

Kentucky Lottery Corporation  
**Digital “2023 Winfluencer Giveaway” Sweepstakes Promotion**  
Rules & Regulations

**GENERAL:**

1. The Kentucky Lottery Corporation (KLC) plans to conduct a **“2023 Winfluencer Giveaway”** Lucky Kentucky Sweepstakes Promotion via the KLC Facebook, Twitter, and Instagram pages, @kylottery for players who provide a winner photo and winner story. To be eligible, all entries must be received in the manner set forth below.

2. There will be 6 separate promotion periods:

Promotion Period 1: January 1, 2023, at 12:00AM ET and conclude January 31, 2023, at 11:59PM ET.

Promotion Period 2: February 1, 2023, at 12:00AM ET and conclude February 28, 2023, at 11:59PM ET

Promotion Period 3: March 1, 2023, at 12:00AM ET and conclude March 31, 2023, at 11:59PM ET.

Promotion Period 4: April 1, 2023, at 12:00AM ET and conclude April 30, 2023, at 11:59PM ET.

Promotion Period 5: May 1, 2023, at 12:00AM ET and conclude May 31, 2023, at 11:59PM ET.

Promotion Period 6: June 1, 2023, at 12:00AM ET and conclude June 30, 2023, at 11:59PM ET.

The drawing for Period 1 will be on or about February 1, 2023. The drawing for Period 2 will be on or about March 1, 2023. The drawing for Period 3 will be on or about April 3, 2023. The drawing for Period 4 will be on or about May 1, 2023. The drawing for Period 5 will be on or about June 1, 2023. The drawing for Period 6 will be on or about July 3, 2023.

3. There will be one prize awarded per promotion period.

Promotion Period 1: One (1) prize will be awarded. The prize for this promotion will include One Hundred Dollars (\$100) in Bonus Bucks. Approximate Value: \$100.00.

Promotion Period 2: One (1) prize will be awarded. The prize for this promotion will include One Hundred Dollars (\$100) in Bonus Bucks. Approximate Value: \$100.00.

Promotion Period 3: One (1) prize will be awarded. The prize for this promotion will include One Hundred Dollars (\$100) in Bonus Bucks. Approximate Value: \$100.00.

Promotion Period 4: One (1) prize will be awarded. The prize for this promotion will include One Hundred Dollars (\$100) in Bonus Bucks. Approximate Value: \$100.00.

Promotion Period 5: One (1) prize will be awarded. The prize for this promotion will include One Hundred Dollars (\$100) in Bonus Bucks. Approximate Value: \$100.00.

Promotion Period 6: One (1) prize will be awarded. The prize for this promotion will include One Hundred Dollars (\$100) in Bonus Bucks. Approximate Value: \$100.00.

4. No purchase is required.
5. Entries must be received by 11:59 PM ET on the last day of the promotion period to be eligible for the drawing. Entries do not roll over from the promotional period to the next promotional period.
6. Failure to fully provide required information will cause an entry to be rejected. Failure to provide accurate information could cause an entrant whose entry is selected as a winner for the promotion to be disqualified. An entrant shall be considered ineligible if the KLC determines that an entrant does not meet all entrant eligibility requirements or provided false information.

7. The KLC assumes no responsibility for incorrect information provided by an entrant.

**ELIGIBILITY:**

8. An entrant must be at least eighteen (18) years old to participate. No one under 18 years of age and no one otherwise prohibited by KRS Chapter 154A from playing KLC games are eligible to participate in this promotion or win any prize. The entrant must verify his or her age by clicking the age verification box.
9. Entrants will be limited to one (1) entry per person per email address per day. Limitations will be set and enforced via Woobox.

**ODDS:**

10. Odds of being selected as a winner in the promotion will depend on the number of entries submitted for the drawing.

**SUBMITTING ENTRIES:**

11. To submit an entry, an entrant must select the Promotion Woobox link.
12. An entrant must fill out the entry form completely with first name, last name, email address, winner photo, and winner story.
13. Eligible submissions will be published to display on the promotion landing page. Submissions must be approved in order to be eligible by a member of the Kentucky Lottery Digital Marketing Team based on the criteria identified in item 15.
14. Eligible Criteria
15. Photo is clear/in-focus
16. Photo shows a winning lottery product and/or player's face
17. Photo does not feature any minors (persons under 18)
18. Photo and winner story represent the KLC in accordance with its values and brand guidelines
19. By entering this promotion and clicking the required box, the entrants agree to these rules and regulations.
20. An entrant is allowed to win only once in this promotion.
21. In the event a player creates multiple social accounts, email addresses, submits duplicate or unoriginal content or conducts other fraudulent entry mechanisms to enter a KLC promotion more than once, the player is ineligible and will be disqualified from the promotion.

**GRAND PRIZE DRAWING:**

22. The aggregation of all drawing entries will be performed by Woobox.
23. All drawings will be conducted according to the KLC Social Media Promotions Procedures.

24. At the drawing of each promotion period, one (1) prize winner will be selected followed by two (2) alternates. If there is an insufficient number of entries, the KLC may reduce the number of alternates selected in its sole discretion. Alternates are not prize winners but are selected in the event that the winner is disqualified, unable to claim the prize, or declines to accept. Once an eligible alternate is moved up to become a prize winner, his or her alternate status in the drawing will be voided.

**PRIZE FULFILLMENT:**

25. A member of the Digital Marketing Department will attempt to contact all winners using the contact information provided in the entry form.
26. If the KLC determines that dialogue with the winner has not been established within two (2) business days following the date of the drawing, the winner will be disqualified, and the prize will be awarded to the first eligible alternate selected.
27. A winner must respond within two (2) business days following the date of contact by the Digital Marketing Department. The person whose name is on the entry must be the person who claims the prize. The winner will be responsible for replying by phone or to the initial email from the Digital Marketing Department.
28. A winner must respond within two (2) business days following the date of contact by the Digital Marketing Department to claim their prize. If contact has not been made within two (2) business days, the prize will be forfeited and awarded to the first alternate selected in the drawing. This process will continue until a winner has claimed the prize or all alternates have been exhausted, whichever comes first. If all alternates have been exhausted, the prize will not be awarded. The prize will be awarded only after the KLC receives the prize winner's email address associated with their Fun Club account or a valid Kentucky mailing address and driver's license, or other government issued identification.
  - i. *NOTE: When sending personally identifiable information, such as a Social Security Number, to the KLC by email, winners should use a secure or encrypted email. Information about how to use a secure or encrypted email may be requested from the Digital Marketing Department.*
29. If, prior to the expiration of the two (2) business days referenced in the preceding paragraph, the winner declines to accept and claim the prize by notifying the Digital Marketing Department in writing via the winner's email, the prize may be forfeited immediately upon receipt of the written notification and the first eligible alternate declared the winner.
30. The prize is not transferable or assignable.
31. Fulfillment of the prize will be handled by the KLC.
32. The Kentucky Lottery is not responsible for any lost, stolen, damaged, or misplaced items delivered to the address given upon prize acceptance.

**FULFILLMENT OF BONUS BUCKS:**

33. To play internet-based lottery games, players must be at least 18 years old, have a valid KY address, be physically located within the boundaries of Kentucky, and otherwise be in compliance with the iLottery Terms of Use.
34. By creating a Fun Club account and playing online, players agree to these rules and regulations, the Terms of Use for Fun Club and the iLottery Terms of Use.
35. The winner has five (5) business days after claiming the prize to create a Fun Club account, if the player does not already have a Fun Club Account. In order to play internet-based games, the player must provide a valid Kentucky address, be physically located within the boundaries of Kentucky, and subject to age and identity verification. If the winner does not have a valid Kentucky address, is not physically located within the boundaries of Kentucky, or the winner's identity cannot be verified, the winner will not be able to purchase tickets online. Winner must notify the KLC once the account has been created and confirmed. Bonus Bucks are applied directly to a player's Fun Club account and must be spent on KLC games purchased via the Internet; Bonus Bucks cannot be withdrawn or redeemed for a retail purchase. Bonus Bucks will appear in the player's Fun Club account within 14 business days of creating the account. If a player chooses to not create a Fun Club account, is unable to create a Fun Club account, or is unable to play internet based lottery games, \$100.00 in KLC Scratch-off coupons will be sent to the winner in lieu of Bonus Bucks once a valid Kentucky mailing address and driver's license, or other government issued identification has been received by the KLC.

**ADDITIONAL CONDITIONS:**

36. The KLC is not responsible for the electronic misdelivery, late delivery, or failure to receive entrant information entered electronically, and the risk of loss remains with the entrant regardless of the cause of the transmission failure.
37. All winners are subject to validation by the KLC and may be disqualified if eligibility requirements are not met. Validity of entries, drawings, and the award of prizes are subject to rules and regulations of the KLC and the laws of the Commonwealth of Kentucky.
38. By entering this promotion, the entrant acknowledges and agrees that the KLC may use and release the entrant's name, city/state and likeness (photograph) to the public, without limitation and without compensation.
39. If a player provides his or her email address by entering this promotion, the player may receive promotional email messages from the KLC, including marketing messages regarding KLC products such as KLC games and promotions. The player has the right to ask, in writing, not to receive direct marketing material from the KLC. If the player has a Fun Club account, opting-out of receiving marketing messages will not apply to email messages concerning the player's Fun Club Membership or iLottery account (i.e. transactional messages).
40. By entering this promotion, accepting the prize or accepting any other prize, each entrant, his or her heirs, legal representatives and assigns, agree to indemnify and hold harmless, defend, release and discharge the KLC, the Commonwealth of Kentucky, Facebook, Twitter, Instagram and their employees, officers and directors from and against any loss, claim, damages, or injury arising out of or relating to the promotion, any action taken pursuant to these rules, or the acceptance, use, non-use or misuse of any prize.
41. The KLC is not responsible for any rules, regulations or restrictions imposed by its promotional partners. The KLC is not responsible for and has no obligation regarding the condition, quality, defects or other

attributes of the prizes awarded during a promotion and expressly disclaims all warranties, expressed or implied, including, but not limited to, all implied warranties of merchantability and fitness for a particular purpose.

42. The KLC in its discretion reserves the right to change or extend any of the dates set out in these rules. The KLC reserves the right, in its sole discretion, to modify, suspend, postpone or cancel, with or without notice, any portion of this promotion, including the drawing, at any time and for any reason, including the award of any prize, with the approval of the Vice President of Marketing or her designee from the Executive Management group. In the event of any circumstances or interpretation of any matter in these rules, whether contemplated or not contemplated, the decision of the KLC's President & CEO or his designee from the KLC's Executive Management Group, after consultation with the KLC's Internal Audit, Security and Legal Departments (if necessary), will be final.
43. The KLC reserves the right to substitute prizes of equivalent value.
44. The prize may be considered income, and any and all taxes associated with the prize are the responsibility of the winner. Prizes may be subject to set off of certain debts as required by law.
45. In computing any period of time under these rules, the day of the designated act or event is not to be included; the last day of the period so computed is to be included. The term "business day" means a day that the KLC Corporate Office is actually open for business (holidays, weekends and other days the KLC is closed are excluded), and such day is from 12:00AM to 11:59PM ET.
46. If applicable, event times are subject to change. The prizewinner is responsible for confirming the event time after claiming the prize.
47. This promotion is void where prohibited by law.