

# Waffle Home for the Holidays Sweepstakes

## Official Rules

### NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** The Waffle Home for the Holidays Sweepstakes (the "Sweepstakes") is open only to legal residents of the 50 United States (or the District of Columbia) who are 18 years of age or older at the time of entry. Employees and non-employee workers of The Coca-Cola Company, Coca-Cola bottlers, Waffle House, Inc., Warner Music Nashville, LLC, 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"), November 12, 2018 and ends at 11:59 p.m. ET, December 31, 2018 (the "Promotion Period"). Administrator's and Twitter's computers are the official time-keeping device for this Sweepstakes.
5. **How to Enter:** During the Promotion Period, visit [www.wafflehouse.com/holidays](http://www.wafflehouse.com/holidays) and follow the links and instructions to complete and submit the registration form, including providing a valid email address and valid phone number. You automatically will receive 1 entry into the Sweepstakes.

**Limit:** 1 Sweepstakes entry per person per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, Twitter accounts, identities, registrations or logins, or any other methods will void that entrant's entries and that entrant 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 online entry, the authorized account holder of the 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. Potential winners may be required to show proof of being the authorized account holders.

**Bonus Sweepstakes Entries:** During the Promotion Period, there are 3 ways to earn bonus Sweepstakes entries, as outlined below.

- a. **Create an eCard:** After you register for or login to the Promotion, follow the links and instructions to create an electronic card, including uploading a relevant photo ("eCard").

After your eCard is reviewed and approved by Sponsor or its agent, you will receive 1 bonus entry into the Sweepstakes. Limit: Each entrant may complete this action 1 time per day during the Promotion Period.

- b. Twitter Share:** After you register for or login to the Promotion, create an eCard and after your eCard is reviewed and approved by Sponsor or its agent, you will receive an email with a link to your eCard. The email will be sent to the address you provided at registration. Upon email receipt, click on the link and then follow the instructions to share a prepopulated message and your eCard to Twitter and you will receive 3 bonus entries into Sweepstakes. Limit: Each entrant may complete this action 1 time per day during the Promotion Period.
- c. Download your eCard:** After you register for or login to the Promotion, create an eCard, and after your eCard is reviewed and approved by Sponsor or its agent, you will receive an email with a link to your eCard. The email will be sent to the address you provided at registration. Upon email receipt, click on the link and then follow the instructions to download your eCard. Once you download your eCard, you will receive 3 bonus entries into Sweepstakes. Limit: Each entrant may complete this action 1 time per day during the Promotion Period.

By creating, sharing and/or downloading your eCard, you agree that it conforms to the guidelines, permissions, and content restrictions below and that Sponsor or its agent, in its sole discretion, may reject an eCard and disqualify you if it believes that it fails to conform.

Guidelines: Your eCard need not include any reference, positive or negative, to Sponsor's or Waffle House's products or services. Your eCard, including the relevant photo, must be your original work and cannot have been submitted previously in a promotion of any kind. Each eCard must be unique

Permissions: Entrant must have permission from any recognizable individuals who appear in the eCard to use their names and likenesses in the eCard and to grant the rights set forth herein. Minors may only be included in the eCard if entrant is their parent or legal guardian. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

Content Restrictions:

- The eCard must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The eCard must not contain content created by a third party, such as images or artwork;
- The eCard must not prominently feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use in his/her Submission in this Contest;
- The eCard must not disparage Sponsor, Administrator, Waffle House, Inc., or any other person or party;
- The eCard must not contain material that is inappropriate, offensive, indecent, obscene, tortious, defamatory, slanderous or libelous;
- The eCard must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- The eCard must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where eCard is created.

- 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 January 8, 2019, Administrator will select the names of the potential winners in a random drawing of all eligible entries received during the Promotion Period. The potential Grand Prize winner will be notified by email and phone; the other potential winners will be notified by email, mail or phone. The odds of winning a prize depend on the number of eligible entries received during the Promotion Period.

- 7. Requirements of Potential Winners:** Potential winners must continue to comply with the Official Rules. Winning is contingent upon fulfilling all requirements. The potential Grand Prize winner and the Waffle House associate (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 notice or attempted notice is sent, a Declaration of Compliance, Liability & Publicity Release (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. All other potential winners 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. If a potential prize winner fails to provide a Declaration of Compliance, Liability & Publicity Release or any other requested information (as applicable), he/she may be disqualified and forfeit the prize. In the event that a potential winner of a prize valued at more than \$25 (except the Waffle House associate) cannot be contacted, 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, up to 3 alternates. If the alternate potential winners are disqualified, the applicable prize will not be awarded. Unclaimed prizes valued at \$25 or less will not be awarded. Prizes will be fulfilled approximately 8 to 10 weeks after the conclusion of the Sweepstakes.
- 8. Prizes:** 1 GRAND PRIZE: 2 airline vouchers and 1 \$500 Waffle House gift card for winner. Approximate Retail Value ("ARV"): \$1,300.

Additionally, winner will be contacted by phone at the phone number provided on the registration form and asked to identify his/her favorite Waffle House associate and that associate will be the potential winner of 2 airlines vouchers. ARV: \$800. If winner does not identify a favorite Waffle House associate or the identified associate is not currently employed at Waffle House, cannot be contacted, forfeits the prize or is disqualified for any reason, then a member of management at the Waffle House nearest to winner's residence will be asked to identify a Waffle House non-management associate at that restaurant to receive the 2 airline vouchers. The Waffle House associate must fulfill the requirements of Section 7 to claim his/her prize.

Voucher and gift card terms, conditions and restrictions apply.

10 FIRST PRIZES: William Michael Morgan Holiday Gift Package, consisting of 1 clothing item, 1 insulated beverage sleeve, 1 signed CD and 1 \$50 Waffle House gift card. ARV: \$200.

Gift card terms, conditions and restrictions apply. All prize details, including size and color, will be determined by Sponsor in its sole discretion.

10 SECOND PRIZES: 30" Plush Polar Bear with Knitted Scarf. ARV: \$38.50.

All prize details will be determined by Sponsor in its sole discretion.

40 THIRD PRIZES: \$25 ShareACoke.com gift code. ARV: \$25.00.

Gift code terms, conditions and restrictions apply.

35 FOURTH PRIZES: 5 free waffles Waffle House coupons. ARV: \$17.50.

Coupon terms, conditions and restrictions apply.

400 FIFTH PRIZES: 4" Plush Polar Bear with Knitted Scarf. ARV: \$5.

All prize details will be determined by Sponsor in its sole discretion.

42 SIXTH PRIZES: 5 TouchTunes digital Credits. ARV: \$2.50.

TouchTunes Credits terms, conditions and restrictions apply.

Sponsor and Administrator are not responsible for complaints or issues regarding digital codes/certificates (claims that digital code/certificate is invalid, insufficient, etc.) and winner should address any such issues with the issuer of the digital code/certificate.

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, including the Waffle House associate, is responsible for all taxes and fees associated with prize receipt and/or use. Limit: 1 prize per person. Total ARV of all prizes: \$8,202.50.

9. **Publicity**: Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, Twitter handle or profile picture, likeness, prize information, city and state of residence 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, Waffle House, Inc., Twitter, Inc., TouchTunes Music Corporation, Warner Music Nashville, LLC 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 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. **Disputes:** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, 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 (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.
13. **Winner List:** For a winner list, visit <http://bit.ly/2Oqd0jX>. The winner list will be posted after winner confirmation is complete.

**This promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter, Inc.**