

## El Jimador Tequila “The Ultimate Fan Experience” Sweepstakes

### Official Rules

NO PURCHASE NECESSARY. You must be at least 21 years of age and a legal resident of the United States of America. Sweepstakes void in Florida and New York and wherever prohibited or restricted by law.

**SWEEPSTAKES PERIOD:** “el Jimador Tequila The Ultimate Fan Experience Sweepstakes” starts on Sept 02 26, 2016, at 9:00 a.m. EDT and ends on September 30, 2016, at 11:59 p.m. EDT (“The Sweepstakes Period”).

**HOW TO ENTER:** To enter via Web or wireless text messaging, during the sweepstakes period, send the letters **Chicago** to 68405 from your 2-way text messaging capable wireless phone. Once you send the text message, you will be prompted to enter your date of birth. You must be at least 21 years of age to participate. After your age is verified, you will be automatically entered into the sweepstakes. Entrants will be charged their text messaging rate for each text message sent or received through their handset according to the terms of their Wireless Calling Plan. Text messaging and wireless services are not available in all areas. Text STOP to quit. Alternatively, you may enter by going to [ultimatetrip.eljimador.com](http://ultimatetrip.eljimador.com) and completing and submitting the form found there.

Limit one entry per day, per person, regardless of method of entry.

All entries must be received on or before September 30, 2016 at 11:59 p.m. EDT.

**DRAWING:** Prize winners will be selected in a random drawing from among all timely received eligible entries. Drawing will be conducted on or about October 1, 2016 and winners will be notified by text message, phone or email from the sponsor, el Jimador Tequila. Odds of winning depend on the number of eligible entries received.

**ELIGIBILITY:** Employees of Brown-Forman, their affiliates, as well as the advertising/promotion agency, and the immediate families and household members of each are not eligible to win. Holders of wholesale or retail licenses are not eligible. You must be at least 21 years of age and a legal resident of the United States.

#### PRIZES:

Prizes: There will be four (4) Prizes awarded:

- Each prize consists of a trip to Chicago for 2 people including: Round trip airfare from the winner’s destination to Chicago, two nights of hotel accommodation (standard room, double occupancy) and ground transportation to the stadium on the day of the game. If winner lives within driving distance, ground transportation will be substituted for airfare and no further compensation will be awarded for the airfare. Winners will depart on October 10, 2016 and return on October 12, 2016. If winner cannot attend on these dates, he/she will forfeit the prize and an alternate winner may be drawn. Approximate retail value of each prize is \$2,500, depending on departure.

Beverage alcohol is not part of the sweepstakes prize. All Federal state and local taxes on prizes are the sole responsibility of prize winners. Sponsor will issue a 1099. No substitution or transfer of prizes permitted. Non-cash prizes cannot be redeemed for cash value. Limit one prize per winner. The winner(s) will be notified by a Text Message, phone and/or email.

Brown-Forman/el Jimador Tequila and participating promotional companies are not in any way liable for damage, loss or injury resulting from computer malfunctions, misdirected or incomplete entries or acceptance and use of the prize. Brown-Forman/el Jimador Tequila reserves the right in its sole discretion, to cancel or suspend this sweepstakes should virus, bugs or other causes beyond the control of sponsor corrupt the administration, security or proper play of the sweepstakes. Brown-Forman/el Jimador Tequila reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel terminate or suspend the sweepstakes. Brown-Forman/el Jimador Tequila assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communication line failure, theft or destruction or unauthorized access to, or alteration of, entries.

**CAUTION:** Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the game is a violation of criminal and civil laws and should such an attempt be made, sponsor reserves the right to seek damages from any such attempt. Sponsor reserves the right to seek damages from any such entrant to the fullest extent of the law.

**CLAIMING PRIZES/RELEASE:** Winners may be required to sign an affidavit of eligibility and liability release and return it within 2 days. If it is not returned within the allotted time, winner will forfeit prize and an alternate may be drawn. Potential Winner(s) will be notified by phone/text/email on or about **2 days after the drawing**. Potential Winner(s) will have 2 days to respond to accept the Prize. Potential Winner(s) may need to provide mailing address information for delivery of the prize. Alternatively, potential winner(s) may be directed on collection of the Prize in the notification/directions notice. Any traveling companion of winner must be at least 21 years of age and may be required to sign a similar release.

By accepting his or her prize, the winner: (a) releases Brown-Forman/el Jimador and their affiliated companies and licensed alcohol wholesalers and retailers from any all liability claims, action or proceedings arising out of or for injuries or damages sustained while involved in a promotion activity or connection with the use of the prizes; as well as (b) consents to the use by Brown-Forman for promotional and advertising purposes in connection with this promotion and general use of the images submitted with entries, of his or her name and/or likeness and/or voice without further compensation. Proof of identification and age verification will be required. Guests may also be required to sign a similar release.

**WINNER'S LIST:** For the names of the prize winners, send a self-addressed stamped envelope to Red Moon Marketing, Attn: Dept: "el Jimador Tequila/Ultimate Fan Experience Sweepstakes" Winners List, 7804 Fairview Road, Box #309, Charlotte, NC 28226, before October 15, 2016. Do not send entries to this address.

BE REAL. DRINK 100% RESPONSIBLY.  
[www.elJimador.com](http://www.elJimador.com)

Alc. 40% by vol. (80 proof)  
Tequila imported by Brown-Forman, Louisville, KY ©2016