

Kentucky Lottery Corporation
Retail “Holiday Lottery Display” Contest
Rules & Regulations
December 2021

GENERAL:

1. The Kentucky Lottery Corporation (KLC) plans to conduct a Retailer Holiday Display Social Contest (“Retailer Promotion”). The Submission Period for the Promotion will take place from Monday, November 15, 2021 at 12:00AM ET through Friday, December 10, 2021 at 11:59PM ET. The photos must be submitted via the entry form on the promotion specific landing page. KY Lottery social followers will be prompted to visit the promotion landing page from Tuesday, December 13, 2021 at 08:00AM ET through Friday, December 17, 2021 at 11:59PM ET to vote on the photos. This Promotion will award the Front-End Leader at the winning retail location with Two Hundred and Fifty Dollars (\$250) in gift cards (five (5) \$50 Visa Gift Cards) or a Two Hundred and Fifty Dollar (\$250) credit to their KLC account. Five (5) runner up winners (one (1) winner from each sales region) will be awarded Fifty Dollars (\$50) in gift cards (five (5) \$50 Visa Gift Cards awarded total) or a \$50 credit to their KLC account. The winning retailer along with runner ups will be posted on KY Lottery social media pages through posts and/or stories.
2. All Kentucky Lottery retailers are eligible to participate. Each retail location will receive a pack of voided *Holiday Lights* Scratch-off tickets to create a holiday display. Other Kentucky Lottery and retail merchandise may be included in the display, with the exception of tobacco and alcohol products.
3. To participate in the Promotion or be awarded a prize, the Retailer or the Retailer’s sales rep must take a photo of the holiday display and submit the photo along with a valid email address, retailer number, and sales region via the entry form on www.kylottery.com/holidaycontest by Friday, December 10, 2021 at 11:59PM ET. Photos must be originals created during the submission period. By submitting a photo for entry in the Promotion, the Retailer consents to the KLC use of photo and submissions for marketing purposes. Only one entry will be accepted per retailer.
4. To be eligible to participate in the Promotion or be awarded a prize, Retailers must be in good standing with the KLC and must be active at the time of the Promotion. A traditional 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 shall be identified by their unique five-digit assigned KLC license number. Good standing is defined as having no past due balance and no NSF’s (Non-sufficient funds) from July 1, 2021 – December 13, 2021.
5. Retailers designated by retail id can only enter once in the promotion and can only win once in the promotion.

CONDUCT OF REVIEW:

6. At the end of the submission period, all eligible photo submissions will be published on the display landing page, www.kylottery.com/holidaycontest. Photos will be approved prior to publishing to the public view based on the criteria identified in line item 7.

7. Holiday Display Eligible Criteria
 - Photo is clear/in-focus
 - Display uses Lottery product(s)
 - Photo does not feature tobacco or alcohol products
 - Photo does not feature any minors (persons under 18) or players/customers
 - Photo represents the KYLC in accordance with its values and brand guidelines
8. If a photo does not fulfill the criteria highlighted above, the digital marketing team member will request from the Digital Marketing Manager to disqualify the photo from the promotion and will not publish it in the gallery for voting.
9. One photo per retailer will be accepted in the promotion. In the circumstance that more than one photo per retailer is submitted, the digital marketing team member will approve the first photo submitted per the time stamp on the entry and will disqualify all other entries.

CONDUCT OF SOCIAL CONTEST:

10. On Tuesday, December 13, 2021, the approved photos will be published on the Kentucky Lottery display contest landing page, www.kylottery.com/holidaycontest and promoted on Kentucky Lottery social pages with copy encouraging followers to vote on their favorite photo.
11. User can vote once per IP address during the promotion period.
12. At the end of the Promotion Period, the photo with the most votes will be determined the grand prize winner. The 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.
13. Photo entries and a spreadsheet of votes per entry will be downloaded from the woobox platform and stored in the Promotions Sharepoint folder. The KLC digital marketing team will identify regions and will sort the spreadsheet to determine the top display per region.
14. In the event of a tie, a designee from the KLC Executive team will determine next steps.
15. Following the promotion, the winners along with other exceptional retail entries will be posted on Kentucky Lottery social pages.

PRIZE FULFILLMENT:

16. Once the winners' eligibility is verified by the Vice President & Corporate Controller, the sales rep of the winning store will be notified and will arrange delivery of the gift cards.
17. If the store chooses the credit in lieu of gift cards, the Digital Marketing Manager will provide Retail Accounting with the winner.
18. Retail Accounting will credit the grand prize winning Retailer's bill two-hundred-and-fifty dollars (\$250) and the runner up retailers' bill fifty dollars (\$50).

19. The prize is not transferable or assignable.
20. The Kentucky Lottery is not responsible for any lost, stolen, damaged, or misplaced items delivered to the address given upon prize acceptance.

ADDITIONAL CONDITIONS:

21. 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.
22. By entering this promotion, accepting the prize or accepting any other prize, each winner, 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, their employees, officers and directors from and against any loss, claim, damages, or injury arising out of or relating to the acceptance of any prize.
23. 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 KLC's President & CEO or her designee from the Executive Management group.
24. 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 her 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.
25. This promotion is in no way sponsored, endorsed or administered by or associated with Facebook, Instagram, or Twitter.