

**The Vera Project Presents Elysian Brewing's  
SEARCH PARTY Lost & Found Fan Giveaway**

OFFICIAL RULES (“PROMOTION”)

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. **ELIGIBILITY.** Promotion is open to residents of Oregon and Washington who are 21 years of age or older at the time of entry. The officers, directors, and employees of Elysian and its parent company, and their subsidiaries and affiliated companies (“Elysian”) and all advertising, promotion and judging agencies, persons engaged in the development, production or distribution of materials for this Promotion (collectively the “Promotion Parties”), wholesale distributors and retail licensees, and immediate family members or persons living in the same household (whether related or not) are not eligible to participate in this Promotion.
2. **PROMOTION PERIOD.** Promotion begins at 12:00:00 a.m. Pacific Daylight Time {“PDT”} on May 5, 2017 and ends at 11:59:59 p.m. PDT on June 16, 2017 (“Promotion Period”). Entries will be accepted through the Promotion Period.
3. **HOW TO ENTER.** Two (2) Ways to Enter: (a) Instagram: To enter, post a photo of you and your friend and include the hashtag #SearchPartyContest and tag @elysianbrewing (an “Entry”). You must be a registered user of Instagram and Facebook and follow Elysian Brewing in order to enter the Promotion via Instagram. Instagram registration is free and can be obtained by logging on to [www.instagram.com](http://www.instagram.com) and following the online instructions to open an account. Facebook registration is free and can be obtained by logging on to [www.facebook.com](http://www.facebook.com) and following the online instructions to open an account. (b) Facebook: To enter, post a photo of you and your friend and include the hashtag #SearchPartyContest and tag @elysianbrewing (also an “Entry”). You must be a registered user of Facebook and follow Elysian Brewing in order to enter the Promotion via Facebook. Facebook registration is free and can be obtained by logging on to [www.facebook.com](http://www.facebook.com) and following the online instructions to open an account.

Please note that the one (1) person submitting the Entry under their Instagram or Facebook account will be considered the entrant and only the entrant is eligible to win a prize. No other person in the Entry is eligible to receive a prize. Sponsor is not liable for any disputes arising from or related to the Promotion in this regard.

If entering with a mobile phone or other web-enabled device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

Your photo settings must be set to “unprotected” and/or “public” in order for your posts to be viewable by Sponsor and its agents.

No other forms of Entry are valid. Limit one (1) Entry per person. See additional Entry Guidelines below. Entry must comply with these Official Rules. Sponsor reserves the right, but not the obligation, to review any Entry for violation of these Official Rules and may, at its sole discretion, reject, delete, or otherwise exclude an Entry for any reason, including without limitation, if the Entry contains any Prohibited Content (as defined below) or any other commentary or material which Sponsor, in its sole discretion deems inappropriate.

Entry Guidelines & Prohibited Content: Entries must meet the following requirements:

- Entry cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.
- Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Entry in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the World in any manner whatsoever and for any purpose.
- Entry cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, reference nudity or any materially dangerous activity; (b) promote the excessive or irresponsible consumption of alcohol, or promote illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain an image of anyone under 21 years of age; (e) otherwise fails to comply with the Beer Institute Advertising and Marketing Code as made publicly available at the following online location: <http://www.beerinstitute.org/assets/uploads/BI-AdCode-5-2011.pdf>; (f) contain or reference trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind (other than Elysian), without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (g) contain copyrighted materials owned by others without permission; (h) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; (i) refer to or depict any names, logos or readily recognizable features of a retailer of alcohol beverages (such as a grocery store, convenience store, restaurant, bar, or any other retail location that sells alcohol beverages); or (j) depict, and cannot itself be in, violation of any law.
- Each entrant warrants and represents that the Entry: (a) is your original work, (b) has not been previously published; (c) has not received previous awards; and (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity;
- Any entrant whose Entry includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to, depictions of persons, buildings, trademarks or logos) must be able to provide legal releases for such use including Sponsor's use of such Entry, in a form satisfactory to Sponsor, upon request, prior to award of prize and/or naming of entrant as a winner.
- Any Entry that, in the sole opinion of Sponsor, is not in accordance with the guidelines as stated herein, or is deemed to be inappropriate for publication is ineligible.
- Incomplete, illegible, deceptive or garbled Entries are not eligible.

- Any such entrant will indemnify and hold harmless, Sponsor from any claims to the contrary.

4. SELECTION OF WINNERS AND NOTIFICATION. Sponsor or its designated agency will choose a Grand Prize winner, 2<sup>nd</sup> place winner, and 3<sup>rd</sup> place winner, on or before June 18, 2017.

Notification: Potential Winner(s) will be notified by Sponsor or its designated agency via Direct Message and must respond within a 24-hour time period from the date and time stamp the message was sent from Sponsor or its designated agency. If your reply is not received within the time requested, the prize will be deemed as undeliverable and will result in forfeiture. Sponsor or its designated agency will randomly select an alternate Winner (time permitting). Winner(s) may be required to sign and return an Affidavit of Eligibility, Liability Waiver and Publicity Release.

5. PRIZE AND PRIZE RESTRICTIONS. Winners will be eligible to win the prizes listed below:

Grand Prize: (Approximate Retail Value "ARV": \$575.00)

6 tickets to Elysian Search Party scheduled to occur on July 1, 2017 in Seattle, WA

6 Search Party Tees

1 autographed Search Party Poster

1 \$200 Elysian gift card (subject to the terms and conditions as stated on the gift card)

2<sup>nd</sup> Place Prize (ARV: \$120.00)

2 tickets to Elysian Search Party scheduled to occur on July 1, 2017 in Seattle, WA

1 \$50.00 Elysian gift card (subject to the terms and conditions as stated on the gift card)

Week 3 Prize: (ARV: \$70.00)

2 tickets to Elysian Search Party scheduled to occur on July 1, 2017 in Seattle, WA

For all Prizes: Event date is subject to change. Winner's guest must be 21 years of age or older as of the end date of the Promotion. Transportation, meals, gratuities and all other expenses not stated herein are the responsibility of the winner. Total Prizes: ARV \$765.00

Prize Restrictions: Prizes are not transferable or refundable, must be accepted as awarded and cannot be resold for profit. No cash equivalent or alternative product or prize will be made available; provided, however, that Elysian reserves the right to, without any prior notice and at any time, replace with a similar product or the latest release of a product of the same category. Federal, state and local taxes are the responsibility of the Winners. If required by law, Sponsor will issue a 1099\_MISC to each Winner for the value of Prize.

6. BINDING EFFECT. By submitting your entry you agree to be bound by these Official Rules and failure to comply with these Official Rules may result in disqualification. All federal, state and local laws apply.

7. GENERAL CONDITIONS OF PARTICIPATION: Elysian's decisions are final on all matters related to this Promotion. Elysian and its Promotion Parties are not responsible for incomplete, lost, late, delayed or garbled applications or emails, incorrect or inaccurate capture of entry information, including but not limited to technical malfunctions, human or technical error, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, so are or any combination thereof.

All applications submitted become the property of Elysian. Elysian reserves the right, without prior notice, to terminate this Promotion, in whole or in part, or modify this Promotion in any way, and for any reason, including without limitation, if Elysian determines in its sole discretion, that fraud, technical failures or any other factor beyond Elysian's reasonable control impairs the integrity of the Promotion. Elysian reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the application or voting process or to be acting in violation of these Official Rules. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion is a violation of criminal and civil law, and should such an attempt be made, Elysian reserves the right to seek damages from any such person to the fullest extent permitted by law. Elysian's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

By participating in this Promotion, participant releases and agrees to hold harmless Elysian and its Promotion Parties from any and all liability with respect to acceptance, possession or use (misuse), or failure to use any matters arising out of or relating to this Promotion or any prize.

8. **PUBLICITY RELEASE.** Except where prohibited by law, acceptance of a prize shall constitute the Winner's agreement with Elysian may to use their name, address, voice, likeness and prize information for promotional purposes without further payment or compensation, unless prohibited by law.

9. **PRIVACY; DATA COLLECTION.** Information provided by you for this Promotion is subject to Sponsor's privacy policy located at [www.elysianbrewing.com/privacy-policy/](http://www.elysianbrewing.com/privacy-policy/).

10. **SPONSOR.** The Promotion is sponsored by Elysian with offices at 6010 Airport Way S., Seattle, WA 98108, USA.

11. **LIST OF WINNERS.** Winner(s) may be announced on Elysian social media outlets, however, you may also receive a list of the winners by sending a self-addressed, stamped envelope to Elysian, Rebecca Gillespie, Social Media Manager at Sponsor's address no later than 60 days from end date of the Promotion Period.

12. **DISPUTES.** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion, other than the administration of the Promotion, shall be resolved individually, without resort to any form of class action, and exclusively by a court having competent jurisdiction located in Seattle, Washington, U.S.A.; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion but in no event attorneys' fees; and (c) under no circumstances will registrant be permitted to obtain awards for, and registrant hereby waives 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. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Elysian in connection with the promotion, shall be governed by, and construed in accordance with, the laws of the State of Washington, U.S.A., without giving effect to any choice of law or conflict of law rules.