

## **BIG BASKET DROP SWEEPSTAKES**

### **OFFICIAL RULES**

**NO PURCHASE OR SCAN NECESSARY.  
A PURCHASE OR SCANNING WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

**OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA, AND PUERTO RICO, 21 YEARS AND OLDER.**

The Big Basket Drop Sweepstakes (the "Sweepstakes"), sponsored by Mondelēz Global LLC ("Sponsor"), begins at 12:00 a.m. Eastern Time ("ET") on April 1, 2025 and ends at 11:59 p.m. ET on April 30, 2025 (the "Sweepstakes Period").

**1. TO ENTER:** If you choose to register and enter using a mobile device, standard message and data rates may apply in accordance with your personal mobile service plan. Check details of your plan prior to using a mobile device to enter. A mobile device is not required to participate. During the Sweepstakes Period, scan the QR code made available on marketing materials or visit [bigbasketdrop.com](http://bigbasketdrop.com) ("Website") directly on your mobile device or computer. The first time you visit the Website, follow the links and instructions to accurately complete and submit the registration form, including your full first and last name (initials are not sufficient), date of birth, email address, and home address (P.O. Boxes are not permitted). You will receive one Sweepstakes entry. On subsequent visits to the Website, you need only provide your email address.

Limit: One (1) Sweepstakes entry per person per day during the Sweepstakes Period. Use of any robotic, automatic, programmed, or similar entry method, or the use of any means (such as using more than one (1) email address) to obtain more than the stated number of Sweepstakes entries will void all Sweepstakes entries of the person responsible for such action and result in their disqualification from the Sweepstakes. Released Parties (as defined in Section 6, below) are not responsible for lost, late, incomplete, invalid, unintelligible, misdirected or otherwise non-compliant Sweepstakes entries, all of which will be disqualified. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator (as defined in Section 2, below) will rely on the information submitted by the entrant to register for this Sweepstakes. If information provided by entrant to claim a prize (including but not limited to your first and last name) is inconsistent with the information provided at registration, Sponsor and/or Administrator may disqualify such entrant and such disqualification will result in the forfeiture of any prize such entrant may claim (if applicable). Sponsor, in its discretion, may request additional documentation from entrant to confirm entrant's identity. Failure to comply will result in disqualification.

**2. ELIGIBILITY:** Open only to residents of the 50 United States, D.C., and Puerto Rico 21 years of age or older at the time of entry, except for employees, officers and directors of Sponsor, Merkle Inc. ("Administrator"), HMT Associates, Inc., Vayner Media, LLC, each of their respective parent companies, affiliates, subsidiaries and agencies (collectively "Sweepstakes Parties"), and members of the immediate families (defined as including spouse, biological, adoptive and stepparents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or persons living in the same household (whether related or not) of any of the above. Sweepstakes is void outside the 50 United States, D.C., and Puerto Rico and where prohibited. All federal, state, and local laws apply.

**3. SWEEPSTAKES DRAWING:** Administrator is an independent organization whose decisions as to the selection of potential winners are final and binding. Administrator will select the potential

Sweepstakes winners in a random drawing from all eligible entries received during the Sweepstakes Period on or around May 1, 2025. The potential Sweepstakes winners will be notified at the email address used to enter the Sweepstakes.

The potential Sweepstakes Grand Prize winner must execute and return a Declaration of Compliance, Liability Release and, where permitted by law, Publicity Release (collectively "Declaration") within five (5) days of first attempted delivery or potential winner forfeits the prize and it may be awarded to an alternate winner in a random drawing from among all remaining eligible entries. If a potential winner cannot be contacted, or a prize or prize notification is returned as undeliverable, or if a potential winner fails to provide any requested information within the required time period, or if a potential winner is deemed ineligible to receive a prize for any reason, the applicable prize will be forfeited and may be awarded to an alternate winner in a random drawing from among all remaining eligible entries. If necessary, this process will be repeated up to three (3) times, after which the applicable prize will not be awarded if it remains unclaimed. All prizes will be awarded provided they are claimed properly in accordance with these Official Rules. Receiving a prize is contingent upon compliance with these Official Rules. First Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Sweepstakes Period and verification of winners' eligibility and compliance with these Official Rules.

#### **4. PRIZES, APPROXIMATE RETAIL VALUES ("ARV"), AND ODDS:**

**1 Grand Prize:** 3 day/2-night trip for two (2) to Los Angeles, CA for the Complex Family Style Food Festival scheduled to take place on September 13, 2025. Trip package consists of roundtrip coach class air transportation for two (2) from major airport nearest winner's home (determined by Sponsor in its sole discretion) to Los Angeles, CA; three (3) days and two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (one (1) room, double occupancy); ground transportation between hotel / airport; two (2) tickets to the Complex Family Style Food Festival; gift bag for winner only; and \$1,225 in spending money for winner only. ARV: \$5,300.00. Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Notwithstanding the foregoing, Sponsor will make reasonable efforts to select travel dates acceptable to winner. 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. All expenses and incidental travel costs not expressly stated in the prize package description above, including but not limited to, meals, incidentals, gratuities, additional ground transportation, 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. Travel companion must be twenty-one (21) years or age as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents as a condition of accompanying winner. Other travel restrictions, conditions and limitations may apply. If, in the judgment of Sponsor, air travel is not required due to winner's proximity to the prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion; winner will receive no compensation for the difference in value. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value of prize may vary based on point of departure, airfare fluctuations or other factors outside the Sponsor's control. Winner will receive no compensation for any difference in value between the ARV and the actual value of the prize.

**100 First Prizes:** Each winner will receive a Basket pack with one (1) insulated tote, one (1) 3-piece cheese server kit and assorted Mondelēz product. ARV: \$73.00 each.

Odds of winning a prize depend on the number of eligible entries received during the Sweepstakes Period.

**Prize Terms and Conditions:** The actual value of prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Winner will not receive difference between actual value and ARV, if any. Where applicable, prize style, size, and all other details will be determined by Sponsor in its sole discretion. **Limit one (1) prize per household.** No substitutions or transfers of prizes permitted by winners except at the discretion of the Sponsor; prizes are not redeemable for cash. Sponsor reserves the right to substitute a prize (or component thereof) of equal or greater value if an advertised prize (or component thereof) becomes unavailable. All prizes are awarded “as is” without warranty of any kind, express or implied, on the part of the Sponsor. Winners agree to look to the manufacturer or supplier of the prize or prize component, and not the Sponsor or Administrator, for any warranty on the prize or prize component or for any damages arising out of acceptance or use of the prize or prize component. Total ARV of all prizes: \$12,600.00.

**5. PUBLICITY:** Acceptance of a prize shall constitute and signify each winner’s agreement and consent that Sponsor and its designees may use the winner’s name, city, state, likeness, photo, and/or prize information in connection with the Sweepstakes for promotional, marketing, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including but not limited to the Internet and social media platforms, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

**6. RELEASE:** By entering the Sweepstakes, entrants agree to release and hold harmless Sweepstakes Parties, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies 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 and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of any prize (including but not limited to any injury or harm related thereto).

**7. GENERAL CONDITIONS:** By entering the Sweepstakes, you agree to abide by and be bound by these Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Sweepstakes. 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, or any event or cause beyond Sponsor’s control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes (each, an “Impairment”), including but not limited to fulfillment of the prizes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes in a random drawing from among the eligible, non-suspect Sweepstakes entries received up to the time of the Impairment. 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, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this or any other promotion by Sponsor, 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 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. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered as set forth in these Official Rules, Sponsor reserves the right to

award the intended number of prizes through a random drawing from among all eligible prize notifications/claims received. In the event there is a discrepancy or inconsistency between any statements contained in any Sweepstakes-related materials (including but not limited to printed versions of these Official Rules) and the Official Rules as posted on the Website, the Official Rules as posted on the Website shall prevail, govern, and control.

**8. LIMITATIONS OF LIABILITY:** The Released Parties are not responsible for: (a) any incorrect or inaccurate information whether caused printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes, or provided by entrants; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines, or network hardware or software; (c) unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process; (d) technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of Sweepstakes entries; or (e) 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, use, inability to use, or misuse of any prize (if applicable). If for any reason an entrant's Sweepstakes entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, if possible.

**9. DISPUTES:** Entrant agrees that: (i) 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 or the appropriate Michigan state court located in Oakland County, Michigan; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives, all rights to claim 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. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** 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.

**10. PRIVACY POLICY:** Information collected from entrants is subject to the Sponsor's [Privacy Policy](#).

**11. WINNERS LIST:** The winners' names will be posted and available via the link below after winner confirmation is complete. [Winner list](#).

**12. SEVERABILITY:** If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, then (a) the validity, legality and enforceability of such provision as applied to any other particular facts or circumstances, and the other provisions of these Official Rules, shall not in any way be affected or impaired thereby; and (b) such provision shall be enforced to the maximum extent possible. In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it, so as to be enforceable to the extent compatible with applicable law.

**SPONSOR:** Mondelēz Global LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813.

**SWEEPSTAKES ADMINISTRATOR:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.