

Official Promotional Rules for the Nebraska Lottery's Toby Keith Social Media Giveaway

1. Overview:

- 1.1 **Promotional Times and Dates:** This promotion runs from 9:00 a.m. CT on July 12, 2017, until 11:59 p.m. CT on July 18, 2017. One drawing will be held on July 19, 2017, to select the winner.

2. Prizes: There will be one (1) winner for this promotion. The prize is as follows:

- Prize: Two (2) tickets to the Toby Keith concert at the Buffalo County Fair in Kearney, Nebraska, on July 28, 2017, \$150 in Nebraska Lottery Scratch tickets, and \$50 in Nebraska Pick 5 coupons.

3. Eligibility and Entry:

- 3.1 The Nebraska Lottery's Toby Keith Social Media Giveaway is only open to individuals 19 years of age or older and is free to eligible participants.

3.2 Entry steps are as follows:

- (a) To enter, participants will be required to provide name, phone number, and email address. By completing the required information, a contestant will gain one entry in the contest.
- (b) Participants will have the opportunity to gain up to four (4) additional entries by completing any of the following tasks: Following @NE_Lottery on Twitter; sending a Tweet about the promotion from their personal account; following @NE_Lottery on Instagram; and Liking the specified Instagram post from @NE_Lottery. In total, a participant can receive up to five (5) entries.

If you are currently following the Nebraska Lottery on Instagram and/or Twitter, you will get those bonus entries by signing in to either and verifying that you follow Nebraska Lottery on both Instagram and Twitter platforms.

- 3.3 The Nebraska Lottery must be able to contact winners by, at the option of the Nebraska Lottery, the phone number or email address provided at the time of entry. After winner selection, the Nebraska Lottery will contact the winner and mail the winner a claim form. The name and other information provided on the claim form must match information provided at the time of entry. Proof of identification will be required at the discretion of the Nebraska Lottery to include, but is not limited to, a photocopy of a valid driver's license or other state-issued identification, valid military identification, or valid passport. If any of these criteria are not met, the prize cannot be claimed and another winner will be chosen.

- 3.4 Free entry is available at <https://gleam.io/CDnRg/toby-keith-ticket-giveaway>. To enter, participants must provide all required information. Required information includes name, phone number, and email address.

4. Prize Selection:

- 4.1 A drawing will be held July 19, 2017. Only entries that have been submitted by 11:59 p.m. CT on July 18, 2017, will be eligible to win. The winner will be notified by telephone or email and will be asked to provide a mailing address for prize fulfillment. The Nebraska Lottery will use the email and other information provided at the time of entry.
- 4.2 The prizes are not exchangeable or otherwise transferable. Cash will NOT be awarded in lieu of a merchandise prize. Federal, state, or local taxes on any prize are the sole responsibility of the winner unless otherwise indicated in the prize section of the rules.
- 4.3 All applicable federal, state, or local laws apply.
- 4.4 Prizes will be mailed to winners at the addresses provided when contacted by the Nebraska Lottery by email or phone. With prior approval from the Nebraska Lottery, the contest winners may pick up their prizes at the Nebraska Lottery office located at 137 Northwest 17th Street, Lincoln, Nebraska.
- 4.5 If a prize is returned to the Nebraska Lottery, the Lottery may declare the prize forfeited by the winner and the winner will have no further right to the prize.
- 4.6 The winner's entry and acceptance of a prize constitutes permission to use the winner's name, photograph, or likeness for purposes of advertising, publicity, or promotion on behalf of the Nebraska Lottery. The name of the winner and town/city/state will be posted on the Nebraska Lottery Twitter, Instagram, or Facebook page following winner notification.
- 4.7 Odds: Odds of winning depend on the number of entries received.

5. General Contest Terms:

- 5.1 Only entries submitted by legally eligible participants and containing complete and valid information are eligible for this promotion contest. This promotion utilizes Gleam software. Gleam is a third-party promotions module. The Nebraska Lottery is not responsible for errors caused by Twitter, Instagram, Facebook, Gleam, or other third-party software or hardware. Upon entry, an entrant agrees to Gleam's terms and conditions, which can be found at <https://gleam.io/terms>.

- 5.2 Entries which are lost, late, incomplete, misdirected, or incompletely received, including by reason of technical malfunction, network congestion, or system incompatibility, are ineligible.
- 5.3 Information provided to the Nebraska Lottery will be kept confidential, except as provided in 5.4, below, will be used solely by or on behalf of the Nebraska Lottery, and will not be shared with or sold to outside parties without prior approval.
- 5.4 The drawing will be conducted by a computer random number generator program at Nebraska Lottery headquarters in Lincoln, Nebraska. The Nebraska Lottery will notify the contest winners. The identity of contest winners is public information pursuant to Lottery regulations and may be posted on the Lottery website and publicized by other means including, but not limited to, news releases and articles in the Nebraska Lottery players digest and retailer newsletter.
- 5.5 Prizes awarded in this and any other promotional contest conducted by the Nebraska Lottery are taxable income and may be reported for tax purposes. Winners of prizes over \$500 in value will be checked for outstanding tax and child support liabilities to credit prize awards in accordance with state law. Prizes over \$5,000 in value will automatically have state and federal income tax of 5 percent and 25 percent, respectively, withheld in accordance with state and federal law.
- 5.6 Prizes won in this contest are not transferable and, unless otherwise stated in the contest rules, may not be assigned except by judicial order. The Nebraska Lottery will substitute a prize of equal or greater value if the advertised prize cannot be awarded due to unavailability for any reason. In such event, certain conditions and restrictions may apply.
- 5.7 The Nebraska Lottery is not responsible for any travel, lodging, meals, or other expense related to claiming any prize. Non-cash prizes may not be exchanged or redeemed for cash value. Prizes consisting of lottery tickets will be mailed to Nebraska addresses only. Out-of-state winners may pick up lottery ticket prizes at a Nebraska Lottery claim center location by arrangement.
- 5.8 Participants must be 19 years of age or older to enter this contest. Employees of the Nebraska Lottery and its contractors, subcontractors, and their immediate family members residing in their same households are ineligible.
- 5.9 Nebraska Lottery MVP Club membership entitles one to receive information concerning Nebraska Lottery products and promotions according to the member's stated preferences. MVP Club members may modify their member profiles at any time by following the directions on the MVP Club member login page on the Nebraska Lottery website at nelottery.com.
- 5.10 The Nebraska Lottery is not responsible for incomplete or mis-delivered claim forms or other claims documentation.

- 5.11 Contest rules, drawing dates, deadlines, and procedures are subject to change without notice as may be deemed necessary or appropriate by the Nebraska Lottery in its sole discretion. By entering this contest, all participants agree to be bound by Nebraska state law and the rules and regulations of the Nebraska Lottery.

The foregoing promotion rules are effective this 11th day of July, 2017.

 for Brian Rockey

Brian Rockey
Lottery Director