

# Kingsford Rewards Sweepstakes

## Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Kingsford Rewards Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of The Clorox Company, HelloWorld, Inc., and their parent and affiliate companies and advertising and promotion agencies, as well as the immediate family (spouse, parents, siblings and children and their respective spouses, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein, including 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 prize offered, if a background check reveals that a potential winner has engaged in conduct that could damage the reputation of Sponsor or any of the Released Parties, as determined by Sponsor in its discretion, the potential winner may be disqualified.**

**2. Sponsor:** The Clorox Company, 1221 Broadway, Oakland, CA 94612. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Sweepstakes begins on May 16, 2019 at 12:00 p.m. Pacific Time ("PT"), ends on November 30, 2019 at 11:59 p.m. PT (the "Promotion Period") and consists of four (4) entry periods (each an "Entry Period"), as outlined below.

Entry Period	Start Date at 12:00 a.m. PT (unless otherwise noted)	End Date at 11:59 p.m. PT	Mail-In Postmark Date	Mail-In Received by Date	Approximate Drawing Date
1	5/16/2019 at 12:00 p.m. PT	6/30/2019	7/1/2019	7/8/2019	7/12/2019
2	7/1/2019	8/31/2019	8/31/2019	9/5/2019	9/9/2019
3	9/1/2019	10/31/2019	10/31/2019	11/5/2019	11/11/2019
4	11/1/2019	11/30/2019	11/30/2019	12/5/2019	12/9/2019

There is also a purchase period (the "Purchase Period") which begins on April 15, 2019 at 12:00 a.m. PT and ends on November 30, 2019 at 11:59 p.m. PT.

For purposes of this Sweepstakes, a "day" begins at 12:00 a.m. PT and ends at 11:59 p.m. PT, except the first day which begins at 12:00 p.m. PT and ends at 11:59 p.m. PT. A "Week" begins each Monday and ends the following Sunday, except for the first Week which begins on Thursday, May 16, 2019 and ends on Sunday, May 19, 2019 and the last Week which begins on Monday, November 25, 2019 and ends Saturday, November 30, 2019. A "Month" begins on the first day of each calendar month and ends on the last calendar day of the same month, except for Month of May which begins on May 16, 2019 and ends on May 31, 2019. Administrator's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During the Promotion Period, visit <https://www.kingsford.com/rewards> (the "Website") and follow the links and instructions to register or log in to the Kingsford Rewards loyalty program. Then, visit the Sweepstakes hub page. You automatically will receive one (1) Sweepstakes entry into the applicable Entry Period drawing.

Limit: You may enter via this method one (1) time per Week 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, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant and he/she must comply with these Official Rules. 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. A potential winner may be required to show proof of being the authorized account holder.

**Bonus Sweepstakes Entries:** There are multiple ways to earn bonus Sweepstakes entries, as outlined below:

- a. **Complete "Tell Us How You Grill" Survey:** During the Promotion Period, you will be invited to take a "Tell Us How You Grill" survey. You will receive one (1) sweepstakes entry into the applicable Entry Period drawing for completing the survey. Limit: Each entrant may receive one (1) bonus Sweepstakes entry during the Promotion Period via this method of entry.
- b. **Make a Purchase:** During the Purchase Period, purchase qualifying bag(s) of Kingsford charcoal\* ("Qualifying Purchase"). See Appendix A for a full list of Qualifying Purchases. Be sure to keep your receipt. Take an image of your entire receipt. The receipt image must be clear and legible, include the purchase date and time, and show the Qualifying Purchase, the Qualifying Purchase price and total amount spent. Then, during the Promotion Period, visit the Website and follow the instructions to upload the image of your receipt. Each receipt can only be uploaded once. You will receive one (1) Sweepstakes entry into the applicable Entry Period drawing for each approved Qualifying Purchase.

\*Mail-in Alternate Method: To enter without making a purchase, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Kingsford Rewards Sweepstakes," c/o HelloWorld, Inc., P.O. Box 5320, Department 840488, Kalamazoo, MI 49003-5320. You will receive one (1) Sweepstakes entry into the applicable Entry Period drawing. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by and received by the dates listed in Section 3 above. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive up to twenty-five (25) bonus Sweepstakes entries during the Promotion Period (either by uploading a receipt, sending in a mail-in request or a combination).

- c. **Answer Poll Question:** During the Promotion Period, follow the links and instructions to answer the provided poll question. You will receive one (1) Sweepstakes entry into the applicable Entry Period drawing. Limit: Each entrant may receive one (1) bonus Sweepstakes entry per Month via this method of entry.
- d. **Twitter and Facebook Referral:** During the Promotion Period, you will be invited to share the Sweepstakes on your Facebook wall and/or tweet a prepopulated message on Twitter. The wall post/tweet message will contain a unique link to the Sweepstakes. If a friend subsequently

registers through the unique link, you will earn one (1) Sweepstakes entry into the applicable Entry Period drawing. Limit: Each entrant may receive up to five (5) bonus Sweepstakes entries per Month via this method of entry.

- e. **Tell A Friend Referral:** During the Promotion Period, you will be invited to submit the names and email addresses of up to ten (10) friends who must be eligible to enter the Sweepstakes. Each person that you refer will receive an email notifying him or her about the Sweepstakes. You may only refer persons with whom you have an existing relationship. For each referral of friend with valid email address who subsequently registers for the Sweepstakes, you will earn one (1) Sweepstakes entry into the applicable Entry Period drawing. Limit: Each entrant may receive up to ten (10) bonus Sweepstakes entries per Month via this method of entry.
- f. **Follow Kingsford on Twitter:** During the Promotion Period, visit the Website and click on the "Follow Kingsford on Twitter" button and you will receive one (1) Sweepstakes entry into the applicable Entry Period drawing. Limit: Each entrant may receive one (1) bonus Sweepstakes entry during the Promotion Period via this method of entry.
- g. **Follow Kingsford on Instagram:** During the Promotion Period, visit the Website and click on the "Follow Kingsford on Instagram" button and you will receive one (1) Sweepstakes entry into the applicable Entry Period drawing. Limit: Each entrant may receive one (1) bonus Sweepstakes entry during the Promotion Period via this method of entry.

**5. Prize Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Entry Period winners from all eligible entries received during the applicable Entry Period, on or around the dates listed in Section 3 above. Non-winning Entry Period entries will not carry over into any subsequent Entry Period. The potential winners will be notified by email, mail or phone. Each potential winner (or parent/legal guardian if winner is a minor in his/her state of residence) of a prize valued at or greater than \$600 will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration"), including consent to agree to a confidential background check (if applicable), which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits the prize. If the background check reveals that a potential winner 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. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, time permitting, after which the prize will remain un-awarded. Unclaimed prizes valued at or less than \$25 will not be awarded. Non-trip Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the applicable Entry Period.

## 6. Prizes:

ONE (1) ENTRY PERIOD 1 PRIZE: Entry Period 1 Winner's choice of one (1) of the following prize options:

- a. Grand Prize Option 1: A trip for two (2) to New Orleans, LA for the Smithfield National Barbecue Championship. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to New Orleans, LA; two (2) nights' standard accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); ground transportation to and from destination airport and hotel; admission for two (2) to the Smithfield National Barbecue Championship; \$300 meal stipend awarded as a cash gift card (terms and conditions apply) for winner only; and travel agent

services. Winner must travel on November 15, 2019 and return on November 17, 2019 or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. 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 this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if Smithfield National Barbecue Championship is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Winner and guest must comply with all event rules and regulations. Failure to do may result in forfeiture of remaining portion of prize. Approximate Retail Value ("ARV"): \$6,250. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

- b. Grand Prize Option 2: BBQ in your backyard with Chris Lilly for winner and up to ten (10) guests. Prize includes a grill for the winner, grill lesson supplies, and meal supplies and four (4) hour grill lesson with Chris Lilly. The specific date and time of the BBQ shall be at the sole discretion of Sponsor and will be subject to Chris Lilly's availability. If due to events outside of Sponsor's control, Chris Lilly is unable to teach the lesson, Sponsor reserves the right to provide an alternate chef. At Sponsor's discretion, winner may be required to show proof of homeowner's or renter's insurance (as applicable) in a form acceptable to Sponsor. Failure to do so may result in forfeiture of prize. In the event the winner or any of his or her guests engage in behavior that (as determined by Sponsor in its sole discretion) is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the BBQ early with no further compensation. All guests may be required to execute a liability/publicity release to attend event. ARV: \$4,500.

ONE (1) ENTRY PERIOD 2 PRIZE: A trip for two (2) to New Orleans, LA for the Smithfield National Barbecue Championship. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to New Orleans, LA; three (3) nights' standard accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); ground transportation to and from destination airport and hotel; admission for two (2) to the Smithfield National Barbecue Championship; \$500 meal stipend awarded as a cash gift card (terms and conditions apply) for winner only; and travel agent services. Winner must travel on November 14, 2019 and return on November 17, 2019 or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. 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 this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other

expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if Smithfield National Barbecue Championship is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Winner and guest must comply with all event rules and regulations. Failure to do may result in forfeiture of remaining portion of prize. ARV: \$7,250. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

**ONE (1) ENTRY PERIOD 3 PRIZE:** A Backyard Makeover prize pack which includes a Kingsford branded grill signed by BBQ Championship Pitmaster Chris Lilly, a pallet of charcoal, a \$1,000 Home Depot gift card (terms and conditions apply), and grilling accessories (all details determined by Sponsor in its sole discretion). ARV: \$2,500.

**ONE (1) ENTRY PERIOD 4 PRIZE:** BBQ Master Class in your backyard with a pit master determined by Sponsor in its sole discretion for winner and up to ten (10) guests. Prize includes a cooking class in your backyard for four (4) hours. The specific date and time of the BBQ shall be at the sole discretion of Sponsor but must be completed by March 2020 or winner forfeits the prize. At Sponsor's discretion, winner may be required to show proof of homeowner's or renter's insurance (as applicable) in a form acceptable to Sponsor. Failure to do so may result in forfeiture of prize. In the event the winner or any of his or her guests engage in behavior that (as determined by Sponsor in its sole discretion) is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the BBQ early with no further compensation. All guests may be required to execute a liability/publicity release to attend event. ARV: \$2,500.

**For all Prizes:** Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Prizes cannot be redeemed for cash. Sponsor reserves the right to substitute the prize (or portion thereof) for one of comparable or greater value for any reason. Winners are responsible for all federal, state and local taxes and fees associated with prize receipt and/or use. Odds of winning the prize depend on the number of eligible entries received for each applicable Entry Period. Limit: one (1) prize per person. All prizes details are at Sponsor's sole discretion.

**7. Release:** By entering, entrants agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize (including any travel or activity related thereto or any harm resulting from use of any grill).

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for advertising and promotional purposes in any and all media, now or hereafter devised, worldwide in perpetuity, without further payment or consideration, notification or permission.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, 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 or all of the prizes offered herein or award any remaining prizes in a manner deemed fair and appropriate by Sponsor. 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 deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical, mechanical, printing, typographical, network, human or other error or problem which may occur in the administration of the Sweepstakes or the processing of entries or the announcement of the prizes or in any Sweepstakes-related materials; (5) late, lost, undeliverable, damaged, garbled, illegible, delayed or stolen mail or entries or receipts or email; or (6) any 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 or use or misuse of any prize (including any travel or activity-related thereto). 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 entry in the Sweepstakes, if it is possible. 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 in these Official Rules 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.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize 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; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, and in no event will entrant be permitted to obtain attorneys' fees or other legal costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. 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.

**12. Entrant's Personal Information:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <https://www.thecloroxcompany.com/privacy>.

**13. Winner List:** For a winner list, visit <http://bit.ly/2PUGvs4>. The winner list will be posted after winner confirmation is complete.

## Appendix A

- **Kingsford® Original Charcoal**  
(8lb, 15.4lb, 16lb, 16.6lb, 18lb, 20lb, 25.8lb, 27.8lb, 30lb, 32.7lb, 33.4lb, 39lb, 40lb, 43.2lb, 2 x 12lb, 2 x 14lb, 2x 18lb, 2 x 20lb)
- **Kingsford® Long Burn Charcoal**  
(8lb, 11.1lb, 12lb)
- **Kingsford® Competition Briquets**  
(11.1lb, 2 x 18lb)
- **Kingsford® Match Light® Charcoal with Hickory**  
(8lb)
- **Kingsford® Match Light® Charcoal with Mesquite**  
(8lb)
- **Kingsford® Charcoal with Applewood**  
(8lb, 14.6lb, 16lb)
- **Kingsford® Charcoal with Pecan**  
(8lb, 14.6lb, 16lb)
- **Kingsford® Professional Charcoal**  
(8lb, 12lb)
- **Kingsford® 100% Natural Hardwood Briquets**  
(12lb)
- **Kingsford® Lump Briquets**  
(10.6lb)
- **Kingsford® Match Light® Charcoal**  
(8lb, 11.6lb, 12lb, 12.5lb, 13.5lb, 15lb, 16lb, 18lb, 23.2lb, 25lb, 27lb, 30.8lb, 2 x 12lb, 2 x 14lb, 2 x 16lb)
- **Kingsford® Charcoal with Hickory**  
(8lb, 14.6lb, 15.7lb, 16lb)
- **Kingsford® Charcoal with Mesquite**  
(8lb, 14.6lb, 15.7lb, 16lb, 17lb, 20lb)
- **Kingsford® Charcoal with Cherrywood**  
(8lb, 14.6lb, 16lb)
- **Kingsford® Hardwood Briquets**  
(12lb)