

Kentucky Lottery Corporation
Retailer Incentive “Holiday Lottery Display” Contest
Rules & Regulations

GENERAL:

1. The Kentucky Lottery Corporation (KLC) plans to conduct a **Retailer Incentive “Holiday Lottery Display” user-generated content (UGC) Contest** Promotion. To be eligible, retailers must create and submit a holiday display pursuant to the provisions below. All entries must be received in the manner set forth in the Submitting Entries section below.
2. The submission period will begin November 15, 2023, at 8:00AM ET and conclude December 10, 2023, at 11:59PM ET.
3. The voting period will begin December 11, 2023, at 8:00AM ET and conclude December 17, 2023, at 11:59PM ET.
4. Six (6) prizes will be awarded. The retailer with the highest number of overall votes will receive the grand prize package. Five (5) regional prize packages will be awarded to the retailer with the highest number of votes in each of the five (5) KLC sales regions.
5. The grand prize package for this promotion is \$250 in gift cards or a \$250 KLC account credit. The winners of the regional prize package will receive \$50 in gift cards or a \$50 KLC account credit.
6. No purchase is required.
7. Retailers must use KLC merchandise in their displays but may also use retailer merchandise. Displays should not include tobacco and alcohol products. Voided KLC Holiday Scratch-off tickets are available upon request. Contact a TSM for more details.
8. Retailers who create and enter their Holiday Lottery Displays between Wednesday, November 15, 2023, at 8:00AM ET and Sunday, December 10, 2023, at 11:59PM ET will be eligible for the voting period that begins Monday, December 11 at 8:00AM ET and closes Sunday, December 17, 2023, at 11:59PM ET.
9. 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 the 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.
10. The KLC assumes no responsibility for incorrect information provided by an entrant.

ELIGIBILITY:

11. To be eligible to participate in this promotion, or be awarded a prize, the retailer must be in good standing with the KLC and must be active at the time of this promotion.

12. A KLC retailer is defined as an individual store and is the person or entity whose name appears on the Kentucky Lottery Retailer License to sell both Scratch and Draw Game tickets. Retailers must be identified by their unique five-digit assigned license number.
13. Good standing is defined as having no past due balance and no NSF's (Non-sufficient funds) from July 1, 2023 – December 11, 2023.

SUBMITTING ENTRIES:

14. To submit an entry, a participating retailer must select the Promotion Woobox link found on the KLC website.
15. An entrant must fill out the entry form completely with a photo of their original holiday display, email address, phone number, retailer name and number.
16. By entering this promotion and clicking the required box, the entrants agree to these rules and regulations.
17. Eligible submissions will be published to display on the promotion landing page. Submissions must be approved to be eligible by a member of the Kentucky Lottery Digital Marketing Team based on the criteria identified below:
 - Photo is clear/in-focus
 - Display uses Lottery products
 - Photo does not feature tobacco or alcohol products
 - Photo does not feature any persons under 18 or players/customers
 - Photo represents KLC in accordance with its values and brand guidelines
18. If an entry does not fulfill the criteria highlighted above, the digital marketing team may disqualify the photo from the promotion and will not publish it in the gallery for voting.
19. One photo per retailer will be accepted in the promotion.
20. In the event that more than one photo per retailer is submitted, the digital marketing team will approve the first photo submitted and will disqualify subsequent entries.
21. In the event a player creates multiple social accounts, email addresses or other fraudulent entry mechanisms to enter a KLC promotion more than once, the player will be deemed ineligible and will be disqualified from the promotion.

VOTING PERIOD:

22. Approved submissions will be published on the KLC display contest landing page and promoted on KLC social pages beginning Monday, December 11, 2023.
23. Users can vote on their favorite photo once per IP address per day during the voting period.
24. At the end of the voting period, the photo with the most votes will be the grand prize winner.

25. Runner-up winners will consist of the next most voted display per sales region with one winner selected per region for a total of 5 runner-up winners.
26. Photo entries and a spreadsheet of votes per entry will be downloaded from Woobox. The KLC digital marketing team will determine the top display per region, according to data from Woobox.
27. In the event of a tie, a designee from the KLC Executive team will determine next steps.
28. After the voting period, the winning photos along with other exceptional entries will be posted on KLC social pages.

PRIZE FULFILLMENT:

29. Once each respective winners' eligibility is verified, the territory sales manager of the store will be notified and arrange delivery of the prize.
30. If the winning retailer chooses KLC credit, the KLC digital marketing team will provide retail accounting with the retailer number. Retail account will then credit \$250 and runner-up retailers \$50.
31. The prize is not transferable or assignable.
32. Fulfillment of the prize will be handled by the KLC.
33. The Kentucky Lottery is not responsible for any lost, stolen, damaged, or misplaced items upon prize acceptance.

ADDITIONAL CONDITIONS:

34. 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.
35. 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.
36. 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.
37. 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, X, 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.

38. 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.
39. 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.
40. The KLC reserves the right to substitute prizes of equivalent value.
41. 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.
42. 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.
43. If applicable, event times are subject to change. The prizewinner is responsible for confirming the event time after claiming the prize.
44. This promotion is void where prohibited by law.
45. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram or X.