

## 2026 Hellmann's VIP Raptors Experience Contest

### OFFICIAL CONTEST RULES

#### 1. KEY DATES:

The Hellmann's VIP Raptors Experience Contest ("Contest") consists of: (i) a purchase period, starting January 5th, 2026 at 12:00pm eastern time ("ET") and ending February 28th, 2026 at 12:00pm ET (the "Purchase Period"); and (ii) a submission period, starting January 5th, 2026 at 12:00pm ET and ending March 5<sup>th</sup>, 2026 at 12:00pm ET (the "Submission Period"). The Purchase Period and Submission Period shall be collectively referred to as the "Contest Period".

#### 2. ELIGIBILITY TO ENTER:

The Contest is open only to residents of Ontario who have reached the legal age of majority in their province/territory of residence at the time of entry, except employees (current and retired), representatives or agents (and those with whom such persons are living, whether related or not) of Unilever Canada Inc. (the "Sponsor"), Maple Leaf Sports & Entertainment Partnership (MLSE), the Toronto Raptors, the National Basketball Association and its member teams, NBA Properties, Inc., NBA Media Ventures LLC, and including their employees, distributors, representatives, agents, sponsors, parent companies, subsidiaries, affiliates, prize suppliers, dealers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfilment of the Contest (collectively, the "Contest Parties").

#### 3. AGREEMENT TO BE LEGALLY BOUND BY RULES:

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Official Contest Rules (the "Rules").

#### 4. HOW TO ENTER:

NO PURCHASE NECESSARY. There are two (2) ways to enter this Contest and qualify for a chance to win, respectively as follows:

- i. Eligible Purchase Submission: If you: (i) visit a participating retailer (including its direct online retail channel(s)) (as set out in Appendix A, below) (a "Participating Retailer") and purchase, in a single transaction during the Purchase Period, any two (2) Hellmann's participating product (as set out in Appendix B, below) (a "Participating Product") while supplies last (collectively, an "Eligible Purchase"); (ii) during the Submission Period, visit [www.hellmanns.ca/contest](http://www.hellmanns.ca/contest) (the "Website") OR scan the QR code printed on the in-store displayers (where available) which will redirect to the Website; and (iii) follow the on-screen instructions on the Website to submit, during the Submission Period, your: (a) Eligible Purchase receipt; (b) valid email address; and (c) all other required information (collectively, an "Eligible Purchase Submission"), you will be eligible to earn one (1) entry for the Contest. Upon receipt and validation of your Eligible Purchase Submission, you will receive an email

from the Contest Sponsor confirming your entry into the contest. To be eligible, your Eligible Purchase receipt must fully evidence that you have made an Eligible Purchase during the Purchase Period (including clearly showing the Participating Product purchased, and Eligible Purchase date, time and Participating Retailer – all other information that is not required by these Rules may be redacted). Limit of one (1) Purchase Entry per Eligible Purchase receipt (regardless of whether more than two (2) Participating Products have been purchased in such transaction). Eligible Purchases will be automatically deemed a “General Purchase Entry”. Limit of one (1) Eligible Purchase Submission per day.

- ii. No Purchase Essay Request: To be eligible to earn one (1) Entry into the Contest without making an Eligible Purchase, during the Submission Period submit a no-purchase essay by sending a self-addressed stamped envelope to: The Hellmann's VIP Raptors Experience Contest, c/o Topbox Marketing, 33 Melford Dr, Unit 6, Scarborough, ON M1B 2G6 that includes: (a) a 50 word or more unique and original hand-written essay on “Why I Want to Enter the Hellmann's VIP Raptors Experience Contest” (an “**Essay**”); (b) your first name, last name, telephone number, complete mailing address, and age; and (c) your answer to the following mathematical skill-testing question (which you must answer correctly without any mechanical, electronic or other assistance):  $(12 \times 10) \div (4 + 2) - 8$  (collectively, an “**Eligible Essay Submission**”). To be eligible, an Eligible Essay must be postmarked on or before the end of the Purchase Period and received by March 5th, 2026. Upon receipt of your Eligible Essay Submission in accordance with these Rules (as determined by the Contest Sponsor in its sole and absolute discretion), you will receive one (1) Entry for the Contest. Your No Purchase Entry will be automatically deemed a “General No Purchase Entry”. Limit of one (1) Entry per Eligible Essay Submission per day. The Contest Parties take no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Eligible Essay Submissions. Purchase Essay Entries become the property of the Sponsor and will not be returned. Sponsor will use email addresses provided via No Purchase Entry method for prize notification purposes only.

To be eligible, your Eligible Purchase Submission or Eligible Essay Submission (as applicable) (each, a “**Submission**”) must be submitted and received in accordance with these Rules during the Purchase Period or the Submission Period, as applicable (as determined by the Contest Sponsor in its sole and absolute discretion). No reproductions permitted. Each Eligible Purchase receipt and Essay may only be submitted once in the Contest; duplicate submissions of Eligible Purchase receipts & Essays will be disqualified. Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation. Submissions become the property of the Contest Sponsor and none shall be returned.

**IMPORTANT NOTE: Please retain your original Eligible Purchase receipt, as it may be required to be presented to the Contest Sponsor as part of the verification procedure outlined below.**

## **5. ENTRY LIMIT AND CONDITIONS:**

If it is discovered by the Contest Sponsor (using any evidence or other information made available to or otherwise discovered by the Contest Sponsor) that any person has attempted to: (i) exceed any of the limits stated in these Rules; (ii) use multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or to disrupt this Contest; (iii) falsely enter an Eligible Purchase Submission without obtaining an Eligible Purchase receipt in accordance with these Rules; and/or (iv) make a Submission that has been falsified, manipulated or otherwise altered in any way (all as determined by the Contest Sponsor in its sole and absolute discretion); then they may be disqualified from the Contest in the sole and absolute discretion of the Contest Sponsor. The Contest Parties, and each of their respective agents, representatives, employees, officers, directors, governors, owners, distributors, retailers, successors, and assigns (collectively, the “**Released Parties**”) are not responsible for late, lost, stolen, damaged, destroyed, misdirected, delayed, incomplete or illegible Eligible Purchase receipts, Essays or Submissions (all of which are void). A Submission may be rejected if (in the sole and absolute discretion of the Contest Sponsor) it is not fully completed with all required information and submitted and received in accordance with these Rules during the Submission Period.

## **6. VERIFICATION:**

All Entries, Eligible Purchase receipts, Essays, Submissions and any other content, materials or information in any way connected with this Contest (collectively, “**Contest-Related Information**”) and entrants are subject to verification at any time and for any reason. The Contest Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Contest-Related Information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Contest Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Contest Sponsor within the timeline specified by the Contest Sponsor may result in disqualification in the sole and absolute discretion of the Contest Sponsor. The sole determinant of the time for the purposes of this Contest will be the Contest server machine(s).

## **7. PRIZES:**

The following prize (the “Prize”) is available in the Contest:

**VIP Raptors Experience:** There is a total of one (1) Prize available to be won in the Contest, consisting of a ‘VIP Raptors Experience’. The VIP Raptors Experience includes: (i) Two (2) Courtside Tickets for the Raptors Game on March 29<sup>th</sup> (the “Game”) in Toronto, Ontario; (ii) Dinner for two (2) at an MLSE-owned restaurant; and (iii) Digital Gift cards worth up to \$500 to cover costs for travel to and from the Game, overnight accommodations, and

additional meals/food during the Game. Approximate retail prize value of C\$5,000. Odds of winning the Prize depend on the number of eligible entry submissions received.

The Prize must be accepted as awarded. The Prize may not be sold or transferred and is not convertible to cash. The Contest Sponsor reserves the right (but for greater certainty, does not have the obligation) to substitute the Prize and/or any component of the Prize in whole or in part in the event that all or any component of the Prize is unavailable with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Contest Sponsor's sole discretion, a cash award. All characteristics and features of each Prize, except as otherwise explicitly stated above, are at the Contest Sponsor's sole and absolute discretion. Standard shipping costs included. Each Prize winner is solely responsible for all costs not expressly described herein. Without limiting any of the foregoing, the following general conditions apply to each Prize: (i) game date to be specified by Contest Sponsor in its sole and absolute discretion (in the event that the Confirmed Winner is unable to claim the Prize or any portion thereof or attend the Game during such time, the Prize may, in the sole and absolute discretion of the Contest Sponsor, be forfeited in its entirety and, if forfeited, the Contest Sponsor is not obligated to offer any substitute prizing in its place); (ii) the Confirmed Winner and their guest must have all necessary documentation to permit travel and participate in the Prize, and both individuals must not have any legal barrier to travel to, and return from, the applicable destination point/the game venue; (iii) all costs not specifically and expressly stated above as included in the Prize are the sole and absolute responsibility of the Confirmed Winner and their guest, including without limitation any COVID-19 test expenses required to attend and/or travel to the game and/or game host city, travel or medial insurance costs, food expenses, incidental travel expenses, items of a personal nature and other fees; (iv) if the Confirmed Winner and their guest do not utilize any part(s) of the Prize for any reason, then any such part(s) not utilized may, in the sole and absolute discretion of the Contest Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (v) Contest Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Prize or any component thereof; and/or (b) substitute the Prize or a component thereof for any reason with a Prize or Prize component(s) of equal or greater value, including, without limitation, but solely at the Contest Sponsor's sole discretion, a cash award (including without limitation if the fulfilment of the Prize, or any part thereof, is rendered impossible, infeasible, unsafe or impractical for any reason including without limitation due to any COVID-19 or other pandemic-related law, regulation, order, policy, guideline, strike, travel restriction, venue policy, restriction, or for any other reason) (all as determined by the Contest Sponsor in its sole and absolute discretion); (vi) by accepting the Prize or any component of the Prize, the confirmed winner and their guest agree to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part; (vii) neither Contest Sponsor nor any of its Prize suppliers will replace any lost or stolen tickets; (viii) the confirmed winner's guest must: (a) be a Canadian resident that has reached the legal age of majority in their province/territory of residence; and (b) sign and return the Contest Sponsor's release (by the date indicated on the release form) indicating that they waive all recourse against the Released Parties relating to their participation in the Prize (including, without limitation, any travel related thereto); (ix) any difference between the actual value of the Prize and its stated approximate retail value will not be awarded; (x) all characteristics and features of the Prize (and

of each Prize element), except as otherwise explicitly stated above, are at the Contest Sponsor's sole and absolute discretion; (xii) certain blackout dates and further restrictions may apply; (xv) the Released Parties will not be in any way responsible (and for greater certainty, are not obligated to offer any substitute prize) in the event that any part of the Prize is delayed, postponed, rescheduled or cancelled for any reason whatsoever (including, without limitation, due to illness or health risks, or any governmental or health authority orders, measures, directives or guidance in response to such illness or risks, such as, without limitation, those that may be implemented to mitigate COVID19 transmission, or due to any other cause of any kind or nature whatsoever); (xvi) the Contest Sponsor reserves the right to change any of the Prize dates and/or Prize description at its sole and absolute discretion; (xvii) the winner and their guest must participate in the Prize in a professional and respectable manner and abide by all applicable venue policies - the Contest Sponsor reserves the right to revoke any component of the Prize from the winner or winner's guest who it, Prize Suppliers or applicable venue personnel, deem (in their sole discretion) as a safety risk, having violated any applicable policy or law, as intoxicated, or may be bringing Contest Sponsor or any of the other Contest Parties into disrepute (and for greater certainty, nothing will be substituted in place of any revoked Prize component); and, (xviii) by participating in the Prize, the winner and their guest each: (a) signifies that he/she understands, acknowledges and accepts that participation in the Prize may involve danger and/or exposure to risks and hazards (including without limitation as may be due to the inherent risks of travel and as may be due to possible COVID-19 exposure or infection), whether arising from foreseeable or unforeseeable human error and negligence, and that, as a result, he/she may suffer damage to personal property, serious personal injury, illness or even death; (b) signifies that they acknowledge and agree that the Released Parties have not made any warranties, guarantees or representations about their safety while participating in the Prize; and (c) warrants and represents that they have evaluated the nature, scope, and extent of the risks involved, and freely and voluntarily agree and assume any and all risks of personal injury, illness, death arising out of or connected with their participation in the Prize.

## 8. WINNER SELECTION PROCESS

Hellmann's VIP Raptors Experience Contest: A random draw from all eligible entries for the Grand Prize will be made by a Sponsor representative on March 6th, 2026 (the "Selection Date"). The draw will be at **Topbox Marketing, 33 Melford Dr, Unit 6, Scarborough, ON M1B 2G6**, at approximately 3:00 PM ET, to select one (1) Grand Prize winner. The odds of winning the Prize in this Contest depends on the total number of valid entries received during the Contest Period.

## 9. WINNER CONFIRMATION PROCESS

To be declared a potential Prize winner, a selected entrant who is eligible for such Prize will be required to correctly answer unaided (mechanical or otherwise), a time-limited mathematical skill-testing question at a predetermined mutually convenient time. Following the draw described herein, the selected entrants will be contacted by email or by phone by Sponsor or a Sponsor representative at the telephone number provided by the entrant. If a selected entrant

cannot be reached by telephone within forty eight (48) hours of the first phone call made and after a minimum of two (2) attempts by a Sponsor representative, and if such selected entrant fails to execute and return a declaration and release form within forty eight (48 hours) from the first contact attempt, or if they do not otherwise comply with these Official Rules, their entry will be forfeited. The Contest Sponsor reserves the right to select an alternative potential winner among the remaining eligible entries through the winner selection process set out herein and in accordance with these Rules, and to repeat this process until a Prize winner is confirmed. As a condition of winning and accepting receipt of any Prize, Prize winners must sign a declaration and release, in the form requested by the Contest Sponsor, confirming compliance with the Contests Official Rules, acceptance of the prize as awarded, and releasing the Contest Sponsor and Prize Suppliers.

If a potential Prize winner recipient: (a) fails to correctly answer the skill-testing question; (b) fails to complete the winner confirmation process as set out above; (c) cannot accept (or is unwilling to accept) the applicable Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Contest Sponsor in its sole and absolute discretion); then they may, in the sole and absolute discretion of the Contest Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize). In the event a potential Prize winner is disqualified for any reason, the Contest Sponsor reserves the right, in its sole discretion and time permitting, to select an alternate potential winner among the remaining eligible entries, through the winner selection process set out above in accordance with these Rules, the exact process to be determined by the Sponsor in its sole and absolute discretion, subject to these Rules. Any disqualified winner will not receive any alternate prize, substitution or compensation. Proof of identification must be provided upon request.

## **10. GENERAL CONDITIONS**

All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of entrants or any Contest-Related Information, are final and binding on all entrants in all matters as they relate to this Contest. ANYONE DEEMED BY THE CONTEST SPONSOR TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST SPONSOR AT ANY TIME.

All Contest-Related Information becomes the property of the Contest Sponsor. This Contest is subject to all applicable federal, provincial/territorial and municipal laws. The Released Parties shall have no liability and will be released and held harmless from any claim, action, liability, loss, injury or damage, including, without limitation (but subject to operation of law), personal injury or death to winner or any third party or damage to personal or real property due in whole or in part, directly or indirectly, by any reason, including the acceptance, possession, use or misuse of a Prize and/or participation in this Contest. Without limiting the foregoing, the Released Parties will not be liable for: (i) any failure of the Website during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer

equipment or software; (iii) the failure of any Contest-Related Information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; (v) costs associated with mobile device data use and service; and/or (vi) any combination of the above, and will be released and held harmless from any claim, action, liability, loss, injury or damage, including, without limitation, personal injury or death to winner or any third party or damage to personal or real property due in whole or in part, directly or indirectly, by any reason, including the acceptance, possession, use or misuse of the prize and/or participation in this Contest.

In the event of a dispute regarding who submitted a Submission, the Contest Sponsor reserves the right, in its sole and absolute discretion, to require the individual(s) claiming to have submitted the Submission to provide proof (in a form acceptable to the Contest Sponsor – including, without limitation, government issued photo identification) that they are the individual who completed the corresponding Eligible Purchase, Essay or Entry Code Submission in accordance with these Rules (failing which such individual may be disqualified, as determined by the Contest Sponsor in its sole and absolute discretion).

The Contest Sponsor reserves the right to amend, cancel, withdraw or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Contest Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure, health risks or any act, regulation, directive or recommendation of any public authority (including without limitation the Government of Canada, a provincial government, a municipal government, city council or public health authority, such as those that may be implemented to mitigate COVID-19 transmission). Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Contest Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Contest Sponsor reserves the right to amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Contest Sponsor reserves the right, in its sole and absolute discretion and at any time, to administer an alternate or additional test of skill as it deems appropriate based on the circumstances, to address discrimination or disability issues and/or to comply with applicable law. The Contest Sponsor reserves the right to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Contest Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

If due to printing, production, online, internet, computer or other error of any kind, more Prizes are claimed than intended to be awarded according to these Rules, or in the event that due to such error, a valid Prize claim is revealed, making the number of valid Prize claims greater than the number of Prizes available under these Rules, a random draw will be held after the Contest closes from amongst all eligible Prize claimants to award the remaining number Prizes (as determined by the Contest Sponsor at its sole and absolute discretion on the basis of its official records). In no event will the Contest Sponsor be liable for more than the stated number of Prizes in these Rules.

By entering this Contest, each entrant expressly consents to the Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted in the course of participating in this Contest for the purpose of administering the Contest and in accordance with Contest Sponsor's privacy policy (available at: <https://www.unilevernotices.com/privacy-notices/canada-english.html>) including without limitation any purchase information provided in the course of submitting an Eligible Purchase receipt. This section does not limit any other consent(s) that an individual may provide the Contest Sponsor or others in relation to the collection, use and/or disclosure of his/her personal information.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Website, point of sale, television, print or online advertising or the French version of these Rules, the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by applicable law.

All intellectual property used by the Contest Sponsor in connection with the promotion and/or administration of the Contest, including, without limitation, all trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned (or used under license or with permission, as the case may be) by the Contest Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any such intellectual property without the express written consent of its owner is strictly prohibited.

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## Appendix A - Participating Retailers

Retailer Name (Note: Participating Retailers are limited to locations in Ontario).
Walmart Canada
Loblaws, Zerhs, YIG, Fortinos, Valu-Mart, No Frills, Real Canadian Superstore, Freshmart, Shoppers Drug Mart, T&T
Sobeys, FreshCo, Safeway, Longos, Foodland, Farm Boy.
Metro Ontario, Food Basics, Adonis
Dollarama, DollarTree
Rexall
Rabba
North West Company
Giant Tiger

## Appendix B – Participating Products

Unit UPC	Size	Description
068400001287	325ml	HELLMANN'S BURGER SAUCE 6 325 ML
068400001683	325ml	HELLMANN'S SPICY CHIP FRITES SAUCE 6 325 ML
068400002055	340ml	Hellmanns Chili Mayo Light 12 340ML
068400002222	340ml	Hellmanns Vegan Mayo 12 340ml
068400003021	340ml	HLMN Garlic Aioli 12p 340ml
068400004097	340ml	HLMN CHIPOTLE 12P 340 ML
068400508656	340ml	HELLMANN'S MAYO REAL 12p 340 ML EZ
068400001911	750ml	Hellmanns Chili MAYO Light 12p 750ml
068400616603	750ml	HELLMANN'S MAYO LIGHT EZ 12 750 ML
068400616207	750ml	HELLMANN'S MAYO REAL EZ 12 750 ML
068400142157	750ml	HELLMANN'S MAYO WITH OLIVE OIL EZ 12 750 ML
068400662914	1.42L	HELLMANN'S MAYO 1/2 FAT 8 1.42 L
068400662907	1.42L	HELLMANN'S REAL MAYO 8 1.42 L
068400259800	1.8L	HELLMANN'S MAYO LIGHT 360X1.8 RDP
068400259794	1.8L	HELLMANN'S MAYO REAL 360X1.8L RDP
068400662204	445ml	HELLMANN'S MAYO 1/2 FAT 12 445 ML
068400662105	445ml	HELLMANN'S MAYO REAL 12 445 ML
068400000525	710ml	HELLMANN'S AVOCADO + LIME 10 710 ML

068400534273	710ml	HELLMANNS VEGAN 8 710 ML
068400662709	890ml	HELLMANNS MAYO 1/2 FAT 10 890 ML
068400158066	890ml	HELLMANNS MAYO LIGHT WITH OLIVE OIL 10 890 ML
068400662600	890ml	HELLMANNS MAYO REAL 10 890 ML
068400662808	890ml	HELLMANNS MAYO WITH OLIVE OIL 10 890 ML
068400004318	340ml	HELLMANN'S GARLIC PARMESAN CHICKEN WING MAYONNAISE STYLE DIP
068400004301	340ml	HELLMANN'S BUTTERMILK RANCH CHICKEN WING MAYONNAISE STYLE DIP
068400004639	340ml	HELLMANN'S DIJONNAISE MAYO 340ML