



2025 BRUNCH BY THE LAKE EXCLUSIVE CONTEST

Official Rules and Regulations (the "Rules and Regulations")

No purchase or payment of any kind is necessary to enter or to win. A purchase does not increase your chances of winning.

GENERAL:

The Corporation of the Town of Lincoln (the "Contest Sponsor") 2025 Brunch By the Lake Exclusive Contest (the "Contest") will begin on Friday June 20, 2025, at 12:00:01 am Eastern Standard Time ("EST") and will end on Wednesday, July 2, 2025, at 11:59:59 pm EST the ("Contest Closing Date").

By entering the Contest, entrants accept and agree to be bound by the Contest Rules and Regulations and accept the decisions of the independent Contest organization and Contest Sponsor as final and binding in all respects.

ELIGIBILITY:

Contest entrants and prize recipients must be residents of Ontario and at least 19 years of age at time of entry to be eligible. Proof of age may be required. Employees, representatives, agents, Council Members, officers and directors and the advertising or promotional agencies of the Corporation of the Town of Lincoln (the "Contest Sponsor") and those with whom the above are domiciled, are not eligible to enter. This Contest is void outside the jurisdiction listed above and where prohibited by law. Contest subject to all applicable federal, provincial and municipal laws and regulations.

ENTRY:

Enter online www.niagarabenchlands.ca, complete the official entry form and submit your entry as instructed. All eligible entries will be entered in a random draw. Only one entry per email address is allowed during the entire promotional period. In the event it is discovered that you attempted to enter more than once, all of your entries will be void. All entries must be received by the specified Contest Closing Date.

The Contest Sponsor is not responsible for entries that are incomplete, illegible, lost, stolen, late, delayed, misdirected, inaudible, damaged, altered, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of these Contest Rules and all such entries shall be disqualified. All entries become the exclusive property of the Contest Sponsor and none will be returned.

CONTEST CLOSING DATES & WINNER SELECTION:

On or around: July 3, 2025, in Beamsville, Ontario ("ON"), a random draw will be conducted by an independent contest organization from all eligible entries received by the Contest Draw Date to select the potential winner of the specified prize. The chance of winning depends on the number of eligible entries received. The selected entrant will

be contacted by phone and/or email within approximately two (2) business days of the draw ("Notification") and must agree to accept the prizes as set forth below, and will be required to complete, sign and return an affidavit of eligibility/liability release and publicity release (the "Forms"). The Forms must be returned, properly executed, within seven (7) days of notification or entrant will be disqualified. Upon receipt of the properly executed Forms and verification of full compliance with the Contest Rules by the independent Contest organization, the selected entrant will be declared the winner.

If a selected entrant cannot be contacted for any reason within five (5) business days of the draw or is unwilling or unable to comply with the requirements as set out by the Contest Rules and Regulations, the Contest Sponsor shall have the right to disqualify said entrant and to randomly draw another eligible entry.

By entering the Contest, you agree that if you are a selected entrant that is disqualified and the prize is forfeited for any reason, the Contest Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard.

By entering the Contest, the winner consents to the use of his or her name, image, voice, likeness, city of residence and/or photographs without compensation in any publicity or advertising carried out in any medium worldwide by the Contest Sponsor and/or its advertising or promotional agencies without limitation or further notification or compensation.

PRIZES:

One (1) Prize is available to be won. The Prize Package is valued at \$270.00 CDN. There is no cash alternative to the whole or any part of the Prize.

The Grand Prize consists of:

Two (2) Brunch By the Lake Tickets, Hosted by the Niagara Grape & Wine Festival

Valid for use and redemption on Sunday July 6, 2025, from 11:00 a.m. to 3:00 p.m. at Charles Daley Park (1969 N Service Rd, Lincoln, ON L2R 6P9)

Prize must be accepted on an 'as is' basis. No substitution, assignment, redemption for cash, or transfer of any prize permitted except that the Sponsor reserves the right to substitute a prize of equal or greater value.

The Contest Sponsor, in its sole discretion and subject to applicable law, reserves the right to substitute any portion of a Prize for something of equal or greater value if the advertised Prize or any portion thereof becomes unavailable. The Contest Sponsor reserves the right, in its sole discretion to terminate or suspend the Contest or modify

the Contest Rules and Regulations at any time if the integrity of the promotion is compromised in any way.

Prize must be accepted as awarded. Except as identified above, no substitutions will be made. Prize may not be sold, transferred or assigned, and is not convertible to cash. The Prize cannot be used in conjunction with any other promotion or offer. Other restrictions may apply.

By accepting a Prize, the winner and their travel companions accept the inherently dangerous nature and risk involved in travel, whether by plane, automobile, or other conveyance, or by foot, on land or water and in the air, including personal injury and / or death, and acknowledges that his / her participation in the prize event is voluntary, acknowledges that there are natural factors and occurrences which may impact on or affect the safety of the activities he / she is participating in and he / she assumes the risk of such factors and occurrences and agrees that promotional parties shall not be in any way responsible for any resulting injury and / or death.

LIMITATION OF LIABILITY AND RELEASE:

Nothing in these Contest Rules and Regulations limits or excludes any liability of any of the Promotional Parties for death or personal injury caused by their negligence, or for fraud, or any other liability that cannot lawfully be limited or excluded. Subject to the foregoing, by entering the Contest the selected entrant, and such entrant's travel companions agree to release and hold harmless the Promotional Parties from any injury, loss or damage of any kind to persons or property, including but not limited to death, resulting in whole or in part directly or indirectly from the acceptance, receipt, possession, use or misuse of the awarded Prize, any portion of the Prize, participation in any Contest-related activity including any travel related thereto or participation in the Contest.

The Contest Sponsor shall not be liable for any human or technical errors that may arise or occur in connection with the Contest. The Contest Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of the entries. The Sponsor reserves the right, in its sole discretion to terminate, modify, suspend the Contest, or modify the Contest Rules and Regulations at any time for any reason whatsoever.

The Contest Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any e-mail or entry to be received by the Contest

Sponsor as a result of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, any injury or damage to the entrant's or any other person's computer related to or resulting from participation or downloading or accessing any materials in this Contest.

The Contest Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with or attempts to tamper with the entry process.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW INCLUDING CRIMINAL PROSECUTION.

In the event of a dispute, entries made by Internet will be declared made by the Authorized Account Holder of the e-mail address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

By entering the Contest, the entrant agrees that these Contest Rules and Regulations shall be governed by the laws of the Province of Ontario, Canada and that the courts of the Province of Ontario shall have non-exclusive jurisdiction to entertain any action or other legal proceedings based on any provision of these Contest Rules and Regulations or the running of this Contest.

GENERAL CONDITIONS:

By entering the Contest, the selected entrants agree to sign and return the following to the independent contest organization within seven (7) days of Notification:

- a) A form affirming eligibility and compliance with all Contest Rules and Regulations (form may require notarization at the sole discretion of the Contest organization);
- b) A liability release form releasing the Promotional Parties from all liability (excluding liability for personal injury or death caused by negligence or any other liability that cannot lawfully be limited or excluded) arising from or relating to the acceptance, receipt, possession, use or misuse of the awarded Prize, any portion of the Prize, participation in any Contest-related activity including any travel



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related thereto and / or participation in this Contest.

- c) A publicity release form permitting the Contest Sponsor to use his or her name, image, voice, likeness, city of residence and/or photographs without compensation in any publicity or advertising carried out in any medium worldwide by the Contest Sponsor and/or its advertising or promotional agencies without limitation or further notification, unless prohibited by law.

If the selected entrant fails to submit the above within the given time period, the Contest Sponsor reserves the right to disqualify said entrant and randomly draw another eligible entry for the purpose of awarding the Prize (time permitting), and the Contest Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard.

TAXES:

If applicable, the Winner is responsible for reporting any taxable benefits received from Sponsor to relevant Tax authorities as a result of winning this Contest.

LEGAL COMPLIANCE:

This Contest is governed by the laws of Ontario and the laws of Canada applicable therein, and is subject to all applicable federal, provincial and municipal laws and regulations.

SPONSOR:

The Corporation of the Town of Lincoln, 4800 South Service Rd. Beamsville, ON L3J 1L3

OFFICIAL RULES:

The Official Rules are available at www.niagarabenchlands.ca

WINNERS NAMES:

For the name of the winner, send a self-addressed stamped envelope by first class mail to: "2025 Brunch By the Lake Exclusive Contest, the Corporation of the Town of Lincoln, 4800 South Service Rd. Beamsville, ON L3J 1L3" after the draw date(s) and before July 3, 2025.

DISCLOSURE OF PERSONAL INFORMATION:

In order to submit a Contest Entry, Contest Entrants will be required to disclose certain personal information.



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By submitting an entry, Contest Entrants expressly consent to the collection, use, storage and disclosure of personal information to the Contest Sponsor for the purposes of administering the Contest, and for the Contest Sponsor's marketing purposes, as well as the other purposes expressly contemplated in these Rules. The Contest Sponsor will have the right to use each Selected Entrant's personal information to communicate with them (and any substitute Entrant selected, as required), and to announce the Winner of the Contest.

All Winners will be posted on Facebook www.facebook.com/niagarabenchlands and Instagram www.instagram.com/niagarabenchlands at the sole discretion of the Contest Sponsor.

PRIVACY POLICY:

The Contest Sponsor is collecting personal information about entrants for the purpose of administering this contest; and by entering this contest, entrants agree to opt-in to electronic communications from the Niagara Benchlands care of the Corporation of the Town of Lincoln. Information collected from entrants is subject to the Sponsor's Privacy Policy at www.lincoln.ca/disclaimer

All trademarks are the property of their respective owners. The use of a VISA Gift Card as a prize does not imply any endorsement of responsibility for or participation in, this Contest by Visa, Inc. The use of Facebook and/or Instagram does not imply any endorsement of responsibility for or participation in, this Contest by Meta Networks Ltd.