

**HARD ROCK CAFE LOUISVILLE
ADMIN DAY
SWEEPSTAKES OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

CONSUMER DISCLOSURE

You have not yet won.

By entering this Hard Rock Cafe Louisville Admin Day Sweepstakes (the "Sweepstakes"), Eligible Entrants (defined below) accept and agree to be bound by these Official Rules. Any violation of these Official Rules may result in disqualification. All decisions of Sponsor regarding this Sweepstakes are final and binding in all respects.

- 1. SWEEPSTAKES PERIOD.** The Sweepstakes begins at 6:00 pm Eastern Time on April 24, 2019 and ends at 7:30 pm Eastern Time on April 24, 2019 ("Sweepstakes Period"). Entries submitted before or after the Sweepstakes Period will not be accepted.
- 2. ELIGIBILITY.** The Sweepstakes is only open to residents of the 50 United States and the District of Columbia who are at least 21 years old as of the date of entry, except officers, directors, members, and employees of Hard Rock Cafe International (USA), Inc. ("Sponsor") and the immediate family (i.e., parents, children, siblings, spouse), and persons residing in the same household, as such individuals (each eligible person will be referred to as an "Eligible Entrant").
- 3. HOW TO ENTER.** You can enter the Sweepstakes by completing the sign-in sheet with your contact information (Name, Phone Number, Email, Company, and Job Title) and providing your business card at the Admin Day event ("Event") during the Sweepstakes Period at the Hard Rock Cafe in Louisville, Kentucky. During the sign-in, you will have the option to add a guest's information (you must have authorization from the guest to do so) for an additional entry into the Sweepstakes. No entries will be accepted after 7:30 pm Eastern Time.
- 4. WINNER SELECTION AND PRIZE DESCRIPTION.** There will be one (1) winner selected by a random drawing from all eligible entries at approximately 8:00 pm ET at the Event. You must be present to win. If you are not present, you will be disqualified and an alternate winner selected based on a random drawing of remaining eligible entries. The prize ("Prize") is a \$500 credit towards a party or networking event at the Hard Rock Cafe Louisville on a date and time to be determined by staff at the Hard Rock Cafe, but in any event, no later than [December 31, 2020]. The Prize does not include transportation, parking or any expense of your party or networking event in excess of \$500.
- 5. TAXES.** All federal, state and/or local income and other taxes, if any, incurred with connection with the Prize are the winner's sole responsibility.

- 6. NO PRIZE TRANSFER OR SUBSTITUTION.** No Prize or any portion thereof is transferable or redeemable for cash. Any portion of the Prize that is not used is forfeited. No substitutions for the Prize will be available, except that Sponsor may substitute a prize of equal or greater value if the stated Prize is not available.
- 7. CONSENT AND RELEASE.** Except where prohibited by law or regulation, by participating in this Sweepstakes, each Eligible Entrant grants Sponsor a perpetual, worldwide, royalty-free license to use his/her name, image, photo, video, voice, and likeness in connection with the promotion of this Sweepstakes or Sponsor's products and services, and each Eligible Entrant waives any and all claims and/or rights to receive any royalties or other compensation for Sponsor's use thereof, unless prohibited by law. The winner may be required to complete, sign, notarize and return an affidavit of eligibility/liability release and a publicity release, which must be returned, properly executed, at or after the Event, and before use of the Prize. If these documents are not returned properly executed within the time specified by Sponsor, or are returned to Sponsor as undeliverable, then such Prize winner will be disqualified and the Prize will be forfeited and awarded to an alternate winner.
- 8. LIMITATION OF LIABILITY & RELEASE.** By participating in the Sweepstakes, Eligible Entrants agree to indemnify and hold harmless the Sponsor and its respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees (collectively, "Releasees") from and against any and all injuries, losses, damages, claims, and actions of any kind arising from or relating to participation in the Sweepstakes, or acceptance, possession, use, misuse, or nonuse of the Prize that may be awarded, including, without limitation, actual, direct, indirect, consequential, punitive, special, or other damages.
- 9. DISQUALIFICATION:** If an Eligible Entrant or potential winner is found to be ineligible, or if an Eligible Entrant or potential winner does not comply with the Official Rules, then such Eligible Entrant or potential winner may be disqualified and an alternate winner chosen through a random drawing of remaining Eligible Entrants. If a Prize or Prize notification is returned as undeliverable, then the corresponding potential winner may be subject to disqualification. In the event an Eligible Entrant or potential winner is deemed ineligible or disqualified for any reason under the provisions of these Official Rules, then an alternate winner will be selected via a random drawing.
- 10. DISCLAIMERS.** Each Eligible Entrant acknowledges and agrees to the following: (i) Sponsor reserves the right to cancel, terminate, or modify the Sweepstakes if it is not capable of completion as planned, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, force majeure or technical failures of any sort; (ii) Sponsor is not responsible for errors in the administration or fulfillment of this Sweepstakes, including without limitation mechanical, human, printing, distribution or production errors, and may modify or cancel this Sweepstakes based upon such error at its sole

discretion without liability; and (iii) SPONSOR MAKES NO WARRANTIES, REPRESENTATIONS OR GUARANTEES, EXPRESS OR IMPLIED, IN FACT OR IN LAW, AS REGARDS THIS SWEEPSTAKES OR THE MERCHANTABILITY, QUALITY OR FITNESS FOR A PARTICULAR PURPOSE REGARDING ANY PRIZE OR ANY COMPONENT OF ANY PRIZE.

- 11. APPLICABLE LAWS AND JURISDICTION.** This Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law. Issues concerning the construction, validity, interpretation, and enforceability of these Official Rules shall be governed by the laws of the State of Kentucky. All disputes arising out of or connected with this Sweepstakes will be resolved individually, and without resort to class action, exclusively by a state or federal court located in Louisville, Kentucky. Should there be a conflict between the laws of the State of Kentucky and any other laws, the conflict will be resolved in favor of the laws of the State of Kentucky. All judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Sweepstakes and shall not include any indirect, punitive, incidental and/or consequential damages.
- 12. PRIVACY.** Entry in the Sweepstakes constitutes consent to transfer personal information collected from the Eligible Entrant to the Sponsor for the purposes of administering the Sweepstakes and for such other purposes to which Eligible Entrant may consent as outlined herein or in Sponsor's privacy policy. More specifically, Sponsor may collect information that you provide to enter the Sweepstakes and will use personal information you provide to enter the Sweepstakes to actually conduct the Sweepstakes and fulfill the Prize, or marketing and other purposes. All information submitted to the Sponsor as part of this Sweepstakes will be treated in accordance with the Sponsor's privacy policy, available at <http://www.hardrock.com/policies/privacy>. Sponsor will provide the personal information you provide to enter this Sweepstakes to third-party fulfillment companies as necessary to process and deliver prizes to winners.
- 13. WINNER LIST.** For a list containing the name of the winner, send a self-addressed, stamped envelope, within six (6) months of April 24, 2019, to: 424 S 4th Street Louisville, KY 40202.
- 14. SPONSOR.** This Sweepstakes is sponsored and administered by Hard Rock Cafe International (STP), Inc., 5701 Stirling Road, Davie, FL 33314.