

# KELLOGG'S™ MLS SOCCER WIN A TRIP SWEEPSTAKES

## OFFICIAL RULES

### NO PURCHASE NECESSARY

1. PROMOTION DESCRIPTION: The **Kellogg's™ MLS Soccer Win a Trip Sweepstakes** (“**Sweepstakes**”) begins at 12:00:00 PM Eastern Time (ET) on 6/1/18 and ends at 11:59:59 AM (ET) on 7/31/18 (“**Promotion Period**”). The Sweepstakes will consist of three (3) methods of entry as further described below. For purposes of these Official Rules, a “Day” is defined as each twenty-four (24) hour period during the Promotion Period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects.
2. ELIGIBILITY: Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at the time of entry. Employees of Kellogg Company (“**Sponsor**”), its parent company, affiliates, subsidiaries, suppliers, advertising and promotion agencies and anyone else connected with the production and distribution of this Sweepstakes (collectively, the “**Promotion Entities**”) and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each are not eligible to participate. Void where prohibited.
3. HOW TO ENTER THE SWEEPSTAKES: There are three (3) methods of entry into the Sweepstakes. In order to enter the Sweepstakes, you must be a registered member of the **Kellogg's Family Rewards®** (“**KFR**”) program. To become a registered member of the KFR program, go to [https://www.kelloggsfamilyrewards.com/en\\_US/login.html](https://www.kelloggsfamilyrewards.com/en_US/login.html) and follow the instructions to complete the registration. Becoming a KFR program member and entry into the Sweepstakes is free. Participation is also subject to the **Kellogg's Family Rewards®** Terms and Conditions (“**Terms**”) available at [https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en\\_US/terms/KFRTermsandConditions.pdf](https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en_US/terms/KFRTermsandConditions.pdf).
  - A) Automatic Entry: You will automatically receive one (1) entry into Sweepstakes when you purchase any one (1) of the following: **Cheez-It® Original** (2 oz. & 3 oz.); **Cheez-It® Cheddar Jack** (3 oz.); **Cheez-It® White Cheddar** (3 oz.); **Pringles® Large Grab & Go Original**; and **Pringles® Large Grab & Go Sour Cream & Onion** (“**Participating Products**”) product during the Promotion Period at a retailer that sells the Participating Products (collectively, “**Proof of Purchase Transaction**”). To complete an entry via the Proof of Purchase Transaction method of entry, you must complete the following steps:
    - 1) **BUY** any package of Participating Products during the Promotion Period at a participating retail store (“**Qualifying Purchase**”) in order to enter via the **Kellogg's Family Rewards®** (“**KFR**”) program;

2) **TAKE A PICTURE** of your receipt containing the Proof of Purchase Transaction and **EMAIL** it to [MLS@KFR.com](mailto:MLS@KFR.com) or **TEXT\*** it along with the keyword **MLS** to short code **89332** (Choose one (1) method only for all uploads). **Note: One (1) receipt per email or text.** Receipt(s) must show the Proof of Purchase Transaction date completed during the Promotion Period and receipt(s) must be submitted by 11:59:59 PM (ET) on 8/14/18. **Note:** If you *are not* an existing KFR member, you will receive a reply email or text (based on method of entry) with a link to complete your registration into the KFR program. You must be a KFR member with a valid KFR account in order to enter the Sweepstakes. **Message and data rates may apply.** Only Proof of Purchase Transactions completed during the Promotion Period are valid for this Sweepstakes. Photo must include the entire receipt from top to bottom, including all four (4) corners. For longer receipts, scan or take picture in sections and send/text all portions at the same time. Be sure that the store name, date, bar code (if available), items and prices are legible in your image(s). Blurry and/or unreadable receipt images will be rejected. Star the Participating Product on your receipt for quicker verification. For help or more information, visit [www.KFR.com/MLS](http://www.KFR.com/MLS) ("Website"). \*By texting us, you agree to receive automated text messages by or on behalf of Kellogg Company regarding the promotion. Consent not required for purchase. Unsubscribe at any time by texting **STOP** or seek help for texting **HELP**.

**NOTE:** In order to submit a Proof of Purchase Transaction via the text entry method, you must first have a mobile number tied to your KFR account. To tie a mobile number to your KFR account, log-in to [www.KFR.com](http://www.KFR.com); go to MyAccount; then go to My Profile; while in My Profile add your mobile number to your profile and click Update to save. For text entry - After sending your text entry, you may receive one (1) or more text messages in response to your text entry, including a message confirming your entry, and legal disclaimers from Sponsor. If you do not want to opt-in to receive any such text messages or wish to enter without making a purchase, then you should enter the Sweepstakes using the No Purchase Entry option below. You may opt-out of receiving the promotional text messages from Sponsor at any time by sending a reply text message with the word "STOP". The text messaging method of entry is designed to work with most of the U.S. major wireless carriers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate, and the mobile phone that is used must be capable of sending and receiving text messages. Entrants should check their phone's features to see if they have that capability. Wireless service providers may charge entrants for each text message, including any error message that is sent and received in connection with the Sweepstakes, based on the applicable wireless service pricing plan. **Message and data rates apply. Check with your carrier for any applicable rates and fees.** Entrants should consult their wireless service provider's pricing plan for details. Entry by making a purchase and emailing a receipt or sending a receipt via text message will not improve your chance of winning. By texting an entry, the entrant grants permission to the Sponsor to notify them via a return text message and must agree to accept all applicable charges associated therewith. You are responsible for all applicable fees and taxes associated with placing a text entry. Sponsor in its sole discretion may add or delete a cellular carrier at any time, without notice. Proof of text messaging an image of a receipt to the Short Code is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry;

All Proof of Purchase Transactions must be made in compliance with the KFR Terms & Conditions, during the Promotion Period.

B) C-Store Product Engagement Entry.

1. Go online to [www.KelloggMLSSweeps.com](http://www.KelloggMLSSweeps.com) (“Website”) and follow the instructions to complete the Sweepstakes registration.
2. Take a Selfie photo of you (the entrant) along with any one (1) of the following Participating Products – actual food or actual food with packaging (see below for complete listing of “Participating Products”). Participating Products include – **Cheez-It® Original** (2 oz. & 3 oz.); **Cheez-It® Cheddar Jack** (3 oz.); **Cheez-It® White Cheddar** (3 oz.); **Pringles® Large Grab & Go Original**; **Pringles® Large Grab & Go Sour Cream & Onion**. For purposes of this Sweepstakes, a “Selfie” is defined as a photo that includes only the entrant and one (1) of the Participating Products; no other individuals may appear in the photo.
3. Upload the Selfie, as instructed, to the Website by 7/31/18 at 11:59:59 PM (ET).
4. Get an on-screen confirmation of your entry into the Sweepstakes.

By uploading an entry to the Website, the entrant grants permission to the Sponsor to notify them via email message and must agree to accept all applicable charges associated therewith. Proof of uploading an entry to the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

- C) No Purchase Entry: To enter the Sweepstakes without making a purchase, hand print in ink on a 3" x 5" piece of paper, your full name, complete address and zip code, daytime phone number including area code, age, e-mail address associated with your KFR Program account and your KFR Profile ID (note: this can be found **INSERT WHERE**). **It is very important that the email address provided with your mail-in entry matches the email address associated with your KFR Program account. Mail-in entries that contain an email address that does not match the entrant’s KFR Program account email address on record will be considered void.** Mail this completed card in an outer mailing envelope with sufficient postage affixed to: **Kellogg’s™ MLS Soccer Win a Trip Sweepstakes**, Attn: Entry, P.O. Box **XXXX**, Kalamazoo, MI 49003-**XXXX**. Mail-in entries must be postmarked by 7/31/18 and received by 8/14/18. **NOTE: Mail-in entries will be included into the Daily drawing based on the “postmarked by” date. Entrants may submit two (2) mail-in entries to be postmarked on a Saturday during the Promotion Period; whereby one (1) of the mail-in entries postmarked on Saturday will be entered into the Daily Sweepstakes drawing associated with the Saturday postmark and the second mail-in entry postmarked on Saturday will be entered into the Daily drawing associated with the Sunday (i.e. the next day after the Saturday postmark).** **NOTE: Entrants that send in mail-in entries during the Mail-in Entry Period will be entered into the Daily Sweepstakes drawings to correspond with the Entry Period.** No copies, facsimiles or mechanical reproductions will be accepted. Sponsor

assumes no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail. Limit one (1) mail-in entry per outer stamped mailing envelope per person. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail.

**Limit five (5) entries per person, telephone number and/or per KFR Account per Day for the Promotion Period - regardless of method of entry.**

NOTE: Online entry must be made by the entrant, only at the Website. Entries made by any other individual or any entity, and/or originating at any other website or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device to automate the entry process is prohibited.

The Website's database clock will be the official timekeeper for online/text entries in this Sweepstakes. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

In the event of a dispute regarding entries, any entries will be deemed to have been submitted by the Authorized Account Holder of the KFR Account and/or email/text account submitted at the time of entry, provided that person meets all eligibility requirements set forth in these Official Rules. "Authorized Account Holder" means the natural person who is assigned to an account by Sponsor, or its KFR program administrator, Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address, wireless account, or other organization that is responsible for assigning KFR Accounts associated with the KFR program. Entrants may not participate with multiple KFR accounts, email address, wireless accounts, nor may entrants use any device or artifice to enter as multiple entrants in the Sweepstakes. Any entrant who attempts to enter with multiple KFR accounts, multiple email address, multiple wireless accounts, under multiple identities or uses any other device or artifice to enter multiple times beyond the entry limitation stated above will be disqualified from participation and all entries submitted by that entrant will be void. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of entrants. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

4. WINNER SELECTION AND NOTIFICATION: Winners will be selected in a random drawing to be conducted on or about 8/15/18 among all eligible entries received from all methods combined by Sponsor or its designee. The decisions of the Sponsor are final

and binding. Potential prize winners will be notified by email, text message, phone and/or mail, using contact information provided or collected at the time of entry and/or associated with their KFR account. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to two (2) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such prize will be forfeited and an alternate prize winner may be selected.

5. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: Five (5) Grand Prizes to be awarded. Each winner will receive a trip for winner and up to three (3) guest to attend one (1) 2018 or 2019 Major League Soccer (“**MLS**”) regular season game of the winner’s choice in the United States or Canada (ARV \$4,500) (Note: Game choice excludes All-Star Game and Cup game). Trip includes: four (4) tickets for winner and three (3) guests for one (1) 2018 or 2019 MLS regular season game of the winner’s choice in the U.S. or Canada (subject availability and approval by Sponsor); round-trip coach air transportation for winner and his/her three (3) guests between a major commercial airport closest to the winner's residence and the U.S. or Canadian destination city of the winner-selected MLS game (“Destination City”); Sponsor-selected lodging consisting of one (1) room for two (2) nights (based on quad occupancy) in the Destination City; and one (1) \$500 Pre-loaded, bank-issued Gift Card (for winner only - to be used for ground transportation and food expenses). Gift card is subject to the terms and conditions associated with its use. Air transportation is subject to availability. No transfer or substitution of trip elements will be permitted. Trip must be taken on specified dates as it relates to the selected game as determined by Sponsor or prize will be forfeited in its entirety. Winner and his/her travel companion(s) must possess all necessary travel documents prior to departure (for travel to Canada – winner/guest(s) must each possess a valid passport), depart/return from/to the same major airport and travel on same itinerary. Trip does not include taxes, tips, gratuities, ground transportation or meals (other than as noted herein), service charges, hotel room service, laundry service, alcoholic beverages, merchandise, souvenirs, local and long distance telephone calls, airport charges, or any other service or item not specifically described above. Trip is not redeemable for cash. Actual retail value of prize may vary depending on location of winner’s residence and the Destination City and may fluctuate due to market conditions, changes in value of components, (e.g. air transportation and hotel rates) and other reasons. If, in Sponsor’s sole discretion, air travel is not required due to winner’s proximity to Destination City, Sponsor will substitute air transportation with ground transportation between winner’s residence and hotel, and the difference in value will not be awarded. In the event the scheduled MLS game selected by winner and associated with the prize and/or any other component of the prize is cancelled, delayed, or postponed for any reason outside the control of the Sponsor, Sponsor will have no further obligation, other than to award the remainder of the prize. Seat locations shall be determined in the sole discretion of Sponsor and/or the applicable Club. Winner’s companion must be of legal age of majority in their jurisdictions of

residence (and at least eighteen (18) years of age), unless accompanied by a parent or legal guardian; parent/legal guardian would be required to be included as one (1) of winner's guests. MLS game, event dates and times are determined in the sole discretion of the MLS 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 Soccer, is not played due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Winner and his/her guest agree to comply with all applicable venue regulations in connection with the prize. Sponsor and the applicable MLS Entities reserve the right to remove or to deny entry to the winner and/or his/her guest who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Promotion Entities will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any Major League Soccer game, event or exhibition. Major League Soccer game, and event tickets awarded as prizes may not be resold or offered for resale. Any such resale may result in disqualification and prize forfeiture, and may invalidate the license granted by the game ticket(s). One Hundred (100) First Prizes – Each winner will receive two (2) tickets to a 2018 or 2019 regular season game of the winner's choice in the United States or Canada (ARV \$100 ea. winner – to be awarded in the form of promotional codes to [www.SeatGeek.com](http://www.SeatGeek.com) for up to \$100) (Note: Game choice excludes All-Star Game and Cup game). One Thousand (1,000) Second Prizes – Each winner will receive a \$50 MLS Gift Card (ARV \$50 ea. winner). Gift card will include a code and PIN number; and must be used on MLS merchandise website as further described with prize delivery. Gift card is subject to the terms and conditions associated with its use. Odds of winning depend on the total number of eligible entries received from all entry methods combined during the Promotion Period. Total ARV of all prizes \$82,500. Prize to be provided by Sponsor. Unclaimed prizes will not be awarded. Odds of winning depend on total number of eligible entries received for the Promotion Period from all methods combined. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner. **Grand Prize winners will receive an Internal Revenue Service Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

6. GENERAL: Potential Grand Prize winner will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within ten (10) days after first notification attempt. Guest of Grand Prize winner (for minor child, his/her parent or legal guardian must be the Grand Prize winner and must sign on their behalf) must sign and return a Liability/Publicity Release prior to awarding of prize. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Subject to all federal, state and local laws/regulations. By entering the Promotion, each entrant agrees to release and hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents ("**Released Parties**") from and against any and all claims, liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with entry or participation in the Promotion, or the awarding, receipt, acceptance, possession use or misuse of any prize or participation in any Promotion-

related or prize-related activity. Released Parties will not have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the promotion or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, including, without limitation, for promotional purposes, without further consideration, review, approval or payment, where allowed by law. By participating in this Promotion, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Promotion. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THIS PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

7. LIMITATIONS AND RELEASES: Promotion Entities are not responsible for lost, late, mutilated or illegible entries nor 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 or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select winner(s) in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the game is a violation of law and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

8. PRIVACY: For information about how Kellogg Company uses your personal information, please see its privacy policy, located at <http://www.kelloggcompany.com/privacy.aspx>.
9. GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MICHIGAN WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS
10. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 10/31/18 to: **Kellogg's™ MLS Soccer Win a Trip Sweepstakes**, Attn: Winner's List, P.O. Box XXXX, Kalamazoo, MI 49003-XXXX. Winner's list to be available after 8/31/18.
11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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