



## **DENVER BEER CO. TELLURIDE BLUEGRASS FESTIVAL SWEEPSTAKES OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. ENTRY INTO THE SWEEPSTAKES CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.**

**1. Binding Agreement:** To enter the Sweepstakes, you must agree to these Official Sweepstakes Rules. Submission of an entry constitutes your agreement to these rules. You agree to receive email communication from Sponsor, with the ability to opt out later. You may not submit an entry to the Sweepstakes and are not eligible to receive the Prizes (defined below) unless you agree to these Official Rules. These Official Rules form a binding legal agreement between you and Sponsor.

**2. Eligibility:** To be eligible to enter the Sweepstakes, you must be a U.S. citizen or permanent U.S. legal resident, be twenty-one (21) years of age or older at the time of entry. Sweepstakes is open only to 21+ participants. You are not eligible to enter if you are employed by Denver Beer Co., LLC or any advertising, promotion, or coordinating agencies involved in this promotion, or the household members or immediate family members (spouses, parents, step-parents, children, step-children, siblings) of any of the above. Sweepstakes is void wherever prohibited by law.

**3. Sponsor:** Denver Beer Co., LLC ("Sponsor," "we," "our," or "us"), 4455 Jason St., Denver, CO 80211.

**4. Sweepstakes Period:** Begins at 12:00 am MST on March 25, 2025, and ends at 11:59 pm MST on April 25, 2025 ("Sweepstakes Period"). Sponsor reserves the right to shorten or extend



the Sweepstakes Period at its sole discretion. Administrator's computer is the official timekeeping device for this Sweepstakes.

**5. How to Enter:** Automated Entries are prohibited and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses nor use any other device or artifice to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple email addresses under multiple identities or uses any device or artifice to register multiple times will be disqualified and forfeits all prizes won, at Sponsor's sole discretion. Multiple entrants are not permitted to share the same email address. Should multiple users of the same email account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said email account at the time of entry will be considered the entrant and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. Potential winner may be required to show proof of being the authorized account subscriber.

- Visit the Sweepstakes website at **[denverbeerco.com/bluegrass-sweepstakes](https://denverbeerco.com/bluegrass-sweepstakes)** during the Sweepstakes Period and submit a completed entry form.
- For bonus entries, log in to your Instagram account during the Sweepstakes Period and follow **@denverbeerco** on Instagram, like the Sweepstakes post, tag your Festy Bestie in the comments, and complete the registration form via the link in bio at **[denverbeerco.com/bluegrass-sweepstakes](https://denverbeerco.com/bluegrass-sweepstakes)**.
- QR Code: Use your smartphone or other web-enabled device with a data plan to scan the Sweepstakes QR code featured on promotional materials. You will be directed to **[denverbeerco.com/bluegrass-sweepstakes](https://denverbeerco.com/bluegrass-sweepstakes)** where you may complete and submit an entry. Proof of scanning QR codes does not constitute proof of submission or completion of entry.



All entries must be received during the Sweepstakes Period. Limit one (1) entry per Instagram, one (1) Entry per webpage submission. Entrants are solely responsible for any wireless charges.

**6. Sweepstakes Drawing:** One (1) potential winner will be randomly selected approximately on April 25, 2025. Odds of winning depend on the number of eligible entries received during the Sweepstakes Period.

**7. Winner Notification:** The potential winner will be notified via email and must respond within forty-eight (48) hours. Failure to respond within this period will result in forfeiture, and an alternate winner may be selected. The potential winner must complete, sign, and return an affidavit of eligibility, liability, and, unless prohibited by law, publicity release within three (3) days of prize acceptance. The winner's eligibility, including age verification, must be confirmed prior to awarding the prize.

**8. Prize Details:**

**Grand Prize – Telluride Bluegrass VIP Adventure Pack (1 total):**

- Two (2) 4-day passes to Telluride Bluegrass Festival (June 19-22, 2025)
- Camping Passes (Festivarian-style camping near festival grounds or accessible by shuttle. Tent camping only.)
- Denver Beer Co. Swag Bag with branded merchandise

Prize is non-transferable. No cash equivalent or substitution of the prize is offered except at Sponsor's sole discretion. The winner is responsible for all federal, state, and local taxes and fees associated with prize acceptance.

**9. Publicity:** Acceptance of the prize constitutes permission for Sponsor to use winner's name, voice, biographical information, and/or likeness for advertising and promotion without further compensation, unless prohibited by law.



**10. Release:** By accepting a prize, the winner agrees to release and hold harmless Denver Beer Co., LLC and affiliated parties from any claims, injuries, damages, or losses arising from acceptance or use of the prize.

**10. General Conditions:** Sponsor reserves the right to disqualify participants who violate these rules or who interfere with the integrity of the Sweepstakes.

**11. Privacy:** Personal information submitted will be used for Sweepstakes administration and marketing communications, with the option to opt-out at any time.

**12. Dispute Resolution:** Any dispute arising from these Sweepstakes shall be governed by Colorado law and resolved in Denver, Colorado.

**12. Rights Reserved:** Sponsor reserves the right to cancel, modify, or terminate the Sweepstakes at any time without liability.