

**Dairy Farmers of Ontario “OLG Play Stage: Dean Brody AFTERNOON SHOW” Contest
OFFICIAL CONTEST RULES**

1. AGREEMENT:

These rules govern the *OLG Play Stage: Dean Brody AFTERNOON SHOW* (the “**Contest**”). No purchase is necessary to enter the Contest. The act of entering the Contest constitutes acceptance of these Contest rules (the “**Rules**”) and the decisions of the Sponsor shall be final and binding upon all Entrants.

2. CONTEST SPONSOR:

The Contest Sponsor is the Dairy Farmers of Ontario (the “**Sponsor**”). The Contest Prize Supplier is Live Nation Canada, Inc. (collectively, “**Live Nation**” or the “**Prize Supplier**”).

3. ELIGIBILITY:

The Contest is open to legal residents of Ontario who are at least eighteen (18) years of age or older at the time of entry (each an “**Entrant**”). Employees, representatives or agents (and their immediate family members and those with whom such persons reside, whether related or not) of the Sponsor, the Prize Supplier, and each of the above parties respective parent, affiliated or related companies, and their officers, directors, employees, governors, shareholders, agents, and promotional parties (collectively, the “**Released Parties**”) are not eligible to enter the Contest or receive any prizes offered in connection with this Contest. For purposes of the Contest, “immediate family members” shall include the mother, father, legal guardian, brothers, sisters, daughters, sons, partner or spouse of an individual (regardless of where any such “immediate family member” resides with such individual).

The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity, eligibility and/or parental or legal guardian consent (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification showing the age of an Entrant) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification or forfeiture of any prize awarded in connection with this Contest.

4. CONTEST PERIOD:

The Contest begins on **September 25, 2020 at 10:00 a.m.** Eastern Time (“**ET**”) and ends on **September 25, 2020 at 7:00 p.m.** ET (the “**Contest Period**”).

5. HOW TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN

There is one (1) way to enter the Contest (the “**Entry**”), as described herein. To enter the Contest:

- Eligible Entrants must log on to Instagram using their personal account and perform the following actions:
 - Follow @MilkUPOntario on Instagram;
 - “Like” the OLG Play Stage post shared by @kyallegend on Instagram on September 25, 2020; and
 - Tell us in the comments which three friends you would bring with you to see Dean Brody.
- Entrants must have a valid Instagram account and must be able to receive direct messages from the Sponsor’s Instagram page to enter the Contest. If an individual does not have an Instagram account, he or she can visit www.instagram.com and follow the on-screen instructions to sign-up for a free Instagram account.

Entries must be received during the Contest Period set out in Section 4 above. The sole determinant of the time for the purposes of confirming the validity of an Entry in this Contest will be the Sponsor’s official clock.

An Entry will be declared invalid if it is late, illegible, incomplete, damaged, irregular, forged, garbled or mechanically or electronically reproduced. If it is discovered by the Sponsor (using any evidence or other information made available to, or otherwise discovered by, the Sponsor) that any person has used or attempted to use multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter the Contest more than once or to otherwise participate in or disrupt this Contest, he/she will be disqualified from the Contest and any future contests of the Sponsor, in the sole discretion of the Sponsor.

Each entry must: (i) not contain any disparaging, offensive, inflammatory, sexually explicit, profane, discriminatory, libelous or other inappropriate content of any kind (as determined by the Sponsor in its sole discretion); (ii) not contain any commercial content that promotes any product or service other than those of the Sponsor; (iii) not contain any language suggesting or encouraging illegal activity; (iv) not contain anything that infringes or may infringe any person's rights, including any human or intellectual property right; (v) not be false, misleading or inaccurate; (vi) not contain any identifiable third party products and/or trade-marks, brands, logos or copyright, and (vi) be in 'good taste' and in keeping with the Sponsor's brand image.

Do not include any personal information about any friends or family in your entry or otherwise include any reference to or the likeness of identifiable third parties, unless consent has been obtained from all such persons and such persons have reached the age of majority in their jurisdiction of residence, or have obtained the consent of their parent or legal guardian.

Entries that do not conform with or satisfy any or all of the conditions set out in these Rules will be void.

All entries become the property of the Sponsor and will not be returned.

By submitting your information, including any necessary personal information and creating an Instagram account, you agree to the Instagram Terms of Use and Privacy Notice. If you do not agree to such Terms of Use and Privacy Notice, you cannot create an Instagram account, or participate in this Contest. Additionally, your account must be set to "public". By using Instagram through a wireless mobile device, standard text messaging and/or data rates may apply for each message sent or received from your device. Other charges may also be applied by your wireless carrier (consult your wireless plan for details before participating via wireless mobile device). You are responsible for all such charges.

6. PRIZES AND WINNER SELECTION:

There are four (4) contest Prizes (each a "Prize", collectively the "Prizes") available to be won. The total approximate retail value of each Prize is One-Hundred Thirteen Canadian Dollars (**\$113.00 CAD**), and the total approximate retail value of the Prizes is Four-Hundred Fifty-Two Canadian Dollars (**\$452.00 CAD**).

Each Prize consists of one (1) ticket to Dean Brody at OLG Play Stage. Each ticket admits one (1) vehicle to OLG Play Stage at Ontario Place, Lot 2, 955 Lake Shore Blvd W., Toronto, ON M6K 3B9 scheduled to take place on September 26, 2020, with a maximum of four (4) people per vehicle. Due to vehicle height restrictions, over-sized vehicles (SUVs, trucks, vans) may be directed to park in a designated area in an effort not to obstruct the view of standard size vehicles. Venue personnel has the right to relocate any vehicle that is restricting another vehicle's view. Each person in the vehicle must have a seatbelt. Prize Supplier reserves the right to not award any prize to, or to revoke full or partial prize from, any winner or winner's guest who Live Nation and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Promotion Entities into disrepute. The prize is non-transferable and resale of tickets is prohibited.

A maximum of one (1) Prize will be awarded per verified winner. If an Entrant has won a Prize, he or she is no longer eligible to receive any other Prize in this Contest.

A random draw from all eligible entries will be conducted by the Contest Administrator on September 25, 2020 (the "Selection Date") at 9:00 p.m. ET. at Dairy Farmers of Ontario, 6780 Campobello Road, Mississauga, Ontario L5N 2L8.

Odds of winning will depend on the total number of eligible entries received during the Contest Period, which is unknown.

All incidental costs and expenses associated with a Prize that are not specifically referred to herein, including, without limitation and as applicable, transportation to and from the event for which tickets are issued, parking, beverages, gratuities, souvenirs, incidental and personal expenses, and items of a personal nature are not included and are the sole responsibility of each Prize winner and/or his or her guests.

Each Prize must be accepted as awarded without substitution and is not transferrable, refundable, for resale or convertible to cash. No compensation will be provided for failure by the winner or his or her guest(s) to claim, participate and/or attend any portion of the Prize when required or if the winner fails to accept the Prize as awarded. Prizes may not be exactly as shown in promotional materials. The Sponsor reserves the right, in the event that a Prize, or any component of a prize, cannot be awarded as described for any reason, to substitute the same for another prize or component thereof, of equal or greater value, without notice or liability. In the event that a substitute prize is awarded, such prize must be accepted as awarded and cannot be exchanged for cash or otherwise.

Each confirmed Prize winner and his/her guest(s) acknowledge and accept all risk of damage, injury or other loss incidental to any experience or event for which tickets are issued, whether occurring before, during or after the experience or event, and hereby voluntarily agree to assume the same. Expulsion from the event cancels the tickets for the offending individual(s) and/or their guests, and the individual(s) thereupon forfeit(s) all claims with respect to the tickets. Participation in the Prize is subject to compliance with all applicable laws, by-laws, regulations and the failure to comply may result in non-admission or expulsion from further participation in the Prize.

7. WINNER NOTIFICATION:

On the Selection Date, the four (4) selected Entrants will be contacted by the Sponsor via direct message to the Instagram account linked to the potential Winner's entry or submission. If a selected Entrant cannot be contacted or fails to respond within fourteen (14) hours of the first attempt of contact by the Sponsor, he/she will be considered to have forfeited the Prize and will be disqualified, in the sole discretion of the Sponsor, and another Entrant may be selected from the remaining eligible Entries until such time as a contact is made with a selected Entrant, there are no more eligible Entries, or there is insufficient time to award the prize, whichever comes first. The Sponsor will not be responsible for any failed attempt to contact any selected Entrant.

No contact or other correspondence in association with the Contest will be entered into except with each selected Entrant.

By participating in this Contest, confirmed winner's consent to the disclosure of their personal information to the Sponsor and/or the Prize Supplier as necessary for the purpose of delivery of Prizes or otherwise to carry out this Contest. By entering this Contest, further, each Entrant consents to the Sponsor and the Prize Supplier, and their respective agents and/or representatives, storing, sharing and using the personal information submitted in connection with this Contest for the purpose of administering the Contest and in accordance with each such Parties' privacy policy (available at: <https://new.milk.org/Privacy-Policy>).

In addition, Prize claimants understand and agree that their participation in the Prize or any part thereof may be photographed, videotaped or otherwise recorded and, accordingly, the Prize claimants (or if a minor, his or her parent or legal guardian) hereby grant all rights and permission to being photographed, videotaped or to otherwise have their participation in the Prize or any part thereof recorded. The Prize claimants further agrees and consents to the use, publication or reproduction, without restriction and without further compensation, of any such videography, photography or other recording, including the use of their name, likeness of any nature, appearance, voice, place of residence, and/or other content submitted or created in connection with this Contest, including, for avoidance of doubt, any photograph, video, or other recording, of any kind, taken by a Prize claimant during or related to the Prize, in any publicity or promotional materials carried out by the Sponsor in perpetuity and in any media worldwide.

8. WINNER CONFIRMATION:

Prior to being declared a confirmed winner of a Prize, a selected Entrant must correctly answer, unaided, an arithmetical, time-limited, skill testing question, to be administered at a mutually convenient time. The Sponsor reserves the right to administer an alternate skill-testing question as it deems appropriate to address discrimination or disability issues. Selected Entrants (or if a minor, his or her parent or legal guardian) will also be required to sign and submit the Sponsor's declaration and release, which (among other things): (a) confirms compliance with these Rules; (b) acknowledges acceptance of the Prize as awarded; and (c) releases the Released Parties from any and all liability in connection with the Contest, his/her participation therein and/or the awarding and use/misuse of the Prize. If an eligible winner: (a) fails to submit the properly executed Contest documents, (b) cannot accept the Prize for any reason and/or (c) otherwise fails to comply with these Rules, then he/she will be disqualified (and will forfeit all rights to the Prize). If a Prize winner cannot be confirmed at least **3 hours of the scheduled ticketed event**, such Prize will not be awarded.

Before being able to participate in the Prize, the winner's guests (each a "Guest") will be required to sign and return within the time stipulated by the Sponsor, a full declaration and release form stating that, among other things, he/she has read and understood these Rules, grants all consents required, accepts to participate in the Prize as offered and releases the Released Parties from any and all liability of any kind arising out of a Guest's participation in the Prize. Guests must have reached the age of majority in their jurisdiction of residence at the time of execution of the Guest release form in order to participate in the Prize or must otherwise have and provide proof of the consent of their parent or legal guardian to participate in the Prize as described herein.

9. GENERAL:

The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all Entrants without right of appeal, including, without limitation, any decision of the Sponsor regarding the eligibility/disqualification of any entry and/or Entrant.

By participating in this Contest, each Entrant (i) agrees to be bound by these Rules; (ii) agrees to release and hold harmless the Released Parties from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action; and (iii) releases the Released Parties from any and all liability in connection with this Contest and his/her participation therein and his/her use of his/her Prize. Released Parties make no warranty (express or implied), guaranty or representation of any kind concerning any Prize (or any portion thereof).

Each Entrant further agrees that the Released Parties will not be liable for (i) any failure of any website during the Contest Period; (ii) any technical or mechanical malfunction, interrupted or unavailable cable or satellite systems, any problem or malfunction related to any telephone network or line, on-line systems, servers, access providers, computer hardware or software or other equipment; (iii) the failure of any entry to be received for any reason including, but not limited to, such entry being lost, late, misdirected, stolen or mutilated or any technical problem or traffic congestion on the Internet or at any website or mobile network; (iv) any incomplete, inaccurate or illegible entry information, whether caused by any computer equipment, programming used in this Contest, human processing error, or otherwise; (v) any injury or damage to an Entrant's or any other person's computer or other device related to or resulting from participating in or downloading any material related to the Contest; (vi) any error in these Rules or in any Contest-related advertisements or other relevant promotional materials; (vii) any other error, omission, or defect related to this Contest; and/or (viii) any combination of the above.

The Sponsor reserve the right, in its sole and absolute discretion to disqualify any entry, withdraw, suspend or modify this Contest (or amend the Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, action of any person, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that corrupts or interferes with the fairness or proper conduct or play of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website associated with the Contest or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion to cancel, amend or suspend this Contest,

or to amend these Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason. In case of cancellation for any given reason, the Prizes may be forfeited.

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

The Sponsor reserves the right, in its sole and absolute discretion and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any Entrant or entry with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to website, print and/or online advertising, the terms and conditions of these Rules shall prevail, govern and control.

Contest Sponsor and Administrator: Dairy Farmers of Ontario, 6780 Campobello Road, Mississauga, Ontario L5N 2L8.

By entering the Contest, each Entrant acknowledges and agrees that Live Nation's sole and exclusive role in the Contest is that of Prize Supplier and that Live Nation is in no way responsible for the administration of the Contest or the selection of winners and that all such responsibility rests with the Sponsor and the Administrator. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor or the Administrator, and not to Live Nation.

The Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. The Entrant provides personal information to the Sponsor, not to Instagram, except as required by Instagram to open an account. Instagram is completely released of all liability related to this Contest by each Entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor or the Administrator and not to Instagram.

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