

Official Rules
“New Amsterdam Vodka Barstool Q3 “#NAV19thHole #Sweepstakes”

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES, EXCLUDING UTAH, WHO ARE AT LEAST 21 YEARS OF AGE OR OLDER AT TIME OF SUBMISSION. VOID IN UT, AND WHERE PROHIBITED OR RESTRICTED BY LAW.

1. Sweepstakes Period: The New Amsterdam Vodka Barstool Q3 “NAV19thHole #Sweepstakes” (the “Sweepstakes”) commences July 5, 2020 at 12:00:00 AM Pacific Time (“PT”) and ends September 26, 2020 at 11:59:59 PM PT (the “Sweepstakes Period”). The Sweepstakes Period will be broken out into twelve (12) separate monthly entry pools, as set forth in the Entry Pool & Prize Chart set forth in Section 4 below (each, an “Entry Pool”). Entries submitted past the expiration of the Sweepstakes Period will not be accepted and will be destroyed.

2. Sponsor and Administrator: The Sweepstakes is sponsored by New Amsterdam Spirits Company (“Sponsor”), and is administered by Moosylvania, 7303 Marietta Ave, Maplewood MO, 63143 (“Administrator”), for Sponsor’s E&J Brandy brand (“Brand”).

3. Eligibility: The Sweepstakes is open to legal residents of the 50 United States and District of Columbia (excluding Utah), who are at least 21 years of age or older at the time of entry. Void in Utah and where prohibited. Employees of Sponsor, Administrator, Brand, their respective parents, affiliates, subsidiaries (collectively, the “Released Parties”) and members of their immediate families or persons residing in the same household are not eligible to enter or win. You are also not eligible if you or any member of your immediate family or household (whether or not related) is (A) an employee, officer or director of (1) Sponsor, Administrator, Brand, any of their respective bottlers, dealers or distributors, or parent companies, affiliates or subsidiary companies (collectively, the “Sweepstakes Parties”), (2) any of the Sweepstakes Parties’ other promotional partners, advertising or promotions agencies, sponsors of promotional materials, internet promotion developers, judging or administration organizations, or auditing or legal firms and other parties engaged in the production, promotion, administration or execution of the Sweepstakes (“Sweepstakes Entities”), or (B) an owner/operator or person responsible for purchasing or promotion decisions at retailers or dealers that sell any of Sponsor’s products. “Immediate family” means parents, children, stepparents, stepchildren, siblings, stepsiblings and spouses, whether or not living at the same residence.

4. How to Enter: Take a selfie on your favorite golf course drinking a transfusion, or take a selfie on your favorite golf course (“Photo”). Then, to enter online, visit barstoolsports.com/19thHoleContest to find, complete and submit the online entry form, which includes uploading your Photo; or to enter via social media, post your Photo to Instagram, Twitter or Facebook using the hashtags **#NAV19thHole #Sweepstakes** to automatically receive one (1) entry into the random drawing. Hashtags must include both **#NAV19thHole** and **#Sweepstakes** in order to count as an entry. All Submissions must be posted by 11:59:59 PM on each End Date as listed in the Chart below for any Entry Pool’s random drawing, or by 11:59:59 PM PT on September 26, 2020 for the final Entry Pool’s random drawing.

PLEASE NOTE: Entrants must adjust their Instagram and Twitter account settings to allow for receipt of messages from Sponsor. For this purpose, entrants must set their Instagram account settings to 'Public', and take any further necessary steps to ensure receipt of any communication from Sponsor. It is entrant's sole responsibility to take any steps necessary to adjust their Instagram account settings to permit entrant to receive messages from Sponsor. Any Entrant's failure or inability to receive any message(s) from Sponsor for any reason shall be deemed a failure by such entrant to comply with these rules, and any such entrant shall be disqualified from the random drawing. Similarly, Sponsor shall not be liable for any lost, misdirected, or otherwise not received or illegible messages from entrants. By entering this Sweepstakes, each entrant agrees that the Sponsor may contact the entrant by Direct Message via entrant's Instagram or email accounts provided upon registration, to administer and fulfill this Sweepstakes.

This Sweepstakes is not sponsored, endorsed, affiliated with, administered by or associated with Instagram or Twitter. By entering, entrants are providing all required information to Sponsor, and not to Instagram or Twitter.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the person in whose name the Instagram or Twitter account is registered. The entrant may be required to provide evidence that the entrant is the authorized account holder of the mobile number associated with the winning entry and complete an affidavit and/or any applicable releases. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, mutilated, stolen or misdirected entries, which will be disqualified. Any attempt by any participant to enter by using multiple/different identities, or any other methods may disqualify that participant from winning any prize, at the sole discretion of Sponsor.

ENTRY & PRIZE CHART

Start at 12:00:00 AM PT on	End at 11:59:59 PM PT on	Random Drawing to occur on	# of Winners
7/5/2020	7/11/2020	7/13/2020	1 Winner
7/12/2020	7/18/2020	7/20/2020	1 Winner
7/19/2020	7/25/2020	7/27/2020	1 Winner
7/26/2020	8/1/2020	8/3/2020	1 Winner
8/2/2020	8/8/2020	8/10/2020	1 Winner
8/9/2020	8/15/2020	8/17/2020	1 Winner
8/16/2020	8/22/2020	8/24/2020	1 Winner
8/23/2020	8/29/2020	8/31/2020	1 Winner
8/30/2020	9/5/2020	9/8/2020	1 Winner

9/6/2020	9/12/2020	9/14/2020	1 Winner
9/13/2020	9/19/2020	9/21/2020	1 Winner
9/20/2020	9/26/2020	9/28/2020	1 Winner

6. Winner Selections: Twelve (12) Prize winners will be selected on each of the Random Drawing dates set forth in the Entry & Prize Chart in Official Rule #5 above, to be conducted by Administrator from among all eligible entries received during the applicable Entry Pool. Non-winning entries from any Entry Pool will NOT roll over to subsequent Entry Pool random drawings. Decisions of Sponsor and Administrator are final and binding. The winners will be notified by Administrator via email or direct message through Facebook, Instagram or Twitter (depending how the winner entered) on or about the day of the random drawing. Failure to respond to the winner notification within **forty-eight (48) hours** will be deemed forfeiture of the Prize and an alternate winner may be selected at Sponsor’s or Administrator’s sole discretion, time permitting. Sponsor is not responsible for email notifications that are undeliverable or direct messages not received.

7. Verification of Potential Winner: In order to be confirmed as the Prize Winner, and without limitation of any other terms herein, the potential Prize Winner may be required to provide satisfactory proof, as determined by Sponsor in its sole discretion, that such potential Prize Winner is an eligible Entrant, including but not limited to providing a copy of the potential winner’s government-issued identification and/or additional information required by Sponsor in order to verify eligibility and compliance with these Official Rules. Prize Winner may be required to sign and return to Administrator, within **forty-eight (48) hours** of the date notice is sent, an affidavit of eligibility, and/or a liability/publicity release (except where prohibited) as a condition to claim his/her Prize. If the potential Prize Winner cannot be contacted, fails to sign and return the affidavit of eligibility and/or liability/publicity release within the required time period (if required), potential Winner will forfeit the prize and an alternate may be selected at Sponsor’s sole discretion.

8. Prizes and Approximate Retail Values (“ARVs”): Twelve (12) Prizes: A co-branded golf swag bag for winner and three (3) friends consisting of Sponsor-specified items. ARV: \$500.00 each. Prize consists of only the item listed as part of the prize. Prize may not be substituted or transferred or redeemed for cash by winner. Sponsor reserves the right to substitute the prize for one of equal or greater value for any reason. All federal, state and local taxes on the Prize are winner’s sole responsibility.

9. Release: By participating in this Sweepstakes, you accept all risk and consequences of entry and participation in this Sweepstakes, and agree to release and hold New Amsterdam Spirits Company, Administrator, Brand, and the Released Parties harmless from any and all consequences, liability, losses, damages (including without limitation, consequential, punitive, incidental, special or increased damages and those related to personal injury, death or damage to property) and costs and expenses, of any kind, under any legal theory, arising from or related to this Sweepstakes, including but not limited to your entry and participation in this Sweepstakes, the acceptance and/or use (or misuse) of any prize, printing errors, any claims based upon rights of publicity and invasion of privacy. Entrant shall indemnify New

Amsterdam Spirits Company, Administrator, and the Released Parties from and against all claims or suits and any damages or costs (including reasonable attorneys' fees) arising from or relating to entrant's violation or inaccuracy of any warranties or representations made relating to this Sweepstakes. Sponsor, Administrator, and the Released Parties assume no responsibility for errors that may occur in the transmission of an entry. New Amsterdam Spirits Company, Administrator, and the Released Parties are not responsible for any fraud or misconduct on the part of any participants or entrants in this Sweepstakes. Should any participant or entrant engage in fraud or misconduct of any nature, including but not limited to a violation of the Official Rules, such person shall be subject to immediate disqualification. Sponsor reserves the right to terminate, modify or amend the Sweepstakes at any time if the fairness, integrity, and/or proper administration of the Sweepstakes is jeopardized. IN NO EVENT SHALL SPONSOR, ADMINISTRATOR, OR THE RELEASED PARTIES BE LIABLE TO ENTRANT FOR ANY LOST PROFITS, OR FOR ANY SPECIAL, INCIDENTAL, CONSEQUENTIAL OR OTHER INDIRECT DAMAGES ARISING OUT OF OR IN CONNECTION WITH THIS SWEEPSTAKES. Entrant's sole damages shall be limited to entrant's actual out of pocket expenses, excluding attorneys' fees. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND RELEASED PARTIES HEREBY DISCLAIM ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSES AND/OR NON-INFRINGEMENT.

10. Limitation on Liability: Entrants assume all risk of loss, damage, destruction, delay or misdirection of materials/mail/e-mail submitted to Sponsor. By entering, Entrant agrees to full Official Rules and to decisions of Sponsor, or their designated agent, which are final and legally binding in all respects and further agree that Prize will be awarded upon the condition that Sweepstakes Entities and Sweepstakes Parties shall be held harmless for any injuries, losses, or damages of any kind to persons or property, including death, sustained, in whole or in part, directly or indirectly, in connection with or resulting from acceptance, possession or use/misuse of a Prize, or participation in this Sweepstakes or participation in or travel to any Sweepstakes related activities and further acknowledge that said parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to any Prize. The Sweepstakes Entities and Sweepstakes Parties are not responsible for technical, hardware, software, or telephone failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled, or delayed computer transmissions, whether caused by Sponsor, users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by technical or human error which may occur and/or which may damage a user's system or limit an Entrant's ability to participate in the Sweepstakes. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CIVIL LAW. SHOULD AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. If for any reason this Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes or any element thereof. In the event of any such termination, Sponsor may attempt to select Potential Winner as described under the section titled "**Winner Selection**" above, using all eligible, non-suspect Entries received as of the date of action requiring such termination. Sponsor further reserves the right, at its discretion, to disqualify any individual who tampers with the entry process. Sponsor's failure to enforce any term of these Rules shall not constitute a waiver of that provision. Should any provision of these Official Rules be deemed unenforceable or invalid, the other provisions of these Official Rules shall remain in full force and effect.

11. Governing Law: By completing the act of entering the Sweepstakes, each Entrant agrees that the Sweepstakes shall be governed by the laws of the State of California, without regard to the conflicts of laws provisions of any jurisdiction, including California's, if those would apply the law of any state other than California's. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed and constructed in accordance with the laws of the State of California.

12. Administration: Sponsor is responsible for the collection, submission and processing of entries and the overall administration and execution of the Sweepstakes. Entrants should look solely to Sponsor at its business addresses provided below with any questions, comments or problems related to the Sweepstakes.

13. Copy of Official Rules or Winners List: For the name(s) (first initial and last name) and city of residence of the winner(s) (must be received by 10/31/2020), send an email to zach.dowd@moosylvania.com. Include the name of this Sweepstakes "**New Amsterdam Vodka Barstool Q3 #NAV19thHole #Sweepstakes**" and specify "Rules Request" or "Winners List" in the subject line.

Any information provided in connection to the Sweepstakes will be handled according to the terms of Sponsor's Privacy Policy: <http://www.gallo.com/legal/privacy>.