

# OFFICIAL RULES: Pepsi-Cola CMA Music Fest

## HyVee, Refreshment Services Pepsi, and STARadio

By entering the Contest, you agree to be bound by these Official Rules and to comply with all applicable laws and regulations.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE OF ANY KIND WILL NOT IMPROVE YOUR CHANCES OF WINNING. THIS CONTEST IS VOID WHERE PROHIBITED BY LAW. OPEN ONLY TO LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES WHO HAVE REACHED TWENTY ONE (21) YEARS OF AGE AS OF April 30, 2024

The sponsor: HyVee, STARadio, Inc., and Refreshment Service Pepsi. Random drawing to be held at the conclusion of the QR Code Register to Win registration period. One winner will be randomly drawn to win: 4 Night Hotel Accommodations June 6,7,8, & 9 of 2024 at Holiday Inn & Suites (4th Ave S) 415 4th Avenue South, Nashville, TN 37201, CMA Music Fest Admission June 6-9, Including: RESERVED seat admission to nightly concerts with performances by top country artists at Nissan Stadium, Daily concerts at Riverfront Stages (Early admittance & open seating), Additional music stages in Downtown Nashville, Admission to the Music City Center for Fan Fair X, Admission to the Country Music Hall of Fame & Museum, Transportation via CMA Shuttles between Nissan Stadium, Riverfront, and Fan Fair X, All hotel/motel taxes & sales taxes. Transportation is NOT included from hotel. Ticket delivery to hotel.

1. **TO PLAY:** No purchase necessary, must be 21 or older to enter. Rules available upon request. Qualify to win by scanning the QR code on the signage at the PEPSI display inside HyVee on Broadway or HyVee on Harrison in Quincy, IL and then completing the registration information online. Registration open between the dates of 4/1/24 and 4/30/24.

### One entry per person per day.

2. **ELIGIBILITY:** Participation is open to legal residents of the Continental United States, 21 years of age and older, except employees of (HyVee, RSP, STARadio), their parents and immediate family members (parents, spouse, siblings) affiliates, subsidiaries and their successors, suppliers, advertising and promotion agencies, including, without limitation, prize suppliers, participating advertisers, sponsors or any subcontractors of the above and family members of anyone so employed.

3. **LIMITATIONS:** All participants agree to be bound to these rules: Void where prohibited by law. All federal, state, provincial, and local laws and regulations apply. Winner must be 21 years of age or older at the time of the drawing.

4. **PRIZE:** : 4 Night Hotel Accommodations June 6,7,8, & 9 of 2024 at Holiday Inn & Suites (4th Ave S) 415 4th Avenue South, Nashville, TN 37201, CMA Music Fest Admission June 6-9, Including: RESERVED seat admission to nightly concerts with performances by top country artists at Nissan Stadium, Daily concerts at Riverfront Stages (Early admittance & open seating), Additional music stages in Downtown Nashville, Admission to the Music City Center for Fan Fair X, Admission to the Country Music Hall of Fame & Museum, Transportation via CMA Shuttles between Nissan Stadium, Riverfront, and Fan Fair X, All hotel/motel taxes & sales taxes. Transportation is NOT included from hotel. Ticket delivery to hotel.

5. **CLAIMING THE PRIZES:** Winner will be announced at 7:30 am on Thursday, 5/2/24 live on WCOY 99.5. The winner will also be contacted (STARadio representative) by phone no later than 5/1/24 at 5pm and will be notified on how to claim the prize by email by 5/3/24. Trip is on June 6 – 9, 2024. There will be no refunds or cash back given.

**ADDITIONAL CONDITIONS:** Sponsor reserves the right to terminate the Contest if fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity of the Contest as determined by Sponsor in its sole discretion. At its sole discretion, Sponsor may disqualify any person whom it considers to have intentionally violated the Official Rules or any element of the Contest. By participating, entrants agree: (a) to be bound by the Contest Official Rules and the decisions of the person or persons who select the winners, and (b) to release and hold harmless Sponsor, its affiliates, subsidiaries, and independent contractors, and their respective directors, officers, employees, and agents, including advertising and promotion agencies, from any and all liability with respect to acceptance, possession or use (or misuse) of the prizes or participation in the Contest.

**USE OF NAME, LIKENESS, ETC.:** By entering the Contest, you hereby acknowledge and agree that Sponsor and Prize Provider (each a "Sponsor Entity(ies)") shall have the unlimited right in perpetuity and throughout the world to use and publish your name, twitter handle, voice, city, state, likeness, photograph, video, biographical and prize information, and other elements of your persona and identity, in all media now known or hereafter developed, for all purposes of this Contest, as well as for all general marketing, advertising, promotional, commercial tie-in, merchandising, and other business purposes of Sponsor Entities, all without notice or compensation to you.

**ENTRANT RELEASE:** By entering this Contest, you forever release and discharge, and agree to hold harmless, all Sponsor Entities from any and all claims, causes of action, liabilities and damages: (a) for personal injuries, death, loss of or damage to personal property, and/or other harm or loss of any nature whatsoever sustained by anyone or anything in connection with your submission and participation in the Contest; and/or (b) for libel, defamation, invasion of privacy, violation of the right of publicity, infringement of copyright, or violation of any other personal or property right based upon, arising out of, or relating to any exploitation of your video (including your likeness and appearance embodied therein) by any Sponsor Entity pursuant to the rights grant set forth above

**TAXES:** Taxes (federal, state, and local) are the sole responsibility of the winner. Sponsor reserves the right to withhold and deduct such taxes and charges from the prize if and to the extent required by law. **Prize value is no less than \$3492 .** **COPY OF THE RULES:** To obtain a copy of the rules, please send a separate, self-addressed stamped envelope to Pepsi CMA Fest 2024, c/o STARadio, 329 Maine, Quincy, IL 62301

**APPLICABLE LAW:** These rules are governed by the laws of the State of Illinois without giving effect to conflicts of law rules.

**PRIZE PROVIDER:** Refreshment Services Pepsi. Sponsors and immediate family are not eligible to win.  
**MUST BE 21 YEARS OF AGE**