

# Coca-Cola & Rouses Saints Cash Catch Sweepstakes

## Official Rules

**NO PURCHASE REQUIRED TO ENTER OR WIN. TEXT MESSAGING IS NOT REQUIRED FOR ENTRY. EACH TEXT MESSAGE SENT OR RECEIVED MAY INCUR A CHARGE AS PROVIDED IN YOUR RATE PLAN. MESSAGE AND DATA RATES MAY APPLY. IF YOU ENTER VIA TEXT MESSAGING, YOU AGREE THAT YOU ARE PROVIDING SPONSOR AND ADMINISTRATOR EXPRESS, WRITTEN CONSENT FOR YOU TO RECEIVE UP TO 7 TEXT MESSAGES USING AUTOMATED TECHNOLOGY IN RESPONSE TO YOUR ENTRY. TEXT MESSAGING MAY NOT BE AVAILABLE THROUGH ALL WIRELESS CARRIERS. CONSENT IS NOT REQUIRED TO BUY GOODS AND SERVICES.**

- 1. Eligibility:** The Coca-Cola & Rouses Saints Cash Catch Sweepstakes (the "Sweepstakes") is open only to legal residents of Louisiana and Mississippi who are 18 years of age or older at the time of entry. Entrants must be physically able to participate in the Cash Catch activities as described in Section 8, below, and must attend game on specified date. This Sweepstakes is not open to current or former professional or semi-professional football, softball, baseball or rugby players, or anyone who has played collegiate varsity football, or softball. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Rouses Markets, The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC and NFL International LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities" (as defined after Section 13, below)), HelloWorld, Inc., and their respective parent companies, subsidiaries, affiliates, and agents and those prize providers and agencies that are involved in the development or execution of this Sweepstakes or any of its materials, and the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void outside of LA and MS and where prohibited by law.
- 2. Sponsor:** The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.  
**Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.
- 3. Agreement to Official Rules:** By participating in the Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and Administrator, which are final and binding in all matters related to the Sweepstakes.
- 4. Promotion Period:** The Sweepstakes begins at 12:00 a.m. Central Time ("CT"), August 24, 2018, ends at 11:59 p.m. CT, December 20, 2018 (the "Promotion Period"), and is comprised of 8 entry periods (each an "Entry Period") as set forth in the table below:

Entry Period	Starts at 12:00 a.m. CT on:	Ends at 11:59 p.m. CT on:	Approximate Drawing Date:	Prize Game Date (cannot be exchanged):
1	8/24/18	8/30/18	8/31/18	9/9/18
2	8/31/18	9/6/18	9/7/18	9/16/18

3	9/7/18	9/20/18	9/21/18	<b>10/8/18 (Monday game)</b>
4	9/21/18	10/4/18	10/5/18	<b>11/4/18</b>
5	10/5/18	10/18/18	10/19/18	<b>11/18/18</b>
6	10/19/18	11/1/18	11/2/18	<b>11/22/18 (Thursday game)</b>
7	11/2/18	11/22/18	11/27/18	<b>12/23/18</b>
8	11/23/18	12/20/18	12/21/18	<b>12/30/18</b>

Administrator's computer is the official time-keeping device for this Sweepstakes.

5. **How to Enter:** There are 2 ways to enter:

- a) **Text Message Method of Entry:** During the Promotion Period, using your 2-way text-messaging-capable device (each a "Device"), text the keyword CASHCATCH to the short code 26739. Then, input the requested information to confirm your date of birth. If you are eligible, you will receive 1 entry into the Sweepstakes for the applicable Entry Period per text entry per day. **If you wish to opt out, text STOP to 26739. Text HELP to 26739 if you would like more information.** Send questions to questions@helloworldfulfillment.com. By texting CASHCATCH to 26739, you agree that you are providing Sponsor and Administrator express, written consent for you to receive up to **7 text messages using automated technology in response to your entry** related to the Coca-Cola & Rouses Saints Cash Catch Sweepstakes.

If you enter the Sweepstakes by text message, your wireless service provider's text **message and data rates apply**. Entrants should consult their wireless service provider's pricing plan for details. You agree to incur any and all charges demanded by your wireless carrier. The Device that is used must be capable of sending and receiving text messages. Entrants should check their Device's features to see if they have that capability and check the Device manual for specific use instructions. Entry via text messaging may be limited and may not be available through all wireless carriers or on all handsets. Supported carriers include AT&T™, T-Mobile, Verizon Wireless, U.S. Cellular, Sprint, Boost Mobile, Alltel, Cincinnati Bell, Cricket, and Metro PCS. **Consent is not required to buy goods and services. Your participation in the Sweepstakes is subject to the Sponsor's Privacy Policy, which can be viewed by visiting <http://www.coca-cola.com/tcccprivacypolicy>, as well as the Administrator's Mobile Terms and Conditions, which can be viewed by visiting <http://www.helloworld.com/terms>.**

- b) **Online Alternate Method of Entry:** During the Promotion Period, visit [www.cokeplaytowin.com/cashcatch](http://www.cokeplaytowin.com/cashcatch) and follow the links and instructions to complete and submit the registration form, including providing a valid home address. P.O. Boxes are not permitted. You automatically will receive 1 entry into the applicable Entry Period of the Sweepstakes.

**Limit:** Up to 3 Sweepstakes entries per person per day during the Promotion Period, regardless of method of entry. Multiple participants are not permitted to share the same email address or Device. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, Devices, identities, registrations or logins, or any other methods will void that participant's entries and that participant may be disqualified from the Sweepstakes. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by that entrant. In the event of a dispute as to any entry, the authorized account holder of the Device or email address used to enter

will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Otherwise, the "authorized account holder" of a Device is the natural person in whose name the Device has been issued and the services are billed. Potential winners may be required to show proof of being the authorized account holders.

6. **Drawings:** Administrator is an independent judging organization whose decisions as to the selection of the potential winners are final and binding. On or about the dates in the table above, Administrator will select the names of the potential winners, 1 per Entry Period, in a random drawing of all eligible entries received during the applicable Entry Period. Non-winning entries will not carry over into subsequent drawings. The odds of winning a prize depend on the number of eligible entries received during the applicable Entry Period.
7. **Requirements of Potential Winners:** Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. If a potential winner entered via text messaging, he/she will be notified by phone and/or text message at the phone number of the Device used to enter the Sweepstakes and he/she must respond within 2 days with the requested contact and mailing information or forfeit the applicable prize. If a potential winner entered online, he/she will be contacted by email, mail or phone. Each potential winner of a Grand Prize in this Sweepstakes will be required to provide the Administrator a mailing address (no P.O. Boxes) for prize fulfillment purposes within 2 days of the date notice or attempted notice is sent, in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. In the event that any potential winner cannot be contacted, fails to provide the additional information (or Declaration, if applicable, for at-event prizes only) in the required time frame, forfeits the prize, or is disqualified for any reason, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries, **if time permits**, up to 3 alternates. If the alternate potential winners are disqualified, the applicable prize will not be awarded. Grand Prizes will be fulfilled at Will Call on the date of the applicable game. Winner will be required to present photo identification in order to claim prize.

Each potential winner of an at-event prize valued at \$600 or more (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return to Administrator, within 5 days of the date of the event/win, a Declaration of Compliance, Liability & Publicity Release ("Declaration") in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator.

8. **Prizes:**

**8 GRAND PRIZES:** A pack of 4 tickets to a specified New Orleans Saints home football game (seat locations determined by Sponsor, in its sole discretion); 1 XL New Orleans Saints jersey; and the opportunity to participate in a skill-based catching game at halftime (the "Cash Catch") for the chance to win additional prizes, see details below. Approximate Retail Value ("ARV"): \$360. **SEE ADDITIONAL ELIGIBILITY REQUIREMENTS AND RESTRICTIONS IN SECTION 1, ABOVE.**

Each winner must use the Grand Prize game tickets on the date specified by Sponsor, which is subject to change. If game is delayed, postponed, or cancelled for any reason, the applicable Cash Catch may be rescheduled to a date to be determined by the Sponsor or may be cancelled, as determined by Sponsor, in its sole discretion. If cancelled, winner will only receive the Grand Prize and will not have the opportunity to compete for additional prizes.

Administrator is not responsible for rules or administering the Cash Catch skill-based catching game at halftime. Sponsor's representatives at each game will make all decisions

about those events and their decisions are final and binding in all matters regarding the Cash Catch game.

Sponsor is not responsible if any game, Cash Catch, or other scheduled event is delayed, postponed or cancelled for any reason and winner will not be reimbursed. Tickets may be subject to issuer's standard rain-check policies and procedures. All expenses, travel, and other costs not expressly stated in the package description above are the sole responsibility of winner. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. Sponsor is not responsible if winner does not use ticket on day of event.

**CASH CATCH EVENTS:** During half-time at each game set forth in the table in Section 3, above, the applicable Grand Prize winner will be given the opportunity to catch three (3) footballs from a "Jugs" automatic punter machine placed at a designated goal line for a chance to win one (1) of the Cash Catch prizes-described below. The first football will be punted approximately 30 yards to the 30-yard mark. If the applicable Grand Prize winner successfully catches the football at the 30-yard mark, he/she will advance to the 50-yard mark. If he or she successfully catches the football at the 50-yard mark, he/she will advance to the 70-yard mark. The applicable Grand Prize winner can advance to the next yard mark of difficulty only if he/she successfully catches the first punt from the previous yard mark. If the applicable Grand Prize winner does not catch the ball at the 30-yard mark on the first try, he/she will not advance and no Cash Catch Prize will be awarded for that game. Each applicable Grand Prize winner will be awarded the yard-mark prize corresponding to his or her highest successful yard-mark level catch as listed below, subject to confirmation of eligibility and compliance with these rules. If, for any reason, the applicable Grand Prize winner is unable to attend/participate in the event on the date designated by Sponsor, he/she will forfeit participation. If the applicable Grand Prize winner forfeits participation, the Sponsor reserves the right to select a replacement participant in any manner seen fit by Sponsor. The applicable Grand Prize winner may not designate a representative to attend the event and attempt to catch the football(s) on his/her behalf. If the Sponsor designates a replacement, he or she will be the one to receive any prizes earned, not the original applicable Grand Prize winner. All Cash Catch Prizes will be available to be won but will only be awarded if the applicable Grand Prize winner (or the designated replacement selected by the Sponsor) successfully catches the ball at the qualifying level for a Cash Catch prize.

**Cash Catch Possible Prizes:**

70-Yard Catch Prize: A pair of tickets to the 2019 New Orleans Saints pre-season and regular season home games that are played in the Mercedes-Benz Superdome, twelve (12) 24-can multi-packs of Coca-Cola®, \$500 in Rouses gift cards and \$1,000. ARV: \$2,896.

50-Yard Catch Prize: A pair of tickets to the 2019 New Orleans Saints pre-season and regular season home games that are played in the Mercedes-Benz Superdome, eight (8) 24-can multi-packs of Coca-Cola®, and \$300 in Rouses gift cards. ARV: \$1,664.

30-Yard Catch Prize: A pair of tickets to a Sponsor-specified 2019 New Orleans Saints regular season home game, four (4) 24-can multi-packs of Coca-Cola®, and \$200 in Rouses gift cards. ARV: \$362.

Transportation/Parking is not included in any prize. 70-Yard Catch Prize and 50-Yard Catch Prize Season Tickets do not include home playoff games. Seat locations are determined by Sponsor, in its sole discretion. If any game identified for a Cash Catch event in this Sweepstakes is delayed, postponed, rescheduled, or cancelled for any reason,

winner will not be reimbursed for tickets, but tickets may be subject to standard rain check policies and procedures established by issuer. Gift cards expire two (2) years from date awarded and are not exchangeable or redeemable for cash, and are subject to all terms, conditions and restrictions of use as listed by issuer. Prizes consist of only those items specifically listed as part of the prize. Any winner of prizes valued at \$600 or more will be required to supply Sponsor with his/her social security number for tax purposes and will be issued an IRS 1099 Form for the value of the prize(s). All federal, state and local taxes are the sole responsibility of winner. Finalists and their guests agree to comply with the language on the back of tickets as well as venue and host policies and procedures.

For All Prizes: All prize details determined by Sponsor in its sole discretion. No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize for one of equal or greater value. Each winner is responsible for all taxes and fees associated with prize receipt and/or use. Limit: 1 Grand Prize and up to 1 Cash Catch prize per person. All winners of game tickets agree to comply with the ticketback language as well as the venue and team policies and procedures. Game attendees understand that they can be denied entry or removed from the venue for misconduct.

9. **Publicity:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, likeness, prize information, city and state of residence video, voice, any comments, testimonials or other feedback related to prize or Sweepstakes experience, whether written or oral, for promotional purposes in any media without further consideration.
10. **General Conditions:** In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
11. **Release and Limitations of Liability:** Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless The Coca-Cola Company, Coca-Cola bottlers, Rouses Markets, The NFL Entities, HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone, cellular networks, or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or Cash Catch game and/or receipt, use, or misuse of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including,

but not limited to, punitive, consequential, direct, or indirect damages. If, for any reason, an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth herein to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

- 12. Dispute Resolution:** You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Sweepstakes, the Official Rules, or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions) will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Sweepstakes, the Official Rules, or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions), you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions). You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer Arbitration Rules effective September 1, 2014 (and as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate. The place of arbitration shall be Oakland County, Michigan.

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules, or the Sponsor's and/or Administrator's Privacy Policy (including Mobile Terms and Conditions), if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and

any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules.

This arbitration provision shall survive conclusion, modification or termination of the Sweepstakes and suspension, revocation, closure, modification, or amendments to the Official Rules, the Administrator's Mobile Terms and Conditions, and any aspect of the relationship of the parties relating to or arising from participation in the Sweepstakes.

13. **Winner List:** For a winner list, visit <http://bit.ly/2nonbpR>. The winner list will be posted after winner confirmation is complete.

The National Football League, its member professional football clubs, NFL Ventures, L.P., NFL Ventures, Inc., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, NFL International LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this promotion or any prize awarded. The NFL Entities have not offered or sponsored this promotion in any way. All NFL-related trademarks are trademarks of the National Football League.