

Woodford Reserve Kentucky Derby Consumer Sweepstakes Official Rules

1 **NO PURCHASE NECESSARY. You must be at least 21 years of age and a legal resident of the United States. Contest void in California and wherever prohibited or restricted by law.**

2. **SWEEPSTAKES PERIOD:** The “Bring the Derby Home!” Sweepstakes (the “Sweepstakes”) starts February 3, 2012 at 12:00:01AM Eastern Time (ET) and ends April 26, 2012 at Noon, 12:00:00 PM ET (the “Sweepstakes Period”). The drawing will be conducted on Thursday, April 26, 2012 and the winner will be contacted on or around Friday, April 27, 2012.

3 **HERE’S HOW TO ENTER:** To enter, you must first register at WoodfordReserve.com/DerbyParty or KentuckyDerbyParty.com. The registration page must be completely filled out with your name, address, email address, date of birth and phone number in order to be eligible. By clicking “Register” you confirm that you have read these Official Rules and accept them as written. You also confirm that you are at least 21 years of age. Limit one (1) entry per person, per email address during the Sweepstakes Period. Online entries must be received by 12:00:00 PM ET (noon) on 4/26/12. Sponsor may require that the potential winner provide proof that he/she is the authorized account holder of the email and/or password associated with the winning entry. All entries become the property of Brown-Forman Beverages and Churchill Downs Incorporated. Any individual who attempts to register, or in the sole discretion of Sponsor is suspected of registering more than once or submits entries in excess of the disclosed maximum, by any means, including but not limited to establishing multiple email accounts, will be disqualified from participation in this Sweepstakes. The name of the person submitting the Sweepstakes entry must be the name of the person who is registered with such email address, and the authorized account holder of such email address, otherwise, entry may be deemed void. In the event of a dispute over the identity of the potential Grand Prize Winner, the entry will be declared made by the authorized account holder of the email address submitted at the time of entry, and potential Grand Prize Winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such email address. It is the sole responsibility of the entrant to notify the Sponsor in writing if the entrant changes his or her email or postal address during the Sweepstakes Period.

Proof of emailing does not constitute proof of delivery or entry. All entries become the property of the Sponsor and will not be returned to entrant. Each entry submission must be manually key-stroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot, or sweepstakes service) will be disqualified and transmissions from these or related email or IP addresses may be blocked. No faxed, mailed, electronically mailed, or phoned-in registrations are allowed; this is an Internet-based Sweepstakes only. Sponsor assumes no responsibility for incorrect or inaccurate entry information, human error or technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any computer equipment or software, or any combination thereof.

4 **ELIGIBILITY:** You must be at least 21 years of age and a legal resident of the U.S. to be eligible. This promotion is void in California and wherever prohibited or restricted by law. Employees of Brown-Forman Beverages, Churchill Downs Incorporated, their affiliates, liquor wholesale licensees, retailers, as well as the advertising/promotion agency, and the immediate families and household members of each are not eligible to win.

5 **PRIZES:** One (1) Grand Prize winner will receive a party prize package for up to forty (40) guests. Grand prize package includes the following: (ARV \$4,955). [Alcoholic beverages are not part of any prize.](#)

- 1 LED Flat Screen Television (ARV \$1100)
- 2 Catering and catering staff for 40 guests, including a clean-up crew (ARV \$2000)
- 3 Full bar set (bar tools & glassware) (ARV \$175)
- 4 Photographer (ARV \$500)
- 5 Official Derby 138 Party Décor, party supplies (ARV \$200)
- 6 Arthur Court Collectibles (ARV \$400)
- 7 Taxi Vouchers up to \$250 (ARV \$250)
- 8 Official Kentucky Derby Poster (ARV \$80)
- 9 Woodford Reserve Derby bottle artwork poster (ARV \$50)
- 10 Vineyard Vines apparel (ARV \$200)

The Party is intended be held at the Grand Prize Winner's home. Included in the Party is food and non-alcoholic beverages for a maximum of up to 40 persons. Food and beverage choices will be made by Sponsor. No alcoholic beverages will be provided by Sponsor. If less than 40 people attend the Party no reimbursement for those unattended guests will be provided. Length of Party will be determined prior to event and is subject to Sponsor's approval. Date of Party is currently scheduled for May 5, 2012. Grand Prize Winner will receive less than 10 days notice prior to Party. If for any reason the Grand Prize Winner cannot accept the Party on a date specified by the Sponsor, the Sponsor shall have no further obligation to the Grand Prize Winner and guests and an alternate Grand Prize Winner may be selected. Estimated total retail value of entire Grand Prize package is \$4,955. Actual value may vary based on Party location. Specifics of prize are at Sponsor's sole discretion. Merchandise prizes will ship to Grand Prize Winner from separate locations on separate carriers and may arrive on different dates/times. All TV installation costs, cable or satellite subscription/service, and any other expenses not explicitly specified herein are the sole responsibility of Grand Prize Winner. TV connection in time for Kentucky Derby viewing cannot be guaranteed. Grand Prize package is non-transferable; no substitutions or cash awards allowed, except at the discretion of the Sponsor in which case a prize of equal or greater value will be awarded. Complete terms and conditions of Party will be furnished to Grand Prize Winner with prize notification. All other expenses relating to acceptance of Grand Prize not explicitly stated herein are the responsibility of Grand Prize Winner and guests. If, for any reason, the Party is unable to take place as planned, the Sponsor reserves the right, at its sole discretion, to award a prize of equal or greater value, in lieu of the Party. **Party guests must be at least 21 years of age.** Grand Prize Winner must agree to have the Party on the date determined by Sponsor. All guests must agree to attend party at the location, time, and date specified by Sponsor. All federal, state or other tax liabilities are the responsibility of the Grand Prize Winner. Any and all guarantees and warranties for merchandise prizes are subject to the manufacturer's terms and conditions, and the Grand Prize Winner agrees to look solely to such manufacturer for any such warranty or guarantee claim. All details of Grand Prize not specified herein shall be determined solely by Sponsor. All federal, state and local taxes on prizes are the sole responsibility of prize winner.

6 DRAWING/NOTIFICATION: Grand prize winner will be selected in a random drawing from among all timely received eligible entries. Odds of winning depend upon number of eligible entries received. The drawing will be conducted on April 26, 2012 by an independent organization or by Brown-Forman whose decision concerning all aspects of this promotion shall be final. Potential prizewinner will be notified by mail, email and/or telephone on or about April 27, 2012. If potential prize winner cannot be reached within three attempts, does not respond within **2 days of notification** or an emailed prize notification is returned as undeliverable for any reason, potential prize winner may be disqualified and the next eligible entrant may be drawn as a potential prize winner.

7 CLAIMING PRIZES/RELEASE: The winner will be notified by mail, email and/or by telephone; a potential winner may be required to claim his or her prize on or before April 29, 2012. A specific time and location will be provided via phone and email. If the notarized affidavit and release are not signed during designated pickup time/location, the winner may have waived any claim to the prize and an alternate winner may be selected. By accepting his or her prize, the winner: (a) releases Brown-Forman/Woodford Reserve, Churchill Downs Incorporated, and their affiliated companies and licensed alcohol wholesalers and retailers from any all liability claims, action or proceedings arising out of or for injuries or damages sustained while involved in a promotion activity or connection with the use of the prizes; as well as (b) consents to the use by Brown-Forman for promotional purposes in connection with this promotion, of his or her name and/or likeness and/or voice without further compensation. Any traveling companion of the winner must be at least 21 years old and must execute a similar affidavit/release prior to commencement of any travel. Brown-Forman/Woodford Reserve and participating promotional companies are not in any way liable for damage, loss or injury resulting from computer malfunctions, misdirected or incomplete entries or acceptance and use of the prize. Brown-Forman/Woodford Reserve reserves the right in its sole discretion, to cancel or suspend this sweepstakes should virus, bugs or other causes beyond the control of sponsor corrupt the administration, security or proper play of the sweepstakes. Brown-Forman/Woodford Reserve reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel terminate or suspend the sweepstakes. Brown-Forman/Woodford Reserve assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communication line failure, theft or destruction or unauthorized access to, or alteration of, entries.

CAUTION: Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the game is a violation of criminal and civil laws and should such an attempt be made, sponsor reserves the right to seek damages from any such attempt. Sponsor reserves the right to seek damages from any such entrant to the fullest extent of the law.

8 WINNER'S LIST: For a list of the prize winner, send a self-addressed stamped envelope to: Brown-Forman Corporation, Offer # WL296SN485, PO Box 426010 Del Rio, TX 78842-6010 before 8/01/12. Do NOT send contest entries to this address.

CRAFT CAREFULLY. DRINK RESPONSIBLY.

Woodford Reserve Kentucky Straight Bourbon Whiskey, 45.2% Alc. by Vol., The Woodford Reserve Distillery, Versailles, KY ©2012

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