

2025 STATE FAIR POSTCARD PROMOTION RULES

ELIGIBILITY: The Postcard Promotion is open to legal residents of the United States, who are eighteen (18) years of age or older at the time of entry. Eligible jurisdictions may enter the postcard promotion. Postcard promotion sponsor, affiliates, and employees, and any entity involved in the production, administration, judging, or fulfillment of the postcard promotion including, without limitation, the immediate family members, and/or those persons living in the same household of such individuals, are not eligible to participate.

By entering the postcard promotion, entrants agree to comply with these rules and the decisions of the judges which are final and binding in all respects. Failure to comply with these rules may result in disqualification from the postcard promotion.

All federal, state and local laws and regulations apply; void where prohibited. NO PURCHASE NECESSARY; making a purchase will not improve entrant's odds of winning. Odds of winning depend upon the number of eligible entries received. By entering this postcard promotion, entrants agree to these official rules and regulations.

SPONSOR and ADMINISTRATOR: The sponsor ("Sponsor") and administrator of the postcard promotion is Wisconsin State Fair Park ("Administrator"). Administrator will conduct the postcard promotion as described in these Official Rules. By participating in the postcard promotion each entrant agrees as follows:

ENTRY PERIOD: The postcard promotion entry period will be determined for each individual postcard promotion. Entries must be received by end date and time of the postcard promotion to be considered. The Postcard Promotion will run until Wednesday, April 30, 2025.

METHOD OF ENTRY: During the Entry Period, entrants must submit a postcard to the following address:

Wisconsin State Fair
Postcard Promotion
640 S. 84th Street
West Allis, WI 53214

Postcard entries must be family-friendly, appropriate, and show no distasteful images, nudity, vulgarity, swear words, or any other offensive or inappropriate content. The entry must be 4 1/8 inches high x 5 7/8 inches long the postcard must depict your favorite Wisconsin crop and the "legend-dairy" Wisconsin State Fair Cream Puff. In the message area, entrants must include three pieces of information: 1) Your favorite Wisconsin icon and Fair object; 2) entrants' name; and 3) email address (in the event the entrant does not have an email address, a valid mailing address may qualify). Ten winners will be selected via the criteria below to win a prize (see also: PRIZES and SELECTION OF WINNERS).

Entrants will be entered into the postcard promotion upon delivery of the postcard to the Wisconsin State Fair Park. Persons who enter the postcard promotion under false contact information, as

determined by Administrator, will be disqualified and ineligible to win the promotion. Sponsor reserves the right to disqualify any person tampering with the operation or conduct of the postcard promotion. Sponsor reserves the right to cancel, or modify the postcard promotion if it cannot be conducted or completed as planned, for any reason. If the postcard promotion is cancelled, modified, or suspended, notice will be posted on the sponsor website and Facebook page.

All information provided by entrant must be complete, true, and correct. Submissions to the promotion must be postmarked on or before Wednesday, April 30, 2024; entries postmarked after that date will be deemed ineligible to win. By entering, you agree to be bound by these Official Rules and Regulations. Sponsor reserves the right to cancel and re-schedule the postcard promotion at any time if the technical transmissions become corrupted or interrupted.

PRIZES: Ten (10) winners will be awarded one Family Fun Pack, which includes four (4) Wisconsin State Fair admission tickets and a voucher for six (6) Cream Puffs valid for the 2024 Wisconsin State Fair, presented by UScellular, July 31 – August 10, 2025 at Wisconsin State Fair Park in West Allis, Wisconsin. Retail Value of promotion is: \$105.00 (One Hundred and Five Dollars) per Family Fun Pack. Lost or stolen prizes will not be replaced by Sponsor.

No prize substitution or transfer is permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value for any reason. All taxes and any other incidental expenses on prizes are the sole responsibility of each winner.

SELECTION OF WINNERS: Ten (10) winners will be selected by Thursday, May 8, 2025. Winners will be chosen by Administrator, based on uniqueness, creativity, and compliance with the Official Rules. Administrator's decisions and interpretations on all matters relating to the Contest and these Official Rules are final and binding in all respects. Administrator reserve the right to disqualify any participant or winner. Potential winners will be notified via email (or mail in the absence of email) at Sponsor's sole discretion by the email address (or address) included on the postcard. Winner must meet all eligibility requirements. Return of a prize or inability of Administrator to contact a potential winner via email or mail within forty-eight (48) hours of selection may result in disqualification of such potential winner, and an alternate winner may be selected by random drawing at Administrator's discretion. In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner by random drawing.

PUBLICITY, PRIVACY & PRIZE NOTIFICATION: By submitting a postcard, entrant grants the Administrator worldwide, royalty-free permission to use name, character, photograph, and likeness in connection with the postcard promotion of this and other postcard promotions of the like. Entrants waive any and all claims and/or rights to receive any royalties or other compensation for the Administrator's use thereof, unless prohibited by law.

GENERAL: The postcard promotion is void where prohibited by law and is governed by the laws of the United States of America. The submission of a postcard is the responsibility of the entrant. All submitted entries become the property of Administrator and will not be acknowledged or returned. Only eligible entries received within Entry Period will be included in the prize drawings. Sponsor and Administrator are not responsible for late, lost, delayed, unclear, incomplete, misdirected, or ineligible entries, which will be disqualified, or by any of the equipment or

programming associated with or utilized in the postcard promotion which may limit the ability to participate, or by any human error that may occur in the processing of the entries in the postcard promotion. Any person attempting to defraud Sponsor or Administrator or in any way tamper with, damage, or undermine the operation of the postcard promotion will be disqualified and may be subject to civil and/or criminal prosecution.

LIMITATION OF LIABILITY: Entrants agree to hold harmless the postcard promotion. By participating in the promotion, you agree to release Sponsor, Administrator, and its parent companies, affiliates, subsidiaries, employees, directors, officers, and agents from any and all liability, claims, or actions of any kind whatsoever for injuries, damages, or losses to persons and property which may be sustained in connection with the receipt, ownership, possession, use, or misuse of any promotion. Sponsor or Administrator is not responsible for all injuries, losses, damages, claims, and actions of any kind arising from or relating to participation in the postcard promotion, or acceptance, possession, use, misuse, or nonuse of the promotion that may be awarded, including, without limitation, actual, direct, indirect, consequential, punitive, special, or other damages.

Sponsor reserves the right to cancel the Promotion at any time in its sole discretion. As permitted by law and in accordance with the Sponsor's Privacy Policy, Sponsor may use information provided by entrants to send announcements about the Sponsor's products and programs via electronic and ordinary mail.

DISPUTE RESOLUTION: Except where prohibited by law, by entering you agree that: (i) all issues and questions concerning the interpretation, validity, and enforceability of these Official Rules, or the rights and obligations of participants, and Sponsor and its agents shall be governed by and construed exclusively in accordance with the laws of the State of Wisconsin, without regard to its rules on conflicts of law; (ii) any action at law or in equity arising out of or relating to this promotion, or awarding of the prizes, shall be filed only in the state or federal courts located in the State of Wisconsin, and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action; (iii) any and all disputes, claims, and causes of action arising out of or connected with this promotion, or awarding of the prizes, shall be resolved individually, without resort to any form of class action; (iv) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this promotion but in no event attorneys' fees; and (iv) you hereby waive all rights to claim 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.

COPY OF OFFICIAL RULES: To obtain a copy of these Official Rules and Regulations, send a self-addressed, stamped envelope to: Wisconsin State Fair Park Communications, Postcard Promotion Official Rules and Regulations, 640 S. 84th St. West Allis, WI 53214.

WINNERS' IDENTITY: For the identity of the winner(s), send a self-addressed, stamped envelope after the end of the postcard promotion period to: Wisconsin State Fair Park Communications, Postcard Promotion Winner Identity, 640 S. 84th St. West Allis, WI 53214.