

# HELP A HERO SWEEPSTAKES

## OFFICIAL RULES

### NO PURCHASE OR DONATION NECESSARY TO PLAY AND WIN

### A PURCHASE OR DONATION DOES NOT INCREASE YOUR CHANCE OF WINNING A PRIZE

**PROMOTION DESCRIPTION:** *HELP A HERO! SWEEPSTAKES* is an in store promotion taking place at Marshall's Tavern, 113 East Pecan Street, Pflugerville, Texas 78660 – **TABC Permit No.: MB932218**. The Sweepstakes is sponsored by and benefits \_\_\_\_\_ **Refer to Exhibit "A"** \_\_\_\_\_. The Sweepstakes begins January 1, 2016 ends when the supply of promotional entries is exhausted, or 11:59 p.m. December 31, 2016, whichever occurs first. The number of prizes available at the beginning of the sweepstakes will change as the promotional entries are dispersed and prizes are awarded. The customer may reveal the amount of the prize they have won, if any, at the cash register or they may use an optional computer program with entertaining game theme displays at a Participant Terminal (PT) to reveal the value of the prize assigned to each of the promotional entries. **The number and type of prizes to be awarded and the odds of winning any given prize are listed below.** Prior to the beginning of the sweepstakes the finite set of sweepstakes results is generated by a Server Computer and securely stored. When the sweepstakes begins the promotional entries are drawn, delivered to the participant, and the value of the prize is revealed using one of the methods described below. A player does not have to match numbers or symbols that are randomly drawn. There are no symbols on the entries. The entry only contains the value of the prize assigned to the entry. Further, prizes are not awarded on the basis of numbers or symbols conforming to randomly selected numbers or symbols. Should the player win they may claim the prize from the attendant.

1. **HOW TO OBTAIN ENTRIES:** Participants receive one-hundred promotional tokens with (1) purchase of the designated product special; (2) each one dollar donation. Entries may also be obtained by one of the alternate methods of entry without a purchase or donation described below. The sweepstakes does not differentiate between sweepstakes promotional entries received with a purchase or donation from those granted by request with no purchase or donation. All promotional entries, whether received with or without a purchase or donation have the same chance of winning any of the prizes. These promotional entries have no cash value and may not be redeemed for anything except the prize assigned to the entry. Prizes are expressed as cash prizes. Prizes will be redeemed by an attendant.

2. **NO PURCHASE OR DONATION NECESSARY:** Entry is made, either with a promotional entry accompanying the purchase of a product or service, or by donation, or by the following two **methods without donating or purchasing a product:** (a) For in-store promotional entries, go to Marshall's Tavern, 113 East Pecan Street, Pflugerville, Texas 78660 and request 100 promotional entries / tokens without a purchase or donation, complete the request form and receive an entry. In store promotional entries without a purchase or donation are limited to one request per person per day; or (b) To receive a promotional entry by mail, hand write your request, including your name, address, city, state, zip code, and telephone number. Mail this request, along with a stamped self-addressed envelope, to Marshall's Tavern HELP A HERO! SWEEPSTAKES– P. O. Box 1628, Round Rock, Texas 78680. Each request for a promotional entry code must be mailed in a separate outer envelope. No mechanically reproduced or photocopied requests for entries will be accepted. **There is no limit on the number of requests for entry codes by mail.** Allow 21 days for receipt of your entry code. Sponsor will return an entry in the return envelope to be taken to the in-store location to determine if you are a winner. Sponsor and its advertising and promotions agencies are not responsible for lost, late, illegible, misdirected, damaged, incomplete, incorrect, postage due requests, delayed mail delivery, lost or stolen entries, or problems of any kind whether mechanical or human. Sweepstakes entry requests are the property of Sponsor and will not be returned.

3. **ELIGIBILITY:** Open only to U.S. residents, over eighteen years of age. Void where prohibited or restricted by law. Employees of this location, Sponsor and its affiliates, advertising and promotional agencies are not eligible. All federal, state, and local laws and regulations apply. **If you do not agree to the Rules in their entirety, you are not permitted to enter the promotion.**

4. **REVEALING ENTRIES:** The sweepstakes does not differentiate between sweepstakes entries granted through a purchase or donation from those granted by request with no purchase or donation. **All promotional entries, whether received with or without a purchase or donation, have the same chance of winning any of the prizes.** The sweepstakes provides two methods for revealing the amount of the prizes won. **Neither the method nor game theme display chosen to reveal entries nor the number of entries chosen to be revealed increases nor decreases your chance of winning any given prize.** One method utilizes the entertaining video game theme displays and the other does not:

(1) Participants have the option of asking the employee to open their promotional entries and reveal their unclaimed prize in its entirety at the cash register. The attendant will open a screen that displays the prize amount assigned to the entries. The attendant will then redeem the prizes awarded.

(2) The participant may choose to open and reveal the entries by using the PT without engaging any of the game themes.

(3) Participants may also choose to open and reveal the entries by using the computer game theme displays, which are an entertaining method of incrementally revealing the awarded prize amount.

If you open more than one entry at once, the prize won on each individual winning entry is shown and the cumulative total is shown if you had more than one winning entry among the entries opened. **There are a finite number of entries in the Sweepstakes. Odds for winning sweepstakes entries are listed below and are the same for all game themes. The game theme selected does not affect or determine the value of the prize.**

**5. ROLE OF THE GAME DISPLAYS: THE GAME THEME DISPLAYS HAS NO ROLE IN DETERMINING THE AMOUNT OR TYPE OF PRIZE ON AN ENTRY. THERE IS NO RELATIONSHIP BETWEEN THE VALUES SHOWN ON THE GAME THEME DISPLAY AND THE VALUE ASSIGNED TO AN ENTRY. THE NUMBER AND TYPE OF PRIZES ASSIGNED TO EACH PROMOTIONAL ENTRY WAS ASSIGNED BEFORE THE SWEEPSTAKES BEGAN AND CANNOT BE CHANGED OR MODIFIED.**

**6. TO CLAIM A PRIZE:** All prizes are subject to verification by attendant. Prizes are not transferable, and no substitution of prizes is permitted. Prizes awarded from malfunction of games are not redeemable. Any discrepancy arising from entry in the sweepstakes shall be determined by Sponsor and all decisions are final. No responsibility is assumed for lost, late, illegible, or misdirected mail. Verification and payment of prizes may take up to 72 hours. Winning game entries will not be returned. Prize winners agree to the use of their name, address, and photograph for publicity purposes without compensation.

**7. TAXES:** All federal, state, and local taxes on prizes are the sole responsibility of prize winners.

**8. GENERAL CONDITIONS:** Participants agree to abide by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this sweepstakes. All federal, state and local laws and regulations apply. Neither Sponsor nor any service providers are responsible and shall not be held liable for incorrect or inaccurate entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, or computer equipment or software, or any printing, mechanical, or other error or irregularity. If for any reason, including but without limitation, fraud, tampering, technical failures, malfunctions, printing, mechanical or any other factor the Sponsor believes in its sole and unfettered discretion the integrity of the Sweepstakes is impaired, the Sponsor, may in its sole and unfettered discretion, cancel, terminate, modify or suspend the Sweepstakes in whole or in part. Sponsor may disqualify anyone it finds or suspects of tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in a disruptive manner. **ANY ATTEMPT BY ANY PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY PT, SERVER, POS OR ANY OTHER EQUIPMENT, OR TAMPER WITH THE ENTRY PROCESS, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES INCLUDING THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.**

**9. LIMITATION OF LIABILITY:** By participating in the Sweepstakes, Participants agree to release and hold harmless Sponsor, it's directors, officers, employees, distributors, representatives, agents and its affiliates, advertising and promotion agencies, and those associated with the development, distribution or implementation of this Sweepstakes, including but not limited to, Sweepstakes System manufacturers, suppliers, and distributors (collectively "Service Providers") and each of their respective directors, officers, employees, representatives and agents (collectively, the 'Released Parties') from and against any claim or cause of action arising out of or in connection with this Sweepstakes or acceptance, or participation in or inability to participate in Sweepstakes or use of or inability to use any prize including, without limitation, claims, suits, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional, unauthorized human intervention in the Sweepstakes, technical errors related to computers, servers, providers, or telephone or network lines; printing errors; errors in the administration of the Sweepstakes or the processing of entries whether under a theory of contract, tort (including negligence), warranty or other theory. Participant further agrees that in any cause of action, Sponsor's liability is limited to the amount donated by Participant, and in no event shall Sponsor be liable for attorney's fees. Participant waives the right to claim any damages whatsoever against the Released Parties, including, but not limited to punitive, consequential, direct, or indirect damages. Participant agrees that Texas law shall govern and any cause of action shall be resolved individually, without resort to any form of class action, exclusively by the Texas State Courts and the U.S. Federal Court in Texas.

**10. DISCRETIONARY ENTRY: Participation in the Help A Hero! Sweepstakes is discretionary. A Donation or purchase of a product does NOT automatically enter the donor / purchaser in the sweepstakes. A donation is NOT required to enter the sweepstakes. The purchase of a product is NOT required to enter the sweepstakes.**

**11. SPONSOR:** \_\_\_\_\_ Refer to Exhibit "A" \_\_\_\_\_.

**THESE RULES AND REGULATIONS GOVERN ALL ASPECTS OF PARTICIPATION AND THE AWARD OF PRIZES IN THE HELP A HERO! SWEEPSTAKES.**

**PARTICIPATION IN THIS SWEEPSTAKES CONSTITUTES PARTICIPANT'S FULL AND UNCONDITIONAL ACCEPTANCE OF THESE OFFICIAL RULES.**