

2024 FRONT ROW FRIDAYS SOCIAL MEDIA CONTEST RULES

ELIGIBILITY: Front Row Fridays (“Contest”) are 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 Contest. Contest affiliates, employees, and any entity involved in the production, administration, judging, or fulfillment of the Contest including, without limitation, the immediate family members and/or those persons living in the same household of such individuals, are not eligible to participate. Entries have no value and an entry does not entitle an entrant to any compensation of any type or kind.

By entering the Contest, 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 Contest.

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 Contest, entrants agree to these official rules and regulations.

ADMINISTRATOR: The administrator (“Administrator”) of the Contest is Wisconsin State Fair Park and the sponsor (“Sponsor”) is Festival Foods. Sponsor and the Board acknowledge that the Wisconsin State Fair shall be the sole administrator of the Contest and shall handle all aspects of the operation or management of the Contest including, but not limited to, drafting of the Official Rules, the selection of the winners, notification to the winners, and delivery of information about the prize(s) to the winner(s). Sponsor is solely connected to this promotion via advertising rights **ONLY** and in no way influences the outcome of the contests. The Administrator will conduct the Contest as described in these Official Rules. By participating in the Contest, each entrant agrees as follows:

ENTRY PERIOD: The Contest begins at 9:00am CT on May 17, 2024 and consists of 11 separate Entry Periods (“Week #”) which collectively end at 11:59pm CT on July 26, 2024. Each week’s entry period starts on the corresponding Friday at 9:00am CT and ends on the corresponding Sunday at 11:59pm CT.

METHOD OF ENTRY: Method of entry depends on the designated Entry Period.

Week 1 – Brothers Osborne with Sara Evans (5/17-5/19): Eligible entrants must begin to follow, or already be following, Wisconsin State Fair on Facebook, like the post, and comment who they would like to bring to the designated show by tagging one Facebook user in the comments. Entrant is not contracted to bring the user(s) they tag should they win the Entry Period’s prize.

Week 2 – Yung Gravy with Nicky Youre (5/24-5/26): Eligible entrants must click on the link provided on the Wisconsin State Fair Facebook Page, Instagram Bio, and Twitter Page. This will direct entrants to the Contest entry page. Entrants must complete an online entry form, provide full legal name, valid email address, zip code, and date of birth. Must enter contact information to be eligible. All emails will be added to the Wisconsin State Fair Email Database, which has an opt-out option.

Week 3 – Gabriel Iglesias (5/31-6/2): Eligible entrants must begin to follow, or already be following, Wisconsin State Fair on Instagram, like the post, and tag one Instagram user. Entrant is not contracted to bring the user(s) they tag should they win the Entry Period's prize.

Week 4 – Foreigner with Melissa Etheridge (6/7-6/9): Eligible entrants must begin to follow, or already be following, Wisconsin State Fair on Facebook, like the post, and comment their dream setlist in the comments.

Week 5 – KIDZ BOP Live 2024 (6/14-6/16): Eligible entrants must click on the link provided on the Wisconsin State Fair Facebook Page, Instagram Bio, and Twitter Page. This will direct entrants to the Contest entry page. Entrants must complete a short puzzle and then fill out an online entry form, provide full legal name, valid email address, zip code, and date of birth. Must enter contact information to be eligible. All emails will be added to the Wisconsin State Fair Email Database, which has an opt out option.

Week 6 – Casting Crowns with Tauren Wells (6/21-6/23): Eligible entrants must begin to follow, or already be following, Wisconsin State Fair on Instagram, like the post, and tag one Instagram user. Entrant is not contracted to bring the user(s) they tag should they win the Entry Period's prize.

Week 7 – The “Happy Together” Tour (6/28-6/30): Eligible entrants must begin to follow, or already be following, Wisconsin State Fair on Facebook, like the post, and comment what their favorite song is in emojis only.

Week 8 – Riley Green with Avery Anna (7/5-7/7): Eligible entrants must begin to follow, or already be following, Wisconsin State Fair on Instagram, like the post, and tag one Instagram user. Entrant is not contracted to bring the user(s) they tag should they win the Entry Period's prize.

Week 9 – Lauren Daigle with Andrew Ripp (7/12-7/14): Eligible entrants must click on the link provided on the Wisconsin State Fair Facebook Page, Instagram Bio, and Twitter Page. This will direct entrants to the Contest entry page. Entrants must fill out an online entry form, provide full legal name, valid email address, zip code, and date of birth. Must enter contact information to be eligible. All emails will be added to the Wisconsin State Fair Email Database, which has an opt-out option.

Week 10 – TLC with Jordin Sparks (7/19-7/21): Eligible entrants must click on the link provided on the Wisconsin State Fair Facebook Page, Instagram Bio, and Twitter Page. This will direct entrants to the Contest entry page. Entrants must complete a short quiz and then fill out an online entry form, provide full legal name, valid email address, zip code, and date of birth. Must enter contact information to be eligible. All emails will be added to the Wisconsin State Fair Email Database, which has an opt-out option.

Week 11 – Charlie Berens (7/26-7/28): Eligible entrants must click on the link provided on the Wisconsin State Fair Facebook Page, Instagram Bio, and Twitter Page. This will direct entrants to the Contest entry page. Entrants must fill out an online entry form, provide full legal name, valid email

address, zip code, and date of birth. Must enter contact information to be eligible. All emails will be added to the Wisconsin State Fair Email Database, which has an opt-out option.

Entrants must have a Facebook, Instagram, or Twitter account to participate in the various Entry Periods throughout the Contest. Joining Facebook, Instagram, and/or Twitter are free at www.facebook.com, www.instagram.com, and www.twitter.com. Entrants must be following the Wisconsin State Fair on the social media platform(s) outlined in each entry period to be eligible to win a prize.

Persons who enter the Contest under false contact information, as determined by the Administrator, will be disqualified and ineligible to win. Administrator reserves the right to disqualify any person tampering with the operation or conduct of the promotion. Administrator reserves the right to cancel, reschedule, or modify the Contest if it cannot be conducted or completed as planned, for any reason, or if the technical transmissions become corrupted or interrupted. If the Contest is canceled, modified, or suspended, notice will be posted on the Administrator's website, and the specific social media platform the Contest will be held on.

Submissions for each Entry Period must be received by 11:59pm CT on the last day of the weekly Entry Period in order to be eligible for that Period's prize; entries received after that time and date will be deemed ineligible to win for that Entry Period. By entering, you agree to be bound by these Official Rules and Regulations. This Contest is in no way sponsored, endorsed, or administered by, or associated with Facebook, Instagram, or Twitter. All Entries must comply with Facebook's, Instagram's, and Twitter's Terms of Service, Rules, and Policies and Guidelines. If a contestant chooses to enter Contest via a mobile device, data charges may apply depending upon the entrant's mobile service provider, and these charges are the sole responsibility of the entrant.

PRIZES: Each Entry Period will feature two (2) tickets, with the exception of week five (5) to the show at the Main Stage designated within each Entry Period at the Wisconsin State Fair. The prize in weeks 1-4 and 6-11 will include two (2) tickets in the front row of the Main Stage seating area (section based on availability). The prize in week 5 will include four (4) tickets to the KIDZ BOP Live 2024 in the front row of the Main Stage seating area (section based on availability). For all 11 weeks, winners will also receive a \$25 Festival Foods gift card.

No prize substitution or transfer is permitted, except that Administrator 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: At the conclusion of each Entry Period, winner will be chosen by the Administrator using a random number generator from the total pool of eligible entries. Administrator will contact the previous Entry Period's winner prior to the next Entry Period's beginning, barring unforeseen circumstances, etc.

Potential winners will be notified by the Administrator via social media messaging, or the email provided at time of entry. Winner must meet all eligibility requirements. The potential winner must

confirm the prize within forty-eight (48) hours of selection. Inability for the potential winner to do so may result in the Administrator reserving the right to void their offer and an alternate winner will be selected at Administrator's discretion. In the event a winner declines a prize, Administrator may, at their discretion, select an alternate winner.

Administrator's decisions and interpretations on all matters relating to the Contest and these Official Rules are final and binding in all respects. Administrator's decisions and interpretations on all matters relating to the Contest and these Official Rules are final and binding in all respects. Administrator reserves the right to disqualify any participant or winner.

PUBLICITY, PRIVACY, & PRIZE NOTIFICATION: By submitting an entry, entrant grants the Administrator worldwide, royalty-free permission to use their name, character, photograph, video, voice, and likeness in connection with the promotion publicity of the Event including Fair, Sponsor, or Media, including photography, videos, broadcasts, webcasts, advertising, and other social media contests 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 online social media sweepstakes promotion is void where prohibited by law and is governed by the laws of the United States of America. The submission of an entry 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 the Entry Period will be included in the Contest. Administrator is not responsible for late, lost, delayed, unclear, incomplete, misdirected, or ineligible entries, which will be disqualified, or for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, or delayed electronic communications caused by the sender, or by any of the equipment or programming associated with or utilized in the Contest which may limit the ability to participate, or by any human error that may occur in the processing of the entries in the Contest. Any person attempting to defraud Administrator in any way tamper with, damage, or undermine the operation of the Contest will be disqualified and may be subject to civil and/or criminal prosecution.

LIMITATION OF LIABILITY: To the fullest extent permitted by law, entrants agree to indemnify, defend, and hold harmless the Administrator and all parties' parent, subsidiaries, and affiliates and each of their respective officers, shareholders, directors, agents, employees, and representatives from and against 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 Entries. Administrator is not responsible for any and all injuries, losses, damages, claims, and actions of any kind arising from or relating to participation in the Contest, or acceptance, possession, use, misuse, or nonuse of the Prize that may be awarded, including, without limitation, actual, direct, indirect, incidental, consequential, statutory, punitive, special, or other damages.

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 their 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 sweepstakes, 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 Contest, 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 Contest but in no event attorneys' fees; and (v) 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, Front Row Fridays Rules, 640 S. 84th St. West Allis, WI 53214.

WINNERS' IDENTITY: Winners' names will not be posted on various social media outlets; they will be contacted individually through direct messaging. For the identity of the winner(s), send a self addressed, stamped envelope after August 14, 2024, to: Wisconsin State Fair Park Communications, Front Row Fridays Winner Identity, 640 S. 84th St. West Allis, WI 53214.