



RODEO AUSTIN MILLERCOORS TEXT-TO-WIN PROMOTION

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE ODDS OF WINNING.

The Rodeo Austin MillerCoors Text-to-Win Promotion (“Promotion”) is sponsored by MillerCoors LLC (“Sponsor”), 3939 W. Highland Blvd., Milwaukee, WI USA 53201, and is administered by Rodeo Austin (“Administrator”), 9100 Decker Lake Rd, Austin, TX 78724.

- 1. PROMOTION PERIOD:** 10:00 AM Central Time (“CST”) on Monday, February 6, 2017, to 12:00 AM CST on Thursday, March 10, 2017 (“Promotion Period”), with two Entry Periods:

Period	Start Date	End Date	Drawing Date (est.)
1	2/6/17 at 10 AM	3/2/17 at 12:00 AM CST	3/3/17
2	3/3/17 at 12 AM	3/9/17 at 12:00 AM CST	3/10/17

Non-winning entries from Entry Period 1 will carry forward into Entry Period 2.

- 2. ELIGIBILITY:** Must be a legal U.S. resident of Texas at least twenty-one (21) years old at the time of entry. Employees, directors, officers, and agents of Sponsor, Administrator, and any affiliates, as well as their immediate family members and members of the same household, are not eligible to win. Void where prohibited or restricted by law.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding.

- 3. HOW TO ENTER THE TEXT-TO-WIN PROMOTION:** During the Promotion Period, an entrant should text the keyword “RODEO2017” or “8SECONDS2017” to 91011 (“Short Code”) to enter. **Message and data rates may apply for each text message sent or received.** To opt-out, text “STOP” to the Short Code. For help, text “HELP” to the Short Code.

Limit: One (1) entry per day per participant.

- 4. RANDOM DRAWINGS:** The Administrator will randomly select fifteen (15) potential winners from all eligible entries made with the Keyword “RODEO2017” and fifteen (15) potential winners from all eligible entries made with the Keyword “8SECONDS2017” (each, a “Random Drawing”). Each winner is considered a potential winner pending verification.

5. PRIZES, APPROXIMATE RETAIL VALUE AND ODDS OF WINNING:

A. Prizes (30): The prize is two (2) reserved tickets (for winner and one [1] adult guest) to Rodeo Austin (“Prize”). Each ticket is valid for admission to one ProRodeo and Concert performance at Rodeo Austin, to be selected by Administrator, in Administrator’s sole discretion. Winners selected from Entry Period 1 entries will receive tickets valid for one (1)-day admission to a Rodeo Austin ProRodeo and Concert on a date selected by Administrator between March 11–19, 2017. Winners selected in from Entry Period 2 entries will receive tickets valid for one (1)-day admission to Rodeo Austin ProRodeo and Concert on a date selected by Administrator between March 20–25, 2017. Thirty (30) Prizes will be available in the Promotion. The Approximate Retail Value (“ARV”) of each Prize is \$72.

B. Total ARV: The total ARV of all available Prizes is \$2,160.

C. Odds of Winning: The odds depend on the total number of eligible entries.

D. General: Food, lodging, and transportation are not included in the Prize. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Administrator reserves the right to award the intended number of prizes through a random drawing from among all eligible Prize claims received. Limit of one (1) Prize per person/household. Administrator reserves the right to remove or to deny entry to a 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.

6. HOW TO CLAIM A PRIZE: Potential winners are subject to verification of eligibility and compliance with these Official Rules. Potential winners will be notified by text after each Random Drawing with instructions on how to claim a Prize.

7. LIMITATION OF LIABILITY: By participating in this Promotion, entrants agree that the Promotions Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each of their respective officers, directors, stockholders, employees, representatives, designees and agents (“Released Parties”) are not responsible for any loss, damage or injury arising, in any way, out of the Promotion or the attendance at any Rodeo Austin event.

By entering the Promotion, each entrant agrees to be bound by these Official Rules, including entry requirements and 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 the Promotion and attendance at any Rodeo Austin event.

8. DISPUTES: THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF TEXAS, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN TRAVIS COUNTY, TEXAS. 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 THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“AAA RULES”). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN TEXAS. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN TRAVIS COUNTY, TEXAS. 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 TO 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 PROMOTION 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 OF THE TIME THE CAUSE OF ACTION OCCURRED OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

- 9. PRIVACY POLICY:** Any personally identifiable information collected during an entrant's participation in the Promotion will be collected by Administrator or its designee and used by Administrator, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules.
- 10. PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a Prize, each entrant agrees to allow Administrator, Sponsor and Sponsor’s designee the perpetual right to use his/her name, biographical information, photos and likeness, voice recording, video images and all related footage, and statements for Promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide, including but not limited to television (including live television), radio, and Internet, without notice, review or approval and without additional compensation except where prohibited by law.
- 11. GENERAL:** This Promotion is subject to all federal, state and local laws and regulations. Winning a Prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Promotion other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her Prize. Sponsor and/or Administrator reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Promotion, 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 the Promotion.
- 12. WINNERS LIST:** To obtain a list of the names of the winners, mail a self-addressed, stamped envelope to: Rodeo Austin MillerCoors Text-to-Win Promotion. Winners List requests must be received by May 1, 2017.

Sponsor: MillerCoors LLC, 3939 W. Highland Blvd., Milwaukee, WI USA 53201.