

## **12-Day Holiday Giveaway Contest**

### **RULES AND REGULATIONS**

#### **1. Contest Period**

The 12-Day Holiday Giveaway Contest (the “Contest”) begins at 12:00noon Eastern Time (“ET”) on December 1, 2020 and ends at 12:00midnight ET on December 12, 2020 (“Contest Period”). The Contest Period will be divided into twelve (12) daily entry periods (each, a “Daily Entry Period”). A Daily Entry Period will begin at 12:00noon ET and end at 12:00midnight ET each day during the Contest Period.

#### **2. Eligibility**

The Contest is open to legal residents of Canada (excluding Quebec) who are 13 year of age or older at the start date of the Contest. Entrants under the age of majority are eligible to win provided their parent or legal guardian accepts the prize on their behalf. Employees, officers, and directors (including immediate family members and members of the same household) of Sony Music Entertainment Canada Inc. (the “Sponsor”) and its respective distributors, dealers, marketing representatives, printers, advertising or promotional agencies, or any other organization associated with the Contest are not eligible to participate.

#### **3. How to Enter**

No purchase is necessary to enter. Except for the Daily Entry Period of December 12, 2020, eligible entrants must be a member of any of Facebook, Instagram or Twitter, or become a member for free by following the instructions for any of Facebook at [www.facebook.com](http://www.facebook.com); Instagram at [www.instagram.com](http://www.instagram.com); or Twitter at <https://twitter.com/signup>. The Contest is in no way sponsored, endorsed or administered by, or associated with Facebook, Instagram or Twitter. Facebook, Instagram and Twitter are completely released of all liability by each entrant in this Contest. **Limit one (1) entry per person per day of the Contest Period.**

Except for the Daily Entry Period of December 12, 2020 for which eligible entrants must go to <https://smarturl.it/12days2020Contest> and complete the Contest entry form in full before 12midnight on December 12, 2020, you may enter the Contest during the Contest Period through the any of the following methods:

- (1) **Facebook:** In addition to having a Facebook account, eligible entrants must become a “follower” of Sony Music’s Facebook Page at <https://www.facebook.com/sonymusiccanada> (note: you can un-follow at any time). To enter the Contest, visit Sony Music’s Facebook page before 12:00midnight of the applicable Daily Entry Period, “Like” the Facebook page, “Like” the Contest post AND respond in the ‘comments’ section to the question asked in the Contest post. By entering the contest through Facebook, you affirm the information listed in your Facebook account is complete and correct and you agree that participation in this Contest is subject to Facebook’s standard terms and policies found at <https://www.facebook.com/policies/?ref=pf> and privacy policy found at <https://www.facebook.com/about/privacy/>. To the extent there is a conflict between these Contest rules and Facebook’s standard terms and policies, these Contest rules shall govern.
- (2) **Instagram:** In addition to having an Instagram account, eligible entrants must become a “follower” of the official Sony Music Canada channel on Instagram at [https://instagram.com/sony\\_music\\_canada](https://instagram.com/sony_music_canada) (note: you can un-follow at any time).

To enter the Contest, visit Sony Music's Instagram page before 12:00midnight of the applicable Daily Entry Period, "Like" the Contest post AND in the "comments" section of the Contest post, tag or name a friend. **In order for your entry to be validated, your Instagram profile settings must be public.** By entering the Contest through Instagram, you affirm the information listed in your Instagram account is complete and correct and you agree that participation in this Contest is subject to Instagram's standard terms and conditions found at <https://instagram.com/about/legal/terms/> and Instagram's privacy policy found at <https://instagram.com/about/legal/privacy/>. To the extent that there is a conflict between these Contest rules and Instagram's standard terms and conditions, these Contest rules shall govern.

- (3) **Twitter:** In addition to having a Twitter account, eligible entrants must become a "follower" of the official Sony Music Canada channel on Twitter at [https://twitter.com/sony\\_music](https://twitter.com/sony_music) (note: you can un-follow at any time). To enter the Contest, visit Sony Music Canada's Twitter channel before 12:00midnight of the applicable Daily Entry Period, "Like" the @Sony\_Music Contest tweet AND retweet the @Sony\_Music Contest tweet. **Your retweet must remain on Twitter at least until 12midnight of the applicable Daily Entry Period to constitute a valid entry.** By entering the Contest, you affirm that the information listed in your Twitter account is complete and correct. Anyone found using multiple accounts to enter will be ineligible. By entering the Contest, you agree that participation in this Contest is subject to Twitter's standard terms and conditions found at <https://twitter.com/tos> and Twitter's privacy policy found at <https://twitter.com/privacy>. To the extent there is a conflict between these Contest rules and Twitter's standard terms and conditions, these Contest rules shall govern.

All entries that are incomplete, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of these Contest rules may be disqualified. If you choose to enter the Contest using a mobile phone, standard data fees may apply. By entering, entrants agree to be bound by the decisions of the Sponsor and these Contest rules.

### 3. Prizes

There are thirty-four (34) prizes in total to be awarded (each, a "Prize") during the Contest Period. The Prizes to be awarded are described below according to each the Daily Entry Period :

**Prizes for Daily Entry Period of December 1, 2020:** two (2) Prizes to be awarded as follows:

**Prize#1:** 1 Maren Morris *Girl* LP, 1 Maren Morris sweatshirt, 1 bandana (approximate retail value ("ARV"): \$90)

**Prize#2:** 1 JP Saxe hat, 1 JP Saxe hoodie, 1 pair of socks, 1 face mask (ARV: \$165)

**Prizes for Daily Entry Period of December 2, 2020:** six (6) Prizes to be awarded as follows:

**Prize#1:** two (2) of Prize#1 to be awarded, each consisting of: 1 Britney Spears *Oops!...I Did It Again* robe & eye mask set, 1 champagne flute set, 1 *Oops!...I Did It Again* door sign, and 1 *Oops!...I Did It Again* 20<sup>th</sup> Anniversary Picture Disc vinyl (ARV of each Prize#1: \$150);

**Prize#2:** one of Prize#2 to be awarded, consisting of: 1 Britney Spears *Baby One More Time* tape and 1 *Baby One More Time* picture disc (ARV: \$45);

**Prize#3:** three (3) of Prize #3 to be awarded, each consisting of: 1 N Sync *I Can See Ya* t-shirt and 1 *Signing Off* hoodie (ARV of each Prize#3: \$110).

**Prizes for Daily Entry Period of December 3, 2020:** three (3) Prizes to be awarded, each Prize consisting of: 1 Lil Nas X t-shirt, 2 Kid LAROI t-shirts and 1 Kid LAROI hoodie (ARV: \$95).

**Prizes for Daily Entry Period of December 4, 2020:** four (4) Prizes to be awarded, each Prize consisting of: 1 Little Mix Confetti hoodie (ARV: \$85).

**Prizes for Daily Entry Period of December 5, 2020:** five (5) Prizes to be awarded as follows:

**Prize#1:** two (2) of Prize#1 to be awarded, each consisting of: 1 Miley Cyrus face mask & 1 Zara Larsson t-shirt (ARV of each Prize#1: \$30);

**Prize#2:** three (3) of Prize#2 to be awarded, each consisting of 1 Zara Larsson t-shirt (ARV of each Prize#2: \$20).

**Prize for Daily Entry Period of December 6, 2020:** one (1) Prize to be awarded, consisting of: one 60-second video message from Tyler Shaw and 1 Zayne Official photo book (ARV: \$25).

**Prizes for Daily Entry Period of December 7, 2020:** six (6) Prizes to be awarded as follows:

**Prize#1:** two (2) of Prize#1 to be awarded, each consisting of: 1 Foo Fighters hoodie, 1 Coors Light t-shirt, 1 Medicine at Midnight t-shirt (ARV of each Prize#1: \$80);

**Prize#2:** two (2) of Prize#2 to be awarded, each consisting of: 1 Ozzy Osborne white long-sleeve t-shirt and 1 black short-sleeve t-shirt (ARV of each Prize#2: \$140);

**Prize#3:** one (1) of Prize#3 to be awarded, consisting of: 1 framed Leonard Cohen 3 stamp set, 1 set of 4 Leonard Cohen cards, 1 pane of 6 Leonard Cohen stamps, one Limited edition of Uncut press sheet 12 Leonard Cohen stamps, 1 test press vinyl *Thanks for the Dance* (ARV: \$320);

**Prize#4:** one (1) of Prize#4 will be awarded, consisting of: 1 square frame of 6 Leonard Cohen stamps, 1 set of 4 Leonard Cohen cards, 1 pane of 6 Leonard Cohen stamps, 1 Limited edition Uncut press sheet of 12 Leonard Cohen stamps, 1 *Thanks for the Dance* vinyl (ARV: \$250).

**Prize for Daily Entry Period of December 8, 2020:** one (1) Prize to be awarded, consisting of: 1 Pair of Luke Combs Crocs (US Mens size 9), 1 *What You See Ain't Always What You Get* vinyl and 1 *This One's For You Too* vinyl (ARV: \$180).

**Prize for Daily Entry Period of December 9, 2020:** one (1) Prize to be awarded, consisting of the following Mariah Carey albums: 1 *All I Want For Christmas* cassette tape, 1 *Emotions* vinyl, 1 *Daydream* vinyl, 1 *Butterfly* vinyl, 1 *MTV Unplugged* vinyl, 1 *Music Box* vinyl, 1 *Rainbow* vinyl, 1 *Mariah Carey* vinyl and 1 *Merry Christmas* vinyl (ARV: \$210).

**Prize for Daily Entry Period of December 10, 2020:** one (1) Prize to be awarded, consisting of: 1 signed Celine Dion poster, 1 Celine Dion t-shirt, 1 *Let's Talk About Love* vinyl, 1 *These Are Special Times* vinyl, 1 *Courage* vinyl, 1 *Falling Into You* vinyl, 1 *S'il suffisait d'aimer* vinyl, 1 *Loved Me Back To Life* vinyl, 1 *The Colour Of My Love 25<sup>th</sup> Anniversary Edition* vinyl and 1 vinyl pressing of *D'eux* (ARV: \$343).

**Prizes for Daily Entry Period of December 11, 2020:** three (3) Prizes to be awarded, each Prize consisting of: 1 Harry Styles Vinyl Box Set, 1 *Golden* sweater, 1 *Golden* t-shirt, 1 *Golden* tote, 1 *Watermelon Sugar* t-shirt, 1 *Watermelon Sugar* beach towel, 1 *Watermelon Sugar 7"* vinyl and 1 *Watermelon Sugar* water bottle (ARV of each Prize: \$250).

**Prize for Daily Entry Period of December 12, 2020:** one (1) Prize to be awarded, consisting of: 2 picture discs, 3 t-shirts, 1 hoodie, 2 magazines and 10 vinyl Christmas albums (ARV: \$625). (\*Sony artists to which the Prize items are related will be revealed on December 12, 2020).

The Prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsor. The Sponsor reserves the right to substitute a Prize in whole or in part for a prize of equal or greater value in the event that any component of a Prize is unavailable for any reason. The Prizes must be accepted as awarded and no substitutions, except as identified above, will be made. The Prizes may not be sold, transferred or assigned and is not convertible to cash. All prize details are at Sponsor’s sole discretion.

#### **4. Selection of the Prize Winners**

Except for December 1, 2020, each morning at 11:00 a.m. ET during the Contest Period and on December 13, 2020, the Sponsor will conduct a random drawing from among all eligible entries received for the applicable Daily Entry Period and select between one to six potential winners (depending on number of Prizes offered for applicable Daily Entry Period) for each applicable Daily Entry Period. **Non-winning entries from one Daily Entry Period will not be eligible for any subsequent Daily Entry Period draws.** Odds of winning depend upon the number of eligible entries received for the applicable Daily Entry Period. Within 24 hours of the draw, the Sponsor will attempt to notify the selected entrant(s) for each applicable Daily Entry Period by their Facebook, Instagram or Twitter account (depending on entrant’s method of entry), with the exception of the Daily Entry Period of December 12, 2020 for which the Sponsor will attempt to notify the selected entrant by the email address provided on their entry form. In order to be declared a winner, each selected entrant must, unaided, correctly answer a skill-testing mathematical question and, within the deadline stipulated by the Sponsor, complete and return to the Sponsor a Contest eligibility and liability/publicity release confirming compliance with these Contest rules, releasing the Sponsor and its respective directors, officers, employees and agents from all liability and, except where prohibited by law, permitting the Sponsor to use the selected entrant’s name, address (city and province), likeness, voice, written statements and image, without compensation, worldwide and in perpetuity, in any and all forms of media now known or hereafter devised in any publicity carried out by the Sponsor. If a selected entrant is under the age of majority, the contest eligibility and liability/publicity release must be signed and submitted by such entrant’s parent or legal guardian. Selected entrants must also provide proof of identity (photocopy of Driver’s License, Passport or any other government-issued photo identification). In the event that a selected entrant is not eligible for any reason, has not correctly answered the skill-testing question or cannot be contacted after five business days of the first attempt to contact the selected entrant, such entrant shall be disqualified and the Sponsor shall have the right to select another entrant and the Sponsor shall be released and discharged from any liability or responsibility in this regard. No correspondence will be made except with the selected entrants.

#### **5. General**

By entering the Contest, entrants agree to abide by these rules and regulations, and further agree that the decisions of the Sponsor are final. The Sponsor reserves the right at any time without prior notice to withdraw, cancel, terminate, amend, modify or suspend the Contest if for any reason in the opinion of the Sponsor, in its sole discretion, the Contest is not capable of operating as planned or if the administration, security, fairness, integrity, or proper conduct of the Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond its control. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the online entry process or the operation of the Contest or to be acting in violation of these rules or otherwise in disruptive manner with respect to the Contest. **CAUTION: ANY ATTEMPT BY A CONTESTANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.** The Sponsor also reserves the right to cancel this Contest at any time because of a printing or other error. The Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed

or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software (including on account of traffic congestion on the Internet or at any Web site) or any combination thereof. The Sponsor shall not be liable for any errors or negligence that may arise or occur in connection with the Contest, including any injury or damage to the entrant's or any other person's computer related to or resulting from participation in or downloading of any materials relating to the Contest or any theft, destruction or unauthorized access to, or alteration of, entries submitted online. The Sponsor is not liable for injuries, death, damages or losses of any kind resulting from acceptance or use of the Prize. In the event of a dispute, entries submitted online will be deemed to have been made by the authorized account holder of the address submitted at time of entry. "Authorized account holder" means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted email address.

#### **6. Privacy and Personal Information**

The Sponsor will be collecting data about entrants through the administration of the Contest. Any personal information will be handled in accordance with the privacy policy of Sony Music Entertainment Canada Inc. located at <http://www.sonymusic.ca/privacy/en/>. Entrants are providing information to the Sponsor and not to Facebook, Instagram nor Twitter. By entering the Contest each entrant consents to the collection, use and distribution of his/her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Sponsor solely for the purposes of implementing, administering and fulfilling the Contest. Any inquiry concerning the personal information held by the Sponsor should be addressed to Sony Music Entertainment Inc., 99 Atlantic Avenue, Suite 800, Toronto, Ontario, M6K 3J8.

#### **7. Publicity of Winners' List**

The names of the Prize winners may be posted on Sony Music Canada's Instagram, Facebook page and/or Twitter account located at [https://instagram.com/sony\\_music\\_canada](https://instagram.com/sony_music_canada), <https://www.facebook.com/sonymusiccanada> and [https://twitter.com/sony\\_music](https://twitter.com/sony_music) respectively.

#### **8. Subject to Applicable Laws**

This Contest is subject to all applicable federal, provincial and municipal laws and regulations and is void where prohibited.