

# **Kingsford Passing the Tradition Sweepstakes (University of Mississippi)**

## **Official Rules**

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE  
YOUR CHANCES OF WINNING.**

### **Eligibility:**

Kingsford Passing the Tradition Sweepstakes (University of Mississippi) (the "Sweepstakes") is open only to legal residents of the 50 United States and the District of Columbia who are at least 18 years old at the time of entry. Employees and contractors of The Kingsford Products Company ("Sponsor"), Learfield ("Administrator"), non-student full or part time employees of The University of Mississippi and each of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

### **Agreement to Official Rules:**

Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein. In the event there is a discrepancy or inconsistency between any other statements contained in any Sweepstakes-related materials and the Official Rules as posted on the Promotion Site, the Official Rules as posted on the Promotion Site shall prevail, govern and control.

### **Sponsor/Administrator:**

Sponsor: The Kingsford Products Company, LLC, 1221 Broadway, Oakland, CA 94612. Administrator: Learfield, 540 N. Trade Street, NW, Winston-Salem, North Carolina 27101.

## Timing:

The Sweepstakes begins on September 7, 2025 at 12:00 a.m. Eastern Time ("ET") and ends on September 20, 2025 at 11:59 p.m. ET (the "Promotion Period"). Administrator's servers are the official time-keeping devices for the Sweepstakes.

## How to Enter:

During the Promotion Period, visit the "[Promotion Site](#)" and follow the links and instructions to accurately complete and submit the registration form, including your first and last name (initials are not sufficient), email address, phone number and check the box acknowledging you are 18 years of age or older and agree to these Official Rules. **Optionally**, you may also upload one photo (less than 50 MB) of your favorite game day tradition with your registration (your "Photo"), or you may use the "Skip" button to bypass Photo upload to earn your entry. **If you choose to submit a Photo, your Photo need not include Sponsor's products or services and including Sponsor's products or services will not increase your chance of winning.** Your Photo may be displayed in a gallery on the Promotion Site and therefore must be your original work and must not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights (including but not limited to brand names and trademarks of those other than that of the Sponsor or The University of Mississippi), disparage Sponsor, The University of Mississippi or any other person or party, or contain material that is inappropriate or unlawful in any way. Sponsor reserves the right to remove any Photo from the gallery on the Promotion Site if it fails to conform. Upon registering and either uploading your Photo or selecting "Skip" you will earn one entry into the Sweepstakes.

## Entry Limits:

You may receive 1 entry per person per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than 1 entry per day by using multiple/different email addresses, identities, registrations and logins or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and may result in disqualification. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Sweepstakes. If any additional information provided by entrant is inconsistent with the information provided at registration for this Sweepstakes, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

## **Prize Drawing:**

Administrator is an independent organization whose decisions as to the selection of the potential winner are final and binding. Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period, on or around September 22, 2025 and will notify potential winner by email and/or telephone. Each potential winner (or parent/legal guardian if winner is a minor in their state of residence) will be required to sign and return prize claim documents including an IRS Form W-9 which must be received by Administrator within 48 hours of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the prize claim documents or provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries, time permitting.

## **Prize:**

### **Quantity, Description and Approximate Retail Value ("ARV"):**

**1 Grand Prize:** One prize package including the following:

- 2 tickets (for winner and 1 guest) to the November 1, 2025 University of Mississippi home football game against the University of South Carolina in Vaught-Hemingway Stadium, time to be determined;
- 2 passes to pregame hospitality area (including food and non-alcoholic beverages) for winner and 1 guest;
- 1 Kingsford merchandise package including:
  - 1 cutting board
  - 1 basting pot
  - 1 YETI insulated can cooler for 1 can
  - 1 grilling apron (blue)
  - 1 Carhart beanie hat (brown)
  - 1 Carhart canvas hat (brown)
  - All items are Kingsford branded.
- Total ARV of prize package: \$750.

### **Odds of Winning:**

The odds of winning the prize depend on the total number of eligible entries received during the Promotion Period.

**Additional Prize Terms:**

Prize includes tickets only; winner is solely responsible for all travel, lodging and other expenses associated with attending game. Seat locations and all other details to be determined by Sponsor. Sponsor is not responsible if any game is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Tickets may be subject to standard rain-check policies and procedures. By accepting ticket prize, winners agree to abide by any terms, conditions and restrictions provided by the ticket. The Sponsor is not responsible if winner does not use game tickets. By traveling and attending each game, winner and winner's guest voluntarily assume all risks related to exposure to COVID-19. Prizes are non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the prize become unavailable. In this case, a prize of equal or greater value will be offered. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Winner will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Ticket prizes will be fulfilled by email in approximately 1 week after winner confirmation. Merchandise portion of the prize will be fulfilled approximately 15 to 30 days after winner confirmation.

**Release:**

By receipt of any prize, winner agrees to release and hold harmless Sponsor, The University of Mississippi, Administrator and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

**Publicity:**

Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, photograph, social handle, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, in perpetuity, without further payment or consideration. Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further obligation or compensation.

**General Conditions:****Sponsor's Right to Modify or Cancel:**

Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, including but not limited to fulfillment of the prize(s), where any of the following "Issues" occur:

- Fraud
- Technical failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Sweepstakes; or
- Any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Sweepstakes, as determined by Sponsor in its sole discretion.

Where one or more of the above Issues occurs, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of the Issue; and/or modify the prizes offered.

**Sponsor's Right to Disqualify Entrants:**

Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this Sweepstakes or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Rules:**

In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent than the number of prizes offered in these Official Rules, Sponsor reserves the right to award only the stated number of prizes through a random drawing from among those entrants who were notified, confirmed to be eligible and where applicable, took the required action to claim the prize.

### **Limitations of the Scope of Responsibility:**

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either caused by printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes or provided by entrants;
- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;
- Unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of entries;
- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected entries or failure to receive entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In this case, entrants sole remedy is to take the required actions to receive another entry(s) in the Sweepstakes, if it is possible; or
- Any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or to the receipt, use, inability to use or misuse of any prize.

### **Disputes:**

Except where prohibited, entrant agrees that:

- Any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually without resort to any form of class action and exclusively by the United States District Court for the Eastern District of Michigan or the appropriate Michigan State Court located in Oakland County, Michigan;
- Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and
- Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other

damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

- All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by and construed in accordance with the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction) which would cause the application of the laws of any jurisdiction other than the State of Michigan.

### **Severability:**

If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then:

- The validity, legality and enforceability of such provision as applied to any other particular facts or circumstances and the other provisions of these Official Rules shall not in any way be affected or impaired thereby; and
- Such provision shall be enforced to the maximum extent possible.

In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it so as to be enforceable to the extent compatible with applicable law.

### **Entrant's Personal Information:**

Information collected from entrants is subject to [Sponsor's Privacy Policy](#).

### **Winner List:**

For a copy of the Winner List (available after winner confirmation is complete) send a self-addressed, stamped envelope to the following address no later than December 21, 2025: Kingsford Passing the Traditions Sweepstakes (University of Mississippi), LEARFIELD, Legal Department, 540 North Trade Street, Winston-Salem, NC 27101.

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