

Casey's Summer of Freedom Sweepstakes

Official Rules

No purchase necessary to enter or win. A purchase will not increase your odds of winning.

1. **Sweepstakes Period:** Sweepstakes begins at 12:00 a.m. Central Time ("CT") on May 3, 2021 and ends September 7, 2021 at 11:59 p.m. CT ("Sweepstakes Period").
2. **Sponsor:** Casey's Retail Company, One SE Convenience Blvd., Ankeny, IA 50021.
3. **Eligibility and General Terms:** The Casey's Summer of Freedom Sweepstakes ("Sweepstakes") is open to legal U.S. residents of the IA, IL, IN, KY, TN, AR, OK, MI, OH, MO, KS, NE, SD, ND, MN and WI states who are 18 years or older at the time of entry (19 in NE). Employees and contractors of Casey's Retail Company ("Sponsor"), North America Branding ("Administrator"), Pepsi-Cola Company and its bottlers ("Partner"), and each of their respective parent companies, subsidiaries, divisions, affiliates, distributors, suppliers and advertising, promotional and judging agencies and the immediate family members or persons living in the same household of such employees are not eligible to enter or win VIP Concert Packages, Concert Event Package, or Partner Prizes. No substitution of prize is offered, no transfer of prizes to a third party will be permitted and no prize is redeemable for cash; except at Sponsor's sole discretion. **Void in NY, FL, and wherever prohibited or restricted by law.** All federal, state and local laws and regulations apply. All federal, state, and local taxes are solely the responsibility of the prize winner.

All entrants, as a condition of entry, agree to be bound by these Official Rules and the decisions of the Sponsor which will be final and binding. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right at its sole discretion to disqualify any individual suspected of tampering with the entry process or the operation of the Sweepstakes, Rewards Application or the Web site; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person.

CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY REWARDS APPLICATION, WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

Any difference between stated approximate value of prize and actual value of prize will not be awarded. All other expenses on the receipt and use of a prize not specifically mentioned

herein are solely the responsibility of the winner. Any portion of a prize not accepted by winner will be forfeited.

4. **How to Enter:** Beginning on May 3, 2021 at 12:00 a.m. CT and prior to 11:59 p.m. CT on September 7, 2021, enter by one and/or two and/or three and/or four of the following methods using your Casey's Rewards account. To create a Casey's Rewards account for free, visit www.caseys.com/rewards with an internet-connected device.

Entry Method 1: Save the "Summer of Freedom Sweepstakes" Offer to your Casey's Rewards account. This will automatically submit one (1) entry into the Sweepstakes.

Entry Method 2: Use your Casey's Rewards account at time of purchase. Each qualifying transaction will automatically submit one (1) entry into the Sweepstakes.

Entry Method 3: Between July 1, 2021 and September 7, 2021, use your Casey's Rewards account and purchase a 20 ounce bottle of Mountain Dew (any flavor). Each qualifying transaction will automatically submit one (1) entry into the Partner Prize drawing, and will automatically submit one (1) entry into the Sweepstakes.

Entry Method 4: To enter the Sweepstakes without using or signing up for a Casey's Rewards account, hand print "ATTN-Casey's Summer of Freedom Sweepstakes-Entry" along with your name, address, city, state, zip code, telephone number, and email address (optional) on a 3x5 card and mail it to: "ATTN-Casey's Summer of Freedom Sweepstakes-Entry", PO Box 264, Elysian, MN 56028. Mail-in entries must be postmarked within the "Mail-In Entry Postmark Date Period" and be received by the "Mail-In Entry Due Date" listed below to be eligible for the corresponding Prize and Entry Period's Drawing. Enter as often as you wish; however, limit one (1) entry per outer mailing envelope. Photocopied entries are not allowed. No responsibility is assumed by Sponsor for lost, late, illegible, incomplete, stolen, postage-due or misdirected mail. All mail-in entries become the property of the sponsor and will not be returned to entrant.

Mail-in Entries must be postmarked between May 3, 2021 and September 7, 2021, the "Mail-in Entry Postmark Date period"; and received 24 hours prior to each drawing date and no later than September 7, 2021, the "Mail-in Entry Due Date," to be eligible for entry. **To be considered for the ten (10) VIP Concert Package prizes, Mail-in Entries must be postmarked by July 21, 2021. To be considered specifically for the Partner Prize drawings, Mail-in Entries must be titled "ATTN-Casey's/Mtn Dew Summer of Freedom-Entry"; postmarked prior to the applicable drawing date; and received by July 6, July 13, July 20, July 27, 2021; August 3, August 10, August 17, August 24, 2021; August 31 and September 7, 2021.**

The name of the person submitting any entry via the Casey's Rewards account must be the authorized account holder of such email address or cellular number, otherwise, entry may be deemed void. In the event of dispute over the identity of a potential winner, the potential winner may be required to provide identification sufficient to show that he/she is the authorized Casey's

Rewards account holder. It is the sole responsibility of the entrant to notify the Sponsor in writing at: Casey's Summer of Freedom Sweepstakes-Entry Change at P.O. Box 264 Elysian, MN 56028 if the entrant changes his or her e-mail or postal address during the Sweepstakes Period. This Sweepstakes is governed by the laws of the United States and of the State of Iowa without respect to conflict of law doctrines. Any personal information provided in connection with participation is subject to the Casey's General Stores Privacy Policy available at <https://www.caseys.com/privacy-policy>

By entering, you agree to the terms of these Official Rules and to receive emails and texts from the Sponsor or Administrator specifically related to 1) confirmation of entry, 2) winning notification, and 3) confirmation of shipping address for prize redemption. You can opt-out of the receipt of such emails for this promotion only by following the instructions at the base line of the received email.

5. **Prizes:**

Ten (10) VIP Concert Packages ARV \$2,250.00. Each VIP Concert Package includes:

- Two (2) VIP Section Concert Tickets (winner + guest)
- One (1) Travel Stipend – awarded as \$500 Casey's Gift Card or Visa Gift Card
- One (1) Lodging Stipend – awarded as \$500 Visa Gift Card
- Two (2) Concert Gift Bags

The date, location, venue, and time of the concert to be included as part of the VIP concert package will be determined based on the following selection criteria: consideration of the geographical/resident location of the (10) verified winners; venue availability; and the artist's scheduling and production requirements. Although geography of the winner will be considered, the decision of the date, location, venue and time of this event is decided by the sweepstakes sponsor in its sole discretion and shall be final. Sponsor intends to hold the concert prior to October 31, 2021, but may alter the date at its sole discretion.

One (1) Concert Event Package ARV \$200.00. The Concert Event Package includes:

- Two (2) Concert Event Tickets (winner + guest)
- One (1) meet and greet with artist

The date, location, venue, and time of the concert to be included as part of the Concert Event Package will be determined by Sponsor. Concert is intended to take place by December 31, 2021, but date may be altered at artist's discretion.

Three hundred (300) Partner Prizes:

- Fifty (50) Orca Walker 20 Coolers ARV \$210
- Two hundred fifty (250) Orca Tumblers ARV \$25

Two million (2,000,000) Instant Win Prizes:

- One hundred sixty thousand (160,000) Free Pizza Slices ARV \$2.59
- Two hundred thousand (200,000) Free Casey's Soda 20oz ARV \$1.49
- One hundred eighty thousand (180,000) Free Casey's Cookies ARV \$0.99
- Four hundred thousand (400,000) Free Casey's Water 20oz ARV \$0.99
- One hundred sixty thousand (160,000) Free Casey's Chips 2.5oz ARV \$1.49
- Sixty thousand (60,000) Free Fresh-Baked Donuts ARV \$0.99
- Five hundred thousand (500,000) twenty-five (25) Bonus Points ARV \$0.00
- Three hundred forty thousand (340,000) fifty (50) Bonus Points ARV \$0.00

6. **Drawings:** Prize winners will be selected in random drawings by the Administrator from among all eligible entries received. Entries eligible for one drawing will remain eligible for all subsequent drawings. Unclaimed prizes will not be awarded. The odds of winning a prize depend on the number of eligible entries received during the Promotion Period.

(10) VIP Concert Package Prizes will be drawn on or around July 31, 2021.

(1) Concert Event Package Prize will be drawn on or around September 8, 2021.

(300) Partner Prizes will be awarded in 10 random drawings by the Administrator from among all eligible entries received. Five (5) Orca Walker 20 Coolers and twenty-five (25) Orca Tumblers will be drawn for on each draw date. Draw dates will be on or around July 7, July 14, July 21, July 28, 2021; August 4, August 11, August 18, August 25, 2021; and September 1, September 8, 2021. The odds of winning a prize depend on the number of eligible entries received during the Promotion Period.

(2,000,000) Instant Win Prizes: Instant winners will be selected in random drawings by the Administrator from among all eligible entries received. The odds of winning a prize depend on the number of eligible entries received during the Promotion Period.

7. **Winner Notification:**

VIP Concert Packages: Potential VIP Concert Package prize winners will be notified from the Administrator by email or phone within three (3) business days of drawing. To claim your

prize, you must accept and reply to email within 2 days of the initial communication. Failure to reach winner by email or phone, after two attempts, may result in disqualification or forfeiture of his or her prize and the selection of a substitute winner from among all remaining eligible entries.

Concert Event Package: Potential Concert Event Package prize winner will be notified from the Administrator by email or phone within three (3) business days of drawing. To claim your prize, you must accept and reply to email within 5 days of the initial communication. Failure to reach winner by email or phone, after two attempts, may result in disqualification or forfeiture of his or her prize and the selection of a substitute winner from among all remaining eligible entries. Verified winner will have their prize sent directly to the validated shipping address listed on entry. Return of prize as undeliverable may result in disqualification and an alternate winner may be selected.

Partner Prizes: Potential Partner Prize winners will be notified from the Administrator by email or phone within three (3) business days of drawing. To claim your prize, you must accept and reply to email within 5 days of the initial communication. Failure to reach winner by email or phone, after two attempts, may result in disqualification or forfeiture of his or her prize and the selection of a substitute winner from among all remaining eligible entries. Verified winners will have their prize sent directly to the validated shipping address listed on entry. Return of prize as undeliverable may result in disqualification and an alternate winner may be selected.

Instant Prizes: Entries deemed an instant winner shall have prize awarded directly to their Casey's Rewards account as a saved offer. This offer can be redeemed at any participating Casey's location.

8. **Requirements of Winner**: As a condition of receiving their prize, each winner of a VIP Concert Package must: (i) sign and return an Affidavit of Eligibility and Publicity Release prior to being awarded the prize (Tennessee residents will not be required to sign a "in perpetuity" publicity release as a condition of receiving their prize), which must be notarized at the winner's cost, or at Sponsor's discretion otherwise confirm eligibility; (ii) appear in-person at the applicable store at a time to be mutually agreed-upon between the prize winner and Sponsor, but generally no later than fourteen (14) calendar days after the winner is notified that he/she is a winner, for a prize presentation "ceremony" which may include photographs, video or other media capture of the winner and the "ceremony"; and (iii) otherwise comply with the Official Rules. If a winner fails or refuses to meet these conditions, the prize is forfeited and an alternate winner will be randomly selected from the remaining valid entries using the procedure specified above. The Publicity Release shall grant to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known (including without limitation use online at the Web site) the winner's name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

9. **Winner Releases:** All entrants, as a condition of entry into the Sweepstakes, agree to release Sponsor, Pepsi-Cola Company and its bottlers, and each of its respective parents, subsidiaries, affiliates, divisions, distributors, suppliers, printers, distributors and advertising, promotional or judging agencies, from and against any and all liability, claims or actions of any kind whatsoever which may be sustained in connection with: accessing the Web site or Sweepstakes page; submitting an entry or otherwise participating in any aspect of the Sweepstakes; the receipt, ownership or use of any prize awarded; preparing for, participating in or traveling to and/or from any prize-related activity, or; any typographical or other error in these Official Rules or the announcement of offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered. Sponsor makes no representations or warranties of any kind concerning the appearance, safety or performance of any prize.

10. **Limitations of Liability:** Sponsor assumes no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the Internet or the Web site or any combination thereof, or; (e) any injury or damage to participant's or to any other person's computer or cell phone which may be related to or resulting from any attempt to participate in the Sweepstakes.

11. **Third Parties:** The Sweepstakes is not in any manner sponsored, endorsed, administered, or associated with Apple, Google, or Sponsor's social media channels, including Facebook, Twitter, Instagram or YouTube. These third-parties are not involved in or affiliated with the Sweepstakes. All trademarks, service marks, trade names, trade dress, product names and logos appearing in the sweepstakes are the property of their respective owners – use does not imply affiliation or endorsement.

12. **General Rules:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In such event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among all eligible, non-suspect entries

received up to the time of the impairment, and Sponsor shall not have any further liability to any participant in connection with the Sweepstakes. Sponsor may modify and amend these Official Rules as they appear online from time to time during the Promotion for clarification purposes without materially affecting the terms and conditions of the sweepstakes.

13. **Official Rules/Winners' List Request**: To obtain a copy of these Official Rules or for a list of the winners, send a self-addressed envelope by September 30, 2021 to: Casey's Summer of Freedom Sweepstakes, PO Box 264, Elysian, MN 56028.

14. **Governing Law/Disputes**: Any disputes that arise hereunder or are in any manner related to the Sweepstakes shall be governed in all respects by the laws of the State of Iowa without regard to the conflicts of laws principles of any jurisdiction. Venue with respect to all disputes shall be in the applicable state or federal courts located in Polk County, Iowa.

15. **Personal Information/Privacy**: The personal information collected through the Sweepstakes is subject to Sponsor's Privacy Policy: www.caseys.com/privacy-policy. By entering, you agree to the use of your personal information as described therein.