



DENVER BEER CO. PLANET BLUEGRASS SUMMER 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 Rules. Submission of an entry constitutes your agreement to these Official Rules. You agree to receive email communications from Sponsor and may opt out at any time. You may not submit an entry or be eligible to receive prizes 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, participants must:

- Be legal residents of the United States
- Be twenty-one (21) years of age or older at time of entry

Employees of Denver Beer Co., Wilding Brands, Planet Bluegrass, affiliates, subsidiaries, advertising and promotional agencies involved with this Sweepstakes, and immediate family members or household members are not eligible.

Void where prohibited by law.



3. Sponsor

Denver Beer Co. ("Sponsor")
1695 Platte St.
Denver, CO 80202

4. Sweepstakes Period

The Sweepstakes begins at **12:00 AM MST on June 18, 2026** and ends at **11:59 PM MST on June 25, 2026** ("Sweepstakes Period").

Sponsor reserves the right to shorten, extend, modify, or terminate the Sweepstakes at its sole discretion. Sponsor's computer serves as the official timekeeping device.

5. How to Enter

Automated entries are prohibited. Entrants may not use multiple email addresses, identities, or devices to create additional entries beyond approved methods.

Participants may enter by:

Website Entry:

Visit the official Denver Beer Co. Sweepstakes landing page: www.denverbeerco.com/telluride-bluegrass-sweepstakes-2026 and complete the entry form.

Limit one (1) website submission per person/email address.

Required form fields include:

- Name
- Email Address
- Festival Selection
- 21+ confirmation checkbox

Festival selection options:



- Rockygrass Festival
- Folks Festival

Submission of the entry form constitutes one entry.

Bonus Entry:

Participants may earn one additional bonus entry by:

- Following @denverbeerco
- Following @planet.bluegrass
- Following @officialtelluridebluegrass
- Liking the official giveaway announcement post
- Tagging friends in comments
- Completing any additional actions outlined on the official giveaway page

Submission of the entry form is required for bonus entries to count.

QR Code Entry:

Participants may scan promotional QR codes displayed on print materials, posters, digital ads, social media, or event collateral.

Scanning a QR code alone does not constitute an entry. Registration must be completed through the official form.

Entrants are solely responsible for internet access and wireless charges.

6. Sweepstakes Drawing

One (1) potential winner will be selected in a random drawing on or around **June 26, 2026** from all eligible entries received during the Sweepstakes Period.

Odds of winning depend on total eligible entries received.

7. Winner Notification



Potential winner will be notified via email and/or phone.

Winner must respond within forty-eight (48) hours of notification.

Failure to respond may result in prize forfeiture and selection of an alternate winner.

Winner may be required to complete and return:

- Affidavit of Eligibility
- Liability Release
- Publicity Release where legally permitted

Age verification may be required.

8. Prize Details

Grand Prize — Planet Bluegrass Summer Weekend Package

(1 Winner)

Includes:

- One (1) Pair of Three-Day General Admission Festival Passes to either Rockygrass Festival OR Folks Festival (winner-selected based on submitted preference and availability)
- One (1) Pair of Camping Passes
- Denver Beer Co. Swag Pack

Approximate Retail Value: TBD

Prize:

- is non-transferable
- cannot be redeemed for cash
- may not be exchanged

Sponsor reserves the right to substitute prizes of equal or greater value.



Travel, transportation, lodging, food, parking, and incidental expenses are not included unless specifically stated.

Winner is responsible for taxes and expenses associated with prize acceptance.

9. Publicity

Acceptance of prize constitutes permission for Sponsor to use winner's name, likeness, image, voice, and biographical information for promotional purposes without additional compensation except where prohibited by law.

10. Release

By participating, entrants release and hold harmless Denver Beer Co., Wilding Brands, Planet Bluegrass, affiliates, employees, agencies, and representatives from claims or liabilities arising from participation in the Sweepstakes or acceptance or use of prizes.

11. General Conditions

Sponsor reserves the right to disqualify any participant who tampers with the entry process or violates these Official Rules.

Sponsor reserves the right to cancel, suspend, terminate, or modify the Sweepstakes if technical failures, fraud, or circumstances compromise the integrity of the promotion.

12. Privacy

Information collected through this Sweepstakes may be used for Sweepstakes administration and marketing communications. By entering, participants acknowledge and agree that information submitted, including name and email address, may be shared with Denver Beer Co., Howdy Beer, and Planet Bluegrass for promotional and marketing purposes related to this Sweepstakes and future communications. Participants may opt out of marketing communications at any time through the unsubscribe link included in email communications.



13. Governing Law

These Sweepstakes shall be governed by the laws of the State of Colorado.

Any disputes arising from this Sweepstakes shall be resolved exclusively in courts located in Denver County, Colorado.

14. Rights Reserved

Sponsor reserves the right to cancel, modify, suspend, or terminate this Sweepstakes at any time without liability.