

LARCENY® SIP TO THE BEAT SWEEPSTAKES PROMOTION  
2024 OFFICIAL RULES

**NO PURCHASE OR PAYMENT NECESSARY TO WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. NO CONSUMPTION OF ALCOHOL IS REQUIRED TO PARTICIPATE. MESSAGE AND DATA RATES MAY APPLY IF ENTERING VIA MOBILE DEVICE.**

- 1) **ELIGIBILITY:** The Larceny® Sip To The Beat Sweepstakes (“Promotion”) is open only to legal permanent residents of the United States and the District of Columbia excluding AL, ME, MD, MS, VT, HI, and RI, who are 21 years of age or older at the time of entry and registered users of [www.instagram.com](https://www.instagram.com) with an active, public (if applicable) account from the time of entry until the end of the Promotion Period (defined below). Employees, directors, agents and officers of Sponsor, Danny Wimmer Presents, LLC, participating vendors (if any), alcohol beverage retailers, alcohol beverage distributors, their respective parent companies, affiliates, and subsidiaries, and their respective participating advertising, promotions, and public relations agencies as well as members of their immediate families and/or those living in the same household as such individuals are not eligible to enter. The Promotion is (a) governed by these Official Rules, (b) void where prohibited or restricted by law, and (c) subject to all applicable federal, state, and local laws and regulations. By entering, you agree that you have read and consent to be bound by these Official Rules and Sponsor’s privacy policy, available [here](#). Eligibility is conditioned on the acceptance of these Official Rules and Sponsor’s privacy policy at time of entry.
- 2) **HOW TO ENTER:** The Promotion begins on Thursday, August 8, 2024 at 5:00:00 PM Eastern Time (“ET”) and ends Thursday, August 22, 2024 at 11:59:59 PM ET (“Promotion Period”), and is designed to give eligible entrants the opportunity to win Prizes in accordance with these Official Rules. For purposes of these Official Rules, all times are given in ET. Sponsor’s computer is the official Promotion clock for this Promotion. There are two (2) ways to enter:
  - a) **Instagram:** During the Promotion Period:
    - i) Access the Instagram application on your compatible mobile device and confirm you are following or follow Larceny Bourbon ([@larcenybourbon](#)) and Bourbon and Beyond([@bourbonandbeyond](#)) if you are not already; and
    - ii) Like, comment, and use the hashtags #LarcenySipToTheBeat and #Sweepstakes on the designated sweepstakes post on the Larceny Bourbon ([@larcenybourbon](#)) and tag one (1) friend (“Instagram Entry”).
  - b) **Mail-in:** An eligible entrant may hand write his/her complete name (no initials), valid email address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY) on a 3½” x 5” card (“Mail-In Entry”) and mail it with sufficient postage to: Larceny Sip To The Beat Sweepstakes, 4500 Bowling Blvd, Louisville, KY 40207 to be postmarked within the Promotion Period and received within four (4) days after the end of the Promotion Period. Each Mail-In Entry must be mailed separately in a hand-addressed, stamped envelope. No responsibility is assumed by Sponsor for lost, late, illegible, incomplete, mutilated, stolen, postage-due or misdirected mail. No photocopied or mechanically reproduced entries will be accepted. Mail-In Entries must be legibly hand written. Mechanical reproductions, postage-due Mail-In Entries, or Mail-In Entries sent in excess of the entry limit set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries.

Limit 1 (one) entry per person/account during the Promotion Period, regardless of method of entry.

Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected entries, all of which are void. Each potential winner may be required to show proof of being the authorized individual account holder of the

account associated with the winning entry. It is solely the responsibility of the participant to notify Sponsor in writing if he/she changes his or her phone number or other contact information during the Promotion Period. Proof of submitting an entry does not constitute proof of delivery or entry. All entries become the property of Sponsor and will not be returned to participant. Use of multiple phone numbers, social media accounts, email addresses and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than the stated number of entries, is prohibited and such persons will be disqualified, and all entries deemed invalid and any prize won shall be forfeited. Sponsor's computer is the official Promotion clock. **Message and data rates may apply for entries submitted via mobile devices.**

- 3) **RANDOM DRAWING(S):** Within five (5) business days after the end of the Promotion Period, one (1) potential winner(s) will be selected in a random drawing from among all eligible entries received during the Promotion Period. Drawing(s) will be conducted by Sponsor's representative or designee, whose decisions shall be final and binding in all respects. The potential winner(s) will be contacted by instant messaging (via Instagram platform), phone or email, at Sponsor's sole discretion, and will be asked to confirm or provide the necessary information (such as first and last name, email address, mailing address, and/or phone number) to Sponsor.
- 4) **PRIZE(S):** There will be one (1) Prize, consisting of two awarded in connection with the Promotion, consisting of: (a) Two (2) Weekend 4-Day General Admission Passes granting the Winner and one (1) guest ("Guest") admission to the Bourbon & Beyond Music Festival taking place September 19 – 22, 2024 in Louisville, Kentucky and (b) a \$2,000 non-reloadable, prepaid gift card ("Gift Card"), as issued by a leading American Multi-National Financial Services Corporation, suggested by Sponsor to be redeemed by Winner for the purchase of airfare for traveling to the Festival, lodging, meal service, and other incidental costs or expenses associated with travel to and participation at the Festival. Total approximate retail value ("ARV") of the Prize: \$2,840.00. **All other luggage fees, meals, ground transportation, air transportation (to the extent not covered by Winner's use of the Gift Card), gratuities, excursion fees, beverages (including alcoholic beverages), and any other incidental costs or other expenses associated with the Prize and not specifically set forth herein, or otherwise redeemed through the use of the Gift Card, are not included and shall be the sole and exclusive responsibility of the Winner and/or Guest.** Odds of winning a Prize depend on the number of eligible entries received by Sponsor during the Promotion Period. Any Prize details not specified above will be determined by Sponsor in its sole and absolute discretion.
- 5) **CONDITIONS OF PARTICIPATION:** Prize is not transferable. Taxes on Prize are sole responsibility of winner. No Prize substitutions or cash redemptions allowed, except by Sponsor, who may substitute a Prize of equal or greater value if advertised Prize becomes unavailable. Sponsor shall not be held responsible for any delays in awarding the Prize or any component thereof for any reason. Winner acknowledges that upon acceptance of the Prize, Winner agrees any tickets awarded as a component of the Prize are subject to the terms, conditions, and policies applicable to the ticket; including, but not limited to those relating to health and safety and Sponsor has no liability to award an alternate component if such terms, conditions and policies are not met. Sponsor is not responsible for any damage, loss, or mutilation of event tickets awarded to Winner or for any occurrences beyond its control. Winner acknowledges and agrees that any gift cards awarded in connection with the Prize may be subject to the terms, conditions, and policies of the card issuing entity and Sponsor has no liability to award an alternate component if such terms, conditions, and policies are not met. Winner and Guests must be twenty-one (21) years of age or older and must abide by all policies, terms, and conditions of all prize providers. Unused components of the Prize shall have no redeemable cash value. Entry into this Promotion constitutes entrant's agreement to be bound by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this Promotion. Potential Prize winner may be required to sign and return an Affidavit of Eligibility/Liability & Publicity Release within forty-eight-four (48) hours following the date of first attempted notification. Failure to comply within this time period may result in disqualification and selection of an alternate winner. In the event that any prize notification message is returned as undeliverable or if no response to the prize notification message is received within the time period stated or if the potential winner is found ineligible or does not comply with these Official Rules, the Prize may, in the Sponsor's sole and absolute discretion, be forfeited and awarded to an alternate winner selected at random from among remaining

eligible entries. If the confirmed winner forfeits the Prize for any reason after confirmation, no alternate winner will be selected. In no event will more than one (1) Prize be awarded. If, for any reason, more than one (1) prize notification is sent, Sponsor reserves the right to award the prize through a random drawing from among all eligible prize claims received. As a condition of entry, entrants agree that: (i) the Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook, Instagram, or X; and (ii) any questions, comments or complaints regarding the Promotion will be directed to Sponsor, not to Facebook, Instagram, or X. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. Each potential winner may be subject to a background check before the prize is awarded. Sponsor reserves the right to disqualify a potential winner based on the results of such background check if Sponsor determines in its sole discretion that awarding the Prize to any such individual might reflect negatively on the Sponsor. By accepting Prize, each entrant agrees to allow Sponsor the right to use his/her name, photo and likeness, voice recording, video images and all related footage, and statements for Promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide including but not limited to television (including live television), radio, Internet, without notice, review or approval and without additional compensation except where prohibited by law.

Winner acknowledges that in the event of Sponsor's inability to award the Prize or any portion thereof due to natural disaster, epidemic, work stoppage, strike, riot, act of terrorism, governmental action, severe weather, civil commotion, directly or indirectly caused by unexpected travel advisories and restrictions as to health, including quarantines, as a result of the Coronavirus (COVID-19), or other events beyond the control of Sponsor, no Prize will be awarded to Winner, with Sponsor having no liability under any legal theory. Notice of such action by Sponsor will be communicated to Winner as soon as possible.

- 6) **RELEASE:** By participating in the Promotion, entrants and winners agree to release Sponsor, Danny Wimmer Presents, LLC, participating vendors (if any), Facebook, Instagram, X, and each of their respective parent companies, subsidiaries, affiliates, related companies and advertising, promotion and public relations agencies, and each of their respective officers, directors, employees and agents ("Released Parties") from any and all liability, loss or damage of any kind arising out of or in connection with their participation in this Promotion or with respect to awarding, receipt, possession, use and/or misuse of any Prize. The Released Parties not responsible for any typographical or other error in the printing of the offer, administration of the Promotion, or in the announcement of the prize. An entrant may be prohibited from participating in this Promotion if, in Sponsor's sole discretion, it reasonably believes that the entrant has attempted to undermine the legitimate operation of this Promotion by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other entrants, Released Parties, or associated agencies or entities.
- 7) **DISPUTES:** Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Promotion or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the Commonwealth of Kentucky. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Kentucky, without giving effect to any choice of law or conflict of law or conflict of law rules (whether of the Commonwealth of Kentucky or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Kentucky.
- 8) **ELIMINATION:** Any false information provided within the context of the Promotion by any entrant concerning identity, postal address, telephone number, ownership of right or noncompliance with these Official Rules or the like may result in the immediate elimination of the entrant from the Promotion.
- 9) **WAIVER:** Entrants hereby waive all rights to: (i) claim punitive, exemplary, special, incidental, indirect and consequential damages and any other damages (whether due to negligence or otherwise), other than for actual out-of-pocket costs; and (ii) have damages multiplied or otherwise increased.

- 10) **LIMIT OF LIABILITY:** Sponsor is not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion via mobile phone or otherwise. If, for any reason, the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, act of God, or any other causes which corrupt or otherwise affect the administration, security, fairness, integrity, or proper conduct of this Promotion, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion or any portion thereof at any time, and for any reason without further obligation or advance notice. Sponsor reserves the right, but does not have any obligation, to select winners from eligible entries received as of the termination date. Sponsor further reserves the right to disqualify any individual who tampers with the entry process or the operation of the Promotion or acts in violation of these Official Rules or in an unsportsmanlike or disruptive manner.
- 11) **CAUTION:** Any attempt by an entrant to deliberately damage any associated website or undermine the legitimate operation of the Promotion is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such entrant to the fullest extent of the law.
- 12) **SEVERABILITY:** If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.
- 13) **WINNERS' LIST:** For a copy of the winners' list, send a self-addressed, stamped envelope postmarked by November 30, 2024 to Heaven Hill Sales Co., P.O. Box 563, Bardstown, KY 40004, Attention Larceny Sip To The Beat Sweepstakes Winner's List Request.
- 14) **SPONSOR:** Heaven Hill Sales Co., 1064 Loretto Rd., Bardstown, KY 40004.

***Danny Wimmer Presents trademarks, service marks and copyrights are proprietary to Danny Wimmer Presents, LLC , All rights reserved.***