

BUDWEISER BLUE JAYS™ CHIEF HOME RUN OFFICER CONTEST (the “Contest”)

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. SPONSOR: The sponsor of this Contest is Labatt Breweries of Canada, 207 Queens Quay West, Toronto, Ontario, M5J 1A7 (“**Sponsor**”).

2. ELIGIBILITY:

- (a) The Contest is open only to residents of Canada, excluding the Province of Quebec who are at least nineteen (19) years of age at the time of entry.
- (b) The following individuals and their household members (whether or not related) are not eligible to enter the Contest: employees, officers, directors, shareholders, agents, representatives, successors and assigns of each of (i) Sponsor, (ii) Rogers Blue Jays Baseball Partnership (“**RBJBP**”), owner of the *Toronto Blue Jays*™ Major League Baseball team (the “**Team**”), (iii) the MLB Entities (defined below), (iv) each of their respective parents, affiliated companies, and subsidiaries, (v) provincial liquor agencies and liquor sales licensees, and (vi) any and all other companies associated with the Contest. The “**MLB Entities**” shall mean the Office of the Commissioner of Baseball (the “**BOC**”), its Bureaus, Committees, Subcommittees and Councils, MLB Advanced Media, L.P. (“**MLBAM**”), Major League Baseball Properties, Inc., The MLB Network, LLC, the Major League Baseball Clubs (the “**Clubs**”), each of their parent, subsidiary, affiliated and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC, and the owners, general and limited partners, shareholders, directors, officers, employees and agents of the foregoing entities.
- (c) Sponsor and RBJBP shall have the right at any time to require proof of identity and/or eligibility to enter the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. Sponsor and RBJBP reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

3. HOW TO ENTER:

- (a) The Contest entry period begins at 10:00 a.m. Eastern Time (“**ET**”) on Friday, August 18, 2023 and ends at 4:59 p.m. ET on Friday, September 15, 2023 (the “**Contest Period**”):
- (b) Limit of one (1) entry per person/email address during the Contest Period. By way of illustration, if two (2) or more otherwise eligible persons share a single email address, only one (1) of them may enter the Contest during the Contest Period. If one (1) person has two (2) or more email accounts, that person may enter the Contest only once during the Contest Period and only the first entry received from such person will be considered.
- (c) There is one (1) way to enter to: via bluejays.com. No other method of entry will be accepted. To enter the Contest, during the Contest Period go to www.bluejays.com/hrcontest, complete the online entry form (the “**Entry Form**”) as instructed, including all required information, and submit the completed Entry Form for one (1) entry into the Contest (any such entry, an “**Online Entry**”). By successfully transmitting a completed Online Entry as directed, you will be entered in the Contest.

- (d) There are two (2) ways in which an entrant may obtain five (5) additional entries into the Contest during the Contest Period: (1) via opt-in; or (2) by email. No other method of obtaining additional entries will be accepted.

i. Via opt-in: An entrant will receive five (5) additional entries in this Contest upon submission of their Online Entry if, while completing the Entry Form during the Contest Period, they opt in to receive electronic commercial messages from Sponsor, including information, marketing materials, and newsletters, by clicking the corresponding box.

OR

ii. By email: An entrant will receive five (5) additional entries in this Contest if, subsequent to submission of their Online Entry and during the Contest Period, they send an email to tbjcontest@bluejays.com that (i) has as its subject line “Budweiser Chief Home Run Officer Contest”, (ii) includes a maximum fifty (50) word description stating why they would like to win the Contest, and (iii) specifies the entrant’s full name, address, city, province, postal code, age and day and evening telephone numbers (such information to be identical to the information supplied by the entrant in their Online Entry). An email for five (5) additional entries must be received by RBJBP by no later than 4:59 p.m. ET on September 15, 2023. The literary quality of the maximum fifty (50) word submission will not be judged or otherwise used in any way in, and will have no effect on, the determination of the winners.

Additional entries obtained via opt-in or by email in accordance with the instructions set forth above are hereinafter referred to as “**Additional Entries**”. Online Entries and Additional Entries will be referred to herein collectively as “**Entries**”. There is a limit of five (5) Additional Entries per eligible entrant during the Contest Period, regardless of which method of obtaining Additional Entries is chosen.

- (e) MLBAM’s computer shall be the official clock of the Contest with respect to Entries and the Contest Period. Free access to the Internet is available at most public libraries. Entrants are solely responsible for Internet connectivity, software and/or hardware that may be required in order to create and/or submit any Entry.
- (f) By entering this Contest, each entrant consents to the collection, use, and disclosure of their personal information for the purposes and in the manner described herein. All information submitted by entrants on bluejays.com is being collected by MLBAM and is subject to, and will be treated in a manner consistent with, MLBAM’s Terms of Use accessible at: mlb.com/tou and Privacy Policy accessible at: mlb.com/privacy. Information submitted by entrants on bluejays.com will be provided to RBJBP and treated in accordance with RBJBP’s Privacy Policy available at www.bluejays.com/privacy, subject to the entrants’ stated preferences from time to time. Limited information submitted by entrants on bluejays.com, such as email addresses of those entrants who have opted in to receive commercial electronic messages (such as emails) from Sponsor, or contact information that will be used to facilitate prize delivery may be provided to Sponsor, and will be treated in accordance with Sponsor’s Privacy Policy available at https://www.budweiser.ca/ca_en/privacy-policy, subject to the entrants’ stated preferences from time to time. Online entrants may be given the option to receive commercial electronic messages (e.g., emails) and/or other communications from MLBAM, RBJBP, and/or Sponsor; however, eligibility to participate in the Contest is not dependent upon an entrant’s consent to receive such messages and communications and consenting to receive such messages and communications will not impact an entrant’s chances of winning. All information submitted by entrants via email is being collected by RBJBP, and will be treated in accordance with RBJBP’s Privacy Policy,

available at www.bluejays.com/privacy, subject to the entrants' stated preferences from time to time. Limited information submitted by entrants via email, such as contact information that will be used to facilitate prize delivery may be provided to Sponsor, will be treated in accordance with Sponsor's Privacy Policy available at www.budweiser.ca/ca_en/privacy-policy.html subject to the entrants' stated preferences from time to time.

- (g) All information submitted by entrants offline is being collected by RBJBP or Sponsor and will be available to both parties. All such information will be treated by Sponsor in accordance with Sponsor's Privacy Policy available at www.budweiser.ca/ca_en/privacy-policy.html and by RBJBP in accordance with RBJBP's Privacy Policy, available at www.bluejays.com/privacy. Sponsor's and RBJBP's treatment of information is subject to each entrant's stated preferences from time to time.

4. PRIZE DESCRIPTION:

Five (5) prizes (each, a "**Prize**") will be awarded (one (1) per Draw Date), each consisting of

- (a) two (2) admission tickets (total) for the winner and one (1) guest (collectively, the "**Prize Participants**") to attend the following Team's regular season baseball games (each a "**Game**") scheduled to be played in Toronto, Ontario at *Rogers Centre*TM stadium (the "**Stadium**") as follows:
 - (i) for the winner of Draw Date #1 only: the three (3) Games scheduled to be played at the Stadium on September 8, 9 and 10, 2023;
 - (ii) for the winner of Draw Date #2 only: the four (4) Games scheduled to be played at the Stadium on September 11, 12, 13 and 14 2023;
 - (iii) for the winner of Draw Date #3 only: the three (3) Games scheduled to be played at the Stadium on September 15, 16 and 17, 2023;
 - (iv) for the winner of Draw Date #4 only: the three (3) Games scheduled to be played at the Stadium on September 26, 27 and 28, 2023; and
 - (v) for the winner of Draw Date #5 only: the three (3) Games scheduled to be played at the Stadium on September 29, 30 and October 1, 2023;
- (b) one (1) Team-branded "replica" jersey;
- (c) one (1) Team-branded baseball cap;
- (d) one (1) Team-branded t-shirt;
- (e) Opportunity for winner of each draw date to change the HR counter located at the Stadium during each regular season game;
- (f) CAD \$500 (total) in spending money payable to winner only in form of pre-paid credit card, cheque, or interac e-transfer at discretion of Sponsor; and
- (g) Subject to Section 5(a) of these Official Rules,

- (i) Round trip economy air transportation for the winner and one (1) guest from the Canadian airport closest to the winner's residence (as determined in the sole discretion of Sponsor) to Toronto, Ontario on such dates and at such times as may be determined by Sponsor (the "**Airfare**") (estimated retail value of CAD \$750);
- (ii) One (1) hotel room (standard double occupancy) in Toronto, Ontario in a hotel to be determined by Sponsor (the "**Hotel**"). If and as applicable, the winner of Draw Date #1, Draw Date #3 and Draw Date #4 will receive the Hotel for three nights (estimated retail value of CAD \$750). If and as applicable, the winner of Draw Date #2 will receive the Hotel for four nights (estimated retail value of CAD \$1000); and
- (iii) Return ground transportation (via a single vehicle) for the winner and one (1) guest from the Toronto airport to the Hotel (the "**Ground Transportation**") (estimated retail value of CAD \$250).

The total estimated retail value of (A) the Prize for Draw Date #1, Draw Date #3 and Draw Date #4 is CAD \$5,200 (inclusive of Airfare, Ground Transportation and Hotel); and (B) the Prize for Draw Date #2 is CAD \$5,450 (inclusive of Airfare, Ground Transportation and Hotel). Actual retail value of the prize will depend on whether the winner resides within 150 kilometres of the Stadium (in which case Airfare, Ground Transportation and Hotel will not be provided, as more particularly set out in Section 5(a) of these Official Rules, below) and, if the winner resides further than 150 kilometers of the Stadium, on the winner's departure city (the estimated retail value of the Airfare is based on the departure city of Ottawa, Ontario). Any difference in value will not be awarded.

5. PRIZE CONDITIONS:

- (a) If any winner resides within 150 kilometres of the Stadium, Airfare, Ground Transportation and Hotel will not be awarded and the Prize Participants will be solely responsible for all costs of transportation (and no additional compensation or substitution will be awarded for any difference in prize value).
- (b) Notwithstanding anything to the contrary herein, each winner must be available to attend each applicable Game. Should a winner be unable to attend any applicable Game, the applicable Prize will be forfeited in its entirety and may be awarded to an alternate winner in accordance with these Official Rules.
- (c) Any and all Contest Prizes must be accepted as awarded and may not be transferred, resold, commercially traded, assigned, or redeemed for cash except at Sponsor's and RBJBP's sole and absolute discretion. Sponsor and RBJBP reserve the right to substitute any stated Prize (or portion thereof) with an alternate prize of comparable or greater value at their sole and absolute discretion, for whatever the reason. Prizes may not be exactly as advertised, and except as expressly warranted herein, any Prize is provided "as is" without further warranty of any kind.
- (d) All Prize details, including any Airfare and Ground Transportation times (if applicable), seat locations for any Game, Hotel stay details, the location of the Hotel and the exact nature and type of any merchandise awarded will be determined in the sole discretion of Sponsor and/or RBJBP. Some restrictions may apply. If the winner is entitled to Airfare, Ground Transportation and Hotel, travel arrangements must be made through Sponsor's agent on a carrier of Sponsor's choice and tickets will be subject to those terms and conditions specified by the ticket issuers. In addition, if the winner is entitled to Airfare and Ground Transportation, the Prize Participants must travel together on the same itinerary and are responsible for ensuring they have all necessary travel

documents (including valid government issued photo identification such as driver’s license or passport) and a valid credit card to present to the hotel for security deposit / personal charges. RBJBP, Sponsor and the MLB Entities are not responsible in the event any Prize Participant is refused boarding at any time by any airline or airport security and/or refused admittance to Ground Transportation, the Hotel or the Stadium. Any unused portion of the prize will be forfeited. Each Prize Participant must be 19 years of age or older to be able to travel at any time on the designated dates of travel. The winners are fully responsible for any and all applicable federal, provincial, and municipal taxes (including income and withholding taxes). Alcohol is not part of the Prize.

- (e) Use of any Major League Baseball game/event/exhibition ticket is subject to standard terms, conditions, and health and safety policies applicable to the ticket; see www.bluejays.com/ticketterms for details. Major League Baseball game, event and exhibition dates and times are determined in the sole discretion of the BOC and/or the applicable Club, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as part of the prize will govern in the event a legal game, event or exhibition, as defined by Major League Baseball, is not played or held, as applicable, due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. The winner and their guests agree to comply with all applicable stadium and venue, as applicable, regulations in connection with the prize; see www.bluejays.com/ticketterms for details. The applicable MLB Entities reserve the right to remove or to deny entry to the winner and/or guest who engages in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at any Game, event or exhibition. The Released Parties (defined below) will not be responsible for acts of God, acts of terrorism, civil disturbances, work stoppages, epidemic, pandemic, natural disaster, or any other issue concerning public health or safety, or any other event outside their control that may cause the cancellation or postponement of any Major League Baseball game, event or exhibition. Major League Baseball game, event and exhibition tickets awarded as part of the Prize may not be resold or offered for resale or used for any commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and prize forfeiture, and may invalidate the licence granted by the game, event or exhibition tickets.
- (f) Any and all additional costs and expenses associated with prize acceptance and use not specified herein as being provided including but not limited to travel and health insurance, communications, transportation costs (including checked baggage fees and excess baggage fees, meals and beverages, gratuities and other expenses incurred by the winner (and any guests) in claiming, accepting and/or using the prize are the sole responsibility of the winner. Alcohol is not part of the Prize.

6. **RANDOM DRAW:** At approximately 10:00 a.m. ET on each of the draw dates set forth in the Draw Schedule, below (each, a “**Draw Date**”), an RBJBP representative, or other person designated by RBJBP, will select by random draw one (1) potential prize winner for from among all eligible Entries received during the Contest Period as at the time of the draw on the applicable Draw Date. For certainty, Entries will carry over after each Draw Date. Limit of one (1) Prize per person/household.

Draw Schedule

Draw Date #	Draw Date
Draw Date #1	Thursday August 24, 2023
Draw Date #2	Friday August 25, 2023
Draw Date #3	Thursday August 31, 2023
Draw Date #4	Thursday September 12, 2023

Odds of winning depend on the number of eligible Entries received during the Contest Period.

7. **NOTIFICATION:** Each potential winner selected in accordance with the previous section will be contacted by a RBJBP representative by telephone or email at the contact information indicated in their Entry to determine if they are eligible in the sole discretion of the RBJBP representative. In the event that any potential winner does not respond to such notification within two (2) business days, incorrectly answers the skill testing question (described in more detail below), as determined by Sponsor or RBJBP in its sole discretion or declines the prize for any reason, they will be disqualified, the prize will be forfeited and, at Sponsor's and/or RBJBP's discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible Entries.

8. DECLARING A WINNER:

- (a) To be declared a winner and claim the Prize awarded, a potential winner must (i) be eligible according to these Official Rules, (ii) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time limited mathematical skill testing question which will be administered by telephone / email at a mutually agreeable time, and (iii) sign a duly completed Liability and, except where prohibited by law, Publicity Release form, and any other documentation as may reasonably be required by Sponsor and/or RBJBP, and return same to Sponsor (or if directed, RBJBP) by the date specified on the applicable documentation.
- (b) If all required documents are not properly executed and returned within the specified period of time, or the potential winner otherwise fails to comply with these Official Rules, a disqualification will result and the prize will be forfeited and, at Sponsor's and RBJBP's discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible Entries. The winner's guests must also sign a duly completed Liability and, except where prohibited by law, Publicity Release form and return same to Sponsor (or, if directed, RBJBP) by the date specified in order to participate in the prize.

9. WAIVER OF LIABILITY/PUBLICITY RELEASE:

- (a) By participating in the Contest and submitting an Entry, each entrant (i) agrees to be bound by these Official Rules, including all Entry requirements, (ii) agrees that the decisions of Sponsor and RBJBP are final and without appeal, (iii) remises, releases and forever discharges Sponsor, RBJBP, the other MLB Entities, all provincial liquor agencies and liquor sales licensees, Facebook, Inc. ("**Facebook**"), Instagram, Inc. ("**Instagram**"), Twitter, Inc. ("**Twitter**"), each of their respective parents, affiliated companies and subsidiaries, any and all other companies associated with the Contest (including prize suppliers and suppliers of materials or services related to the Contest), and all of their respective employees, directors, officers, shareholders, agents, representatives, successors and assigns (collectively, the "**Released Parties**") from any and all actions, causes of actions, suits, debts, dues, accounts, claims, damages, liability, losses, harm, costs or expenses, including without limitation any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, arising out of, or in any way related to, directly or indirectly, the Contest, including without limitation the entrant's participation in the Contest, any breach of these Official Rules, the awarding, receipt, possession, use and/or misuse of any Contest prize (or any portion thereof), and any travel or activity that is related to the receipt or use of the Contest prize, and/or the violation or infringement of any intellectual property rights or of any publicity, personality or privacy rights, and agrees to fully

indemnify the Released Parties, Instagram, Twitter, and Facebook from any and all claims by third parties relating to the foregoing.

- (b) By accepting a Prize, each winner authorizes Sponsor, RBJBP, MLBAM, the other MLB Entities and each of their respective designees to use in any related publicity, such winner's name, city and province/territory of residence, photograph, image, likeness, voice, and any statements they may make regarding such prize for advertising and promotional purposes worldwide in perpetuity and in any form of media now or hereafter devised worldwide (including the Internet), without limitation and without additional compensation or consideration, notification or permission, unless prohibited by law; and waives any rights that may exist in respect of materials produced pursuant to the foregoing.

10. GENERAL CONTEST TERMS AND CONDITIONS:

- (a) The Released Parties are not responsible for (i) stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due or garbled entries, transmissions, email or mail; (ii) lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider, website, or other connections including those through and/or by any website; (iii) availability or accessibility or miscommunications or failed computer, satellite, telephone, cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (iv) failures or malfunctions of phones, phone lines or telephone systems, (v) any error, omission, interruption, defect or delay in transmission, processing, or communication; (vi) non-delivery of any communication or Entry; (vii) misdirected, blocked, or delayed email notifications; (viii) printing, typographical or other errors appearing within these Official Rules, in any Contest-related advertisements or other materials; (ix) any other errors, problems or difficulties of any kind whether human, mechanical, electronic, network, computer, telephone, mail, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of Entries, the announcement of any Prize in any Contest-related materials, or the cancellation or postponement of any Major League Baseball game, event or exhibition, (x) any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest; or (xi) any injury or damage to the computer of any entrant or other person related to or resulting from participating in this Contest or downloading materials from or use of any website.
- (b) Persons who tamper with or abuse any aspect of the Contest or website or attempt to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or Sponsor's or RBJBP's representatives or who are in violation of these Official Rules, as solely determined by Sponsor and/or RBJBP, will be disqualified and all associated Entries will be void. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by Sponsor, RBJBP, MLBAM and/or their respective agents. Sponsor and RBJBP shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Contest, and to resolve all disputes in their sole discretion. The Released Parties (i) make no warranty, guaranty or representation of any kind concerning any Prize, and (ii) disclaim any implied warranty. The failure of Sponsor, RBJBP or MLBAM to enforce any term of these Official Rules shall not constitute a waiver of that provision. All disputes will be resolved in the Province of Ontario under applicable Ontario and Federal laws.

- (c) Sponsor, RBJBP and MLBAM reserve the right, in their sole discretion, to cancel, suspend or otherwise modify the Contest (or any portion thereof) and/or to amend these Official Rules at any time and in any way, without prior notice, for any reason, including, but not limited to incidents where a virus, bug, unauthorized human intervention, or other causes corrupt the administration, security, fairness, integrity or proper operation of the Contest (or any portion thereof). In the event of cancellation, Sponsor and RBJBP may elect to identify winners and award the Prizes by way of random drawing from among all non-suspect, eligible Entries received up to the time of such cancellation.
- (d) **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND RBJBP WILL DISQUALIFY ANY ENTRANT RESPONSIBLE FOR THE ATTEMPT, AND SPONSOR, RBJBP, MLBAM AND THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING LEGAL FEES) AND OTHER REMEDIES FROM ANY PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**
- (e) All Entries must include a valid email address for the entrant. In the event of a dispute as to the identity or eligibility of any potential winner based on an online Entry, the winning Entry will be declared made by the Authorized Account Holder (defined below) of the email address submitted at the time of entry, provided such Authorized Account Holder is eligible according to these Official Rules. A potential winner may be required to provide proof, upon request of Sponsor and/or RBJBP, that he/she is the applicable Authorized Account Holder, the sufficiency of such proof to be determined in the absolute discretion of Sponsor and/or RBJBP. The “**Authorized Account Holder**” is defined as the natural person to whom the applicable Internet Service Provider or other organization (such as a business or educational institution) has assigned the email address for the domain associated with the submitted email address.
- (f) All entry data provided via an entrant’s Entry is provided to Sponsor, RBJBP and/or MLBAM, as applicable, and not to Facebook, Instagram or Twitter. This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram, or Twitter. Any questions, comments or complaints regarding the Contest should be directed to Sponsor and/or RBJBP and not to Facebook, Instagram, or Twitter.
- (g) The Contest is subject to all applicable federal, provincial and municipal laws, rules and regulations.

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