

KELLOGG'S® SPECIALTY CHANNELS COLLEGE HOOPS PROMOTION

Official Terms & Conditions

KELLOGG'S® SPECIALTY CHANNELS FOODSERVICE OPERATORS (FOODSERVICE SEGMENTS): Begins 1/1/19 through 4/30/19 ("Promotion Period"):

1. Foodservice Operators in the Foodservice segments will earn a reward based on the purchase of cases of the **Kellogg's® College Hoops** themed promotional packages of **Kellogg's®** products ("Participating Products"; see above) from their designated foodservice distributor during the Promotion Period ("Qualifying Purchase").
2. Rewards will be earned for the following Qualifying Purchases (see above).
3. Foodservice Operators must provide proof of case purchases (distributor velocity report/invoices, including distributor name & address, clear product purchased detail and purchase dates). Reward will be issued in the form a Bank-issued, pre-loaded Gift Card to the qualifying Foodservice Operator. Maximum number of rewards that can be earned for each participating Foodservice Operator is two (2) for the Promotion Period.
4. Visit www.fspromos4u.com/kelloggs and enter the **Quick Access Code: CollegeHoops2019** to complete the Kellogg Redemption Form and proof of Qualifying Purchase. Alternatively, mail-in the completed Kellogg Redemption Form and proof of Qualifying Purchase in an envelope with sufficient postage affixed to: **Kellogg's® Specialty Channels, c/o College Hoops 2019**, P.O. Box 1007, Brownsdale, MN 55918-1007. Online submission must be completed by 5/31/19; and mail-in submission must be postmarked by 5/31/19.
5. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail. No altered or forged submissions will be accepted. All submissions become property of Sponsor and will not be returned. Sponsor is not responsible for any change of mailing address and/or phone number of participants. Sponsor reserves the right to audit submissions.
6. Redemption forms must be fully completed in order to be eligible. Stated promotional allowances are for Participating Products as stated above purchase during the Promotion Period. No promotional allowances will be honored without proper documentation (i.e. distributor invoices).

Offer good only on Qualifying Purchase as stated above. Availability of some products may vary by location. Limit one (1) submission per eligible Foodservice Operator/Account. Offer is good while supplies last and is void where prohibited. Offer open only to Foodservice Operators in the Foodservice segments in the fifty (50) United States and District of Columbia who are in good standing during the Promotion Period and at the time of receiving any award. This offer cannot be used in conjunction with any other **Kellogg's® Specialty Channels** promotion on the Participating Products or purchases made by non-profit bid without express consent from Sponsor. Sponsor reserves the right to discontinue the promotion at any time. All other offer segments do not qualify. No bulk submissions or third party submissions will be accepted. Sponsor reserves the right to audit submissions. Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016