

**HOUSTON LIVESTOCK SHOW AND RODEO™ "WHERE'S HOWDY"
ONLINE SOCIAL MEDIA SWEEPSTAKES PROMOTION OFFICIAL RULES**

ELIGIBILITY: The online social media sweepstakes promotion (the “Sweepstakes”) is open to legal residents of the United States who are at least 18 years of age. Eligible participants may enter the Sweepstakes.

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

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

ADMINISTRATOR: The administrator of the Sweepstakes is Houston Livestock Show and Rodeo (“Administrator”). Administrator will conduct the Sweepstakes as described in these Official Rules. By participating in the Sweepstakes each entrant agrees as follows:

ENTRY PERIOD: The Sweepstakes begins at 12:00 pm CST on Thursday, Jan. 2, 2025 and ends at 11:59 pm CST on Thursday, Jan. 16, 2025.

METHOD OF ENTRY: During the Entry Period, entrants can scan the QR code located at each Howdy location. These will link entrants to the "Where's Howdy" entry page. Promotion participants must then complete an online entry form, provide full legal name, valid email address and zip code. Entrants may only fill out the form once per location, but may visit all 13 locations to receive a maximum of 13 entries. Completing and submitting the online sweepstakes entry form is the only means of participating in the Promotion. All email addresses will be added to the Houston Livestock Show and Rodeo Email Database, which has an opt-out option.

Entrants will be entered into the Sweepstakes upon completion of the online entry form. Persons who enter the Sweepstakes under false contact information, as determined by the Administrator will be disqualified and ineligible to win the sweepstakes. Administrator reserves the right to disqualify any person tampering with the operation or conduct of the promotion. Administrator reserves the right to cancel or modify the Sweepstakes if it cannot be conducted or completed as planned for any reason. If the Sweepstakes is canceled, modified, or suspended, notice will be posted on the Administrator’s social media pages.

All information provided by entrant must be complete, true and correct. Submissions to the Sweepstakes must be received by 11:59:59 pm CST on Sunday, Jan. 16, 2025 in order to be eligible; entries received after that date will be deemed ineligible to win. Entrants agree to be bound by these Official Rules. Administrator reserves the right to cancel and re-schedule the Sweepstakes at any time if the technical transmissions become corrupted or interrupted.

PRIZES: One winner will be awarded two (2) 2025 Houston Livestock Show and Rodeo Season Tickets. Each season ticket includes grounds entry and an assigned seat inside NRG Stadium for all twenty (20) performance dates. Tickets do not include parking, food and/or beverages. Ticket location will be predetermined by Administrator. Tickets are only valid for the 2025 season which is March 4, 2025 through March 23, 2025. Retail value of the prize is \$2,480.00.

Travel and accommodations are the sole responsibility of each winner and will not be provided by Administrator.

No prize substitution or transfer is permitted. All taxes and any other incidental expenses on prizes are the sole responsibility of each winner.

SELECTION OF WINNERS: One winner will be selected on Friday, Jan. 24, 2025. The winner will be confirmed after acknowledgment of prize. Winner will be chosen at random. The winner will be chosen by Administrator, whose decisions and interpretations on all matters relating to the Sweepstakes and these Official Rules are final and binding in all respects. Contestants are not eligible to win consecutive years. Administrator reserves the right to disqualify any participant or winner. Potential winner will be notified via email, at Administrator's sole discretion, by the email address included on the Sweepstakes entry form. Winner must meet all eligibility requirements. Return of a prize or inability of Administrator to successfully contact a potential winner via email within twenty-four (24) hours of selection may result in disqualification of such potential winner, and an alternate winner may be selected by runner-up status at Administrator's discretion. In the event a winner declines a prize, Administrator may, at its discretion, select an alternate winner by runner-up status.

PUBLICITY, PRIVACY & PRIZE NOTIFICATION: By submitting an entry, entrant grants the Administrator worldwide, royalty-free permission to use his/her name, character, photograph, video, voice, and likeness in connection with the promotion of the Sweepstakes and other sweepstakes 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 Sweepstakes 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 Entry Period will be included in the winner selection process. 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 Sweepstakes which may limit the ability to participate, or by any human error that may occur in the processing of the entries in the Sweepstakes. Any person attempting to defraud Administrator or in any way tamper with, damage or undermine the operation of the Sweepstakes will be disqualified and may be subject to civil and/or criminal prosecution.

LIMITATION OF LIABILITY: By participating in the Sweepstakes, entrants agree to release and hold harmless Administrator, their parent companies, subsidiaries, affiliates, advertising and promotion agencies, and each of their employees, directors, officers, and agents from any and all liability, claims or cause of action of any kind whatsoever for injuries, death, damages or losses to persons and property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or acceptance, receipt, use, or misuse of any Sweepstakes prize. Entrants waive any rights to demand or claim any damages whatsoever, including, but not limited to, direct or indirect, consequential, punitive, special or other damages.

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

DISPUTE RESOLUTION: Except where prohibited by law, entrants 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 Administrator and its agents shall be governed by and construed exclusively in accordance with the laws of the State of Texas, 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 Harris County, Texas, and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action; and (iii) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or awarding of the prizes, shall be resolved individually, without resort to any form of class action

COPY OF OFFICIAL RULES: To obtain a copy of these Official Rules, send a self-addressed, stamped envelope to: Houston Livestock Show and Rodeo, Communications Department, 3 NRG Park Houston, Texas 77054

WINNERS' IDENTITY: Winner's name and likeness will be posted on the Administrator's social media pages.