Coca-Cola Racing 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 Racing Sweepstakes (the “Sweepstakes”) is open only to legal residents of the 50 United States (or the District of Columbia) who are 21 years of age or older at the time of entry. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Circle K Stores Inc., Nevada Speedway, LLC d/b/a Las Vegas Motor Speedway, NASCAR, Inc., 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 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. Eastern Time (“ET”), July 3, 2019 and ends at 11:59 p.m. ET, August 14, 2019 (the "Promotion Period"). The Promotion Period is comprised of 6 entry periods, each an (“Entry Period”), each of which begins at 12:00 a.m. ET on a Thursday and ends at 11:59 p.m. ET on the following Wednesday except for the first Entry Period which begins on Wednesday, July 3 at 12:00 a.m. ET and ends on Wednesday, July 10 at 11:59 p.m. ET. Administrator’s computer is the official time-keeping device for this Sweepstakes.

5. **How to Enter:** There are 3 ways to enter and 6 Grand Prizes, each assigned to a driver (each a “Prize Pool”). You may enter for different Prize Pools on subsequent days. Not all methods of entry will be available at all participating Circle K locations:

   a) **Text Message Method of Entry:** During the Promotion Period, using your 2-way text-messaging-capable device (each a "Device"), text the keyword associated with the driver/Prize Pool for which you choose to enter, from the list of keywords below, 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 Prize Pool per text entry per day, as well as an entry for the applicable First Prize drawing, subject to the limit below. **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 one of the keywords listed below 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 and Circle K Racing Sweepstakes.

The keywords are: AUSTIN, BUBBA, DENNY, JOEY, KYLE, and RYAN.

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 https://us.coca-cola.com/privacy-policy/, as well as the Administrator’s Mobile Terms and Conditions, which can be viewed by visiting http://www.helloworld.com/terms.

b) **LIFT Method (where available):** During the Promotion Period, visit a participating Circle K location and purchase a 16 fl. oz. regular or custom driver Coca-Cola® can. Your purchase will prompt the digital screen located at the register with instructions on how to enter. You may enter the Sweepstakes by entering your mobile phone number and then indicating the driver/Prize Pool for which you are choosing to participate on the Lift touchscreen. Once you have successfully done so, you will automatically receive one entry into the Sweepstakes for the applicable Prize Pool, as well as an entry for the applicable First Prize drawing, subject to the limit below.

c) **Online Alternate Method of Entry:** During the Promotion Period, visit www.cokeplaytowin.com/race and follow the links and instructions to complete and submit the registration form, including providing a valid email address. Then, follow the links and instructions to select the driver/Prize Pool for which you choose to enter. You automatically will receive 1 entry into the Sweepstakes for the applicable Prize Pool, as well as an entry for the applicable First Prize drawing, subject to the limit below.

**Limit:** 1 Sweepstakes entry per person per day during the Promotion Period, regardless of method or combination of methods of entry. Multiple participants are not permitted to share the same email address or Device. Any attempt by any participant to obtain more than 1 entry per day 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 August 19, 2019, Administrator will select the names of the potential winners in a random drawing of all
eligible entries received for the applicable prize during the Promotion Period (by Prize Pool/driver and/or by date/Entry Period). The odds of winning a prize depend on the number of eligible entries received for the applicable prize during the Promotion Period. For the First Prize drawings, non-winning entries will not carry over into subsequent drawings for later Entry Periods.

7. Requirements of Potential Winners: Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements including (for potential Grand Prize winners) consent to a confidential background check to confirm each potential winner’s eligibility and compliance with these Official Rules. Due to the nature of the prizes offered, if a background check reveals that a potential winner has engaged in conduct that could damage the reputation of or reflect unfavorably on Sponsor or any of the Released Parties, as determined by Sponsor in its discretion, the potential winner may be disqualified. If a potential winner entered via text messaging or via the LIFT method, 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 Grand Prize winner will be required to sign and return to Administrator, within 2 days of the date notice or attempted notice is sent, a Declaration of Compliance, Liability & Publicity Release (“Declaration”) (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. He or she and his or her guest will also be required to consent to a background check, as specified above. If the background check reveals that a potential winner or guest has engaged in conduct that could damage the reputation of Sponsor or any of the Released Parties, as determined by Sponsor in its discretion, Sponsor may disqualify potential winner. Each potential First Prize winner will be required to provide the Administrator a mailing address (no P.O. Boxes) for prize fulfillment purposes within 5 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 or forfeit the prize. In the event that any potential Grand Prize winner cannot be contacted, fails to complete the Declaration or provide any additional information in the required timeframe (as applicable), 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 from the applicable Prize Pool, if time permits, up to 3 alternates. If the alternate potential winners are disqualified, the applicable Grand Prize will not be awarded. Unclaimed or forfeited First Prizes will remain un-awarded. First Prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Sweepstakes. Grand Prize winners will be contacted within approximately 1 – 2 weeks after confirmation after the end of the Promotion Period. See some details below regarding “Bonus Prize” opportunity. The potential winner of the Bonus Prize will have to complete the same type of documentation as above in order to accept his/her prize.

8. Prizes:

6 GRAND PRIZES (1 per Driver/Prize Pool): A trip to Las Vegas for the Race and a chance to receive a bonus prize. Approximate Retail Value (“ARV”): $8,613.

A trip package for winner and one guest to Las Vegas, NV for Trip for a VIP Racing Experience at the NASCAR®-sanctioned race weekend in Las Vegas (September 13 – 16, 2019) (the “Race”). Prize package consists of round trip, coach-class air transportation for 2 from a major airport near winner’s home (determined by Sponsor in its sole discretion); 3 nights’ accommodations at Sponsor’s choice of hotel (single room, double occupancy); VIP access for two (2) to the Race (locations to be determined by Sponsor in its sole discretion); round trip ground transportation to and from Las Vegas Motor Speedway on Saturday, September 14 & Sunday, September 15, 2019; 2 Coca-Cola Souvenir Track Packs, all contents determined by Sponsor, in its sole discretion; a short Coca-Cola Racing
Family Meet & Greet on Saturday, September 14, 2019; access to Black Jack Club Hospitality for winner & guest, including VIP race access; $400 that may be used for spending money, terms and conditions apply; and travel agent services. Travel must take place on the dates specified by Sponsor and surrounding the Race or winner will forfeit the prize. Winner and guest must travel together and on same itinerary. Winner must book trip at least 21 days prior to departure. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by the Sponsor’s airline carrier of choice as detailed in the passenger ticket contract. If trip destination is less than 250 miles from the winner’s residence, winner will be provided $200 in spending money for driving expenses in lieu of air transportation. Sponsor and the Released Parties are not responsible if Race, Meet & Greet, or other any scheduled event or activity is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. 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. Winner and guest must both be at least 21 years old. Travel companion must execute liability/publicity releases prior to issuance of prize documents. 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 and the Released Parties are not responsible if winner does not use tickets on days of Race. The ARV of travel may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. See some details below regarding possible Bonus Prize.

42 FIRST PRIZES (7 per Entry Period): A $25 store gift card, exact details based on winner’s location and determined by Sponsor, in its sole discretion. Terms and conditions apply. ARV: $25.

1 BONUS PRIZE: Among the 6 Grand Prize winners who attend the Race, the one who won for the Prize Pool of the driver who performs the best (among the 6 drivers) at the Race, as determined by NASCAR and race track officials in their sole discretion, as part of the Race, will be offered a Bonus Prize, which will be a choice of trips valued at approximately $5,000, all details determined by Sponsor in its sole discretion. Exact details will be provided to the potential Bonus Prize winner after the Race. You must be present at the Race to be eligible for this prize. If one or more Grand Prize winners does not attend the Race, the Grand Prize winner who is in attendance who has the best-performing driver will be the potential winner of the Bonus Prize. If one or more of the drivers does not participate in the Race, the Grand Prize winner(s) associated with the applicable driver(s) will be ineligible for the Bonus Prize. If the applicable Grand Prize winner does not accept the Bonus Prize within the specified time period, the Bonus Prize will be offered to the next runner up, based on the steps specified above.

For All Prizes: 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: Up to 1 Grand Prize and 1 First Prize per person. Total ARV of all non-bonus prizes: $52,728. ARV of Bonus Prize: $5,000.

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, Circle K Stores Inc., Nevada Speedway, LLC d/b/a Las Vegas Motor Speedway, NASCAR, Inc., HelloWorld, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, and each of their respective shareholders, members, successors, agents and agencies, officers, directors and employees (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 receipt 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, the Released Parties, 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, the Released Parties, Administrator, and Sponsor to litigate claims in court and you, the Released Parties, 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 the Released Parties, Administrator, or Sponsor in any state or federal court. You agree that if you do sue in state or federal court, and the Released Parties, Administrator, or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by the Released Parties, 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 the Released Parties, 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 the Released Parties, 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, the Released Parties, 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, the Released Parties, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, the Released Parties, 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 list of major prize winners, visit [https://bit.ly/2LygQO4](https://bit.ly/2LygQO4). The winner list will be posted after winner confirmation is complete.
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