tax acknowledgment ("Affidavit"). The potential winners must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within ten (10) calendar days from the date it is postmarked as being sent to the potential winner or the prize may (in Sponsor's sole discretion) be forfeited. All potential prize winners may be requested to provide additional documentation for verification purposes. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, or in the event that the potential winner fails to any requested documentation or an executed and notarized Affidavit within the ten (10) calendar day deadline (if applicable), the prize may be forfeited. If a prize is forfeited, the prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible entries, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. The Grand Prize winner will be contacted for Grand Prize fulfillment and the Entry Period Prizes will be mailed to verified winners at the street address provided at the time of registration (PO Boxes not permitted) within approximately 6 to 8 weeks from the end of the Sweepstakes. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any prize won. Sponsor will issue an IRS Form 1099-MISC to each winner whose prize is valued at \$600 or more.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Sweepstakes e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes

that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. The right to receive a prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize or force majeure, at Sponsor's sole and absolute discretion. Sweepstakes Entities shall not be held responsible for any delays in awarding the prize for any reason.

- 8. LIMITATION OF LIABILITY:** By participating in this Sweepstakes entrants agree that the Sweepstakes Entities and their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents ("Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/Website/use net accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or the incorrect or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Sweepstakes-related website(s). The Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting or using a prize. The Released Parties shall not be responsible or liable for entries that are entered by any automated computer, program, mechanism or device, for any entries in excess of the stated limit or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries may, in Sponsor's sole discretion, be disqualified.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of winners in a manner it deems fair and reasonable including the selection of the winners from among eligible Sweepstakes entries and bonus Sweepstakes entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winners. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims received.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules;

(iii) to waive all of his or 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 outside 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 Sweepstakes entries, participation or inability to participate in the Sweepstakes, (b) the violation of any third-party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Sweepstakes materials, (d) 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 a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation or modification of the Sweepstakes, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of any Sweepstakes entry (including, without limitation, the registration information or any parts thereof), (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant, (j) interruption or inability to access the Sweepstakes, the Website or any other Sweepstakes-related websites or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) equipment used to access the Sweepstakes and/or its contents related to or resulting from any part of the Sweepstakes, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), or (p) the negligence or willful misconduct by entrant.

Without limiting the foregoing, everything regarding this Sweepstakes, including the Website and prize components, are 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. Some jurisdictions may not allow the limitations or exclusions of liability for incidental or consequential damages or exclusions of implied warranties, so some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

9. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT

DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

10. **PRIVACY:** Sponsor's privacy policy is available at <https://www.jacklinks.com/privacy/>.
11. **PUBLICITY RIGHTS:** By participating in the Sweepstakes and/or accepting a prize, each entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his or her name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, worldwide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.
12. **GENERAL:** Any attempted form of participation in this Sweepstakes other than as described herein is void. If it is discovered or suspected in Sponsor's sole and absolute discretion that an entrant has registered or attempted to register more than once using multiple e-mail addresses, accounts, multiple identities, proxy servers or like methods, all of that entrant's Sweepstakes entries will be declared null and void, and that entrant will be ineligible to win a prize. Also, if it is discovered that any entrant attempts to receive additional Sweepstakes entries in excess of the stated limitation, that entrant may, in Sponsor's sole discretion, be disqualified from the Sweepstakes. In the event of a dispute as to the identity of a winner, the winning Sweepstakes entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such Sweepstakes entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor and Administrator reserve the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Sweepstakes. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL**

AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. Sponsor's and/or Administrator's interpretation of these Official Rules is final and binding in all matters related to the Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All Sweepstakes entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

13. WINNERS LIST: To obtain a list of winners, mail a self-addressed, stamped business-sized envelope to: The Jack Link's Summer Bucket List Challenge Sweepstakes - Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winners List requests must be received by August 30, 2022.

Customer Service inquiries may be made at [Contact Us](#).

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