

## COLEMAN SIDELINERS CONTEST OFFICIAL RULES

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF WINNING. VOID OUTSIDE OF CANADA & WHERE PROHIBITED**

- 1. Eligibility:** Coleman Sideliners Contest (The “**Contest**”) is open only to legal Canadian residents who are the age of majority or older in their province or territory of residence at time of entry (“**Entrant**”). Void where prohibited or restricted by law. Employees and non-employee workers of Newell Brands, ULC (the “**Sponsor**”), Don Jagoda Associates, Inc. (“**Administrator**”) and any of their respective parent companies, affiliates, subsidiaries, advertising agencies, and any other company or individual involved with the design, production execution or distribution of the Contest (collectively, the “**Released Contest Parties**”) and their immediate family (defined for the purposes of these Official Rules as: spouse, parents and step-parents, siblings and step-siblings, and children and step-children) and household members (people who share the same residence at least three [3] months out of the year) of each such individuals are not eligible. This Contest is subject to all applicable provincial/territorial and local laws and regulations. Participation constitutes Entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions, which are final and binding (without right of appeal) in all matters related to the Contest. Winning a Prize is contingent upon fulfilling all requirements set forth herein.
- 2. Contest Period:** The Contest begins at 12:00 pm Eastern Time (“**ET**”) on June 11, 2024 and ends at 11:59 pm ET on July 14, 2024 (“**Contest Period**”).
- 3. How to Receive an Initial Contest Entry:** During the Contest Period, go to [colemansideliners.ca](http://colemansideliners.ca) (“**Website**”) and follow the on-screen instructions to complete the registration process, which will require you to: (i) complete the registration form and (ii,) include a short statement of 100 words or less about your Sideliner in order to receive one (1) entry (“**Contest Entry**”) into the random drawing. In addition, you may also upload an optional photo or video as part of your Contest Entry. The statement and photo/video will not be judged and have no bearing on winner selection. There is a limit of one (1) Contest Entry per Entrant for the duration of the Contest Period.
- 4. Bonus Entry:** Upon completion of your initial Contest Entry, click on the Instagram share button displayed on the Website to be directed to the pre-approved Coleman Instagram post (“**Instagram Post**”) and share it on your Instagram feed to receive one (1) additional Contest Entry (“**Bonus Entry**”) into the random drawing. There is a limit of one (1) Bonus Entry per Entrant for the duration of the Contest Period.

Collectively, Contest Entries and Bonus Entries will be referred to as (“**Entries**”). Limit of a total of two (2) Entries (as broken out above) per Entrant for the duration of the Contest Period.

All information provided must be complete and true. Registration is free. Disposable email addresses cannot be used for registration.

Any attempt by any Entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, Instagram accounts, registrations or logins, or any other methods will void that Entrant’s Entries and that Entrant may be disqualified from the Contest. Any use of robotic, repetitive, automatic, programmed or similar registration methods or agents (including, but not limited to, Entry

services) will void all Entries by that Entrant. In the event of a dispute as to any Entry, the authorized account holder of the email address used to register will be deemed to be the Entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential prize winner may be required to show proof of being the authorized account holder.

**Entry Requirements:**

- Entry must not contain any third-party materials, other than Coleman-related materials, or otherwise violate or infringe (or may infringe) any copyright, trademark, logo, or mark that identifies a brand (other than Sponsor's), or other proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity or make reference to any commercial/corporate advertising (including but not limited to corporate logos, brand names, charities, slogans, political, or religious statements), or be otherwise objectionable.
- Clothing worn in the Entry (if applicable) should not contain any visible logos, drawings, cartoons, phrases, trademarks, or other third-party materials.
- Entry must not include any representation of celebrities, athletes, musicians, or any other public or private figure, including any anti-social, political, or religious groups, any commercial solicitation or promotional materials, or name, address, phone number, or URL address. Entry must not contain advertisements, personal solicitations, or commercial solicitations.
- Entry must not contain viruses, Trojan horses, worms, bots, spyware, or any other computer code that is intended to damage, interfere with, or surreptitiously intercept or expropriate any system, data, or information.
- Entrants and all submitted Entries must be in keeping with Sponsor's image/Coleman brand image as determined by Sponsor, in its sole discretion, or Entry will be disqualified from the Contest. The Entry must not disparage persons or organizations associated with Sponsor.
- Entrants and all submitted Entries may not reference any of Coleman's competitors.
- Photos/Videos may not have content where there is a result in any injury or bodily harm.

**5. Random Drawing:** There will be one (1) Grand Prize winner selected in a random drawing on or about July 17, 2024, from among all eligible Entries received during the Contest Period. Drawing will be conducted by the Administrator (at their offices in Melville, New York, USA), an independent judging organization whose decisions are final and binding (without right of appeal) on all matters related to the selection of the eligible winner. The potential winner will be required to complete a mathematical skill test as noted below in order to be declared the winner.

**6. Grand Prize/Approximate Retail Value ("ARV") and Approximate Odds of Winning: Grand Prize (1 total):** A Coleman prize pack consisting of: a Coleman 62 QT Tow & 2-Way Handle 316 Series Wheeled Cooler, Rock, a Coleman Camp Wagon, Grey, a Coleman RoadTrip™ Griddle with Lid, Black, a Coleman Forester Sling Chair, a Coleman 10 x 10 OnePeak with Sidewall Black Oasis Lite Canopy Shelter, a Coleman 24 Can XL Now Cooler Tote. The total ARV of the Grand Prize is CAD \$1494.93. Odds of winning the Grand Prize depend on the number of eligible Entries received during the Contest Period.

If any prize element becomes unavailable, Sponsor will substitute a prize element of equal or greater retail value. No transfer, cash or other substitution of a prize is permitted - except Sponsor may substitute prize in whole or in part for one of equal or greater retail value for any reason. All prize details are Sponsor-specified.

- 7. Grand Prize Winner Notification/Confirmation:** The potential Grand Prize winner will be emailed a Declaration of Eligibility and Release of Liability and a Publicity Release and Assignment of Rights (“**Declaration**”) that will include a mathematical skill-testing question that winner will be required to answer without mechanical or other aid which they will be required to complete, sign and return at a time and in a manner to be determined by the Administrator via e-mail within five (5) days of notification attempt in order to be confirmed as the Grand Prize winner or Grand Prize will be forfeited and an alternate winner may be selected from among all eligible Entries received during the Contest Period. Declaration will be sent via email link. If the potential Grand Prize winner fails to return the completed Declaration with the correct skill testing question answer within five (5) days or the Declaration is returned as undeliverable, Entrant shall be deemed to be ineligible, the Grand Prize will be forfeited and an alternate winner may be selected. If an Entrant is disqualified for one of the reasons mentioned above and an alternate is selected, the alternate must complete and return the required documents in the timeframe specified.
- 8. Conditions and Release:** By participating, each Entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of Sponsor and Administrator; (b) receive any notices and other communications related to the Contest electronically, including via email and/or the Website; (c) release and hold harmless the Released Contest Parties, and their respective parent, subsidiary, and affiliated companies, the Prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, and all of their respective past and present officers, directors, employees, agents and representatives from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant’s Entry, creation of an Entry or submission of an Entry, participation in the Contest, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of Entry; and (c) indemnify, defend and hold harmless Released Contest Parties from and against any and all claims, expenses, and liabilities (including reasonable attorney’s fees) arising out of or relating to an Entrant’s participation in the Contest and/or Entrant’s acceptance, use or misuse of prize.
- 9. Publicity:** Except where prohibited, participation in the Contest constitutes winner’s consent to Sponsor and their agents’ use of winner’s name, likeness, photograph, voice, Entry, opinions and/or hometown and province/territory for Contest, advertising, marketing, and Contest purposes in any media, worldwide, without further notice, payment or consideration.
- 10. Limitations of Liability:** Except where prohibited, by participating in the Contest, Entrants agree to release and hold harmless Released Contest Parties from and against any claim or cause of action arising out of participation in the Contest or the Website or receipt or use of prize, including, but not limited to: (a)

unauthorized human intervention in the Contest or the Website; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Contest or the Website or the processing of Entries; (e) late, lost, or undeliverable email; (f) any defect in a prize or inability to participate in the Contest or use the Website or use the prize, or (g) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Contest, the receipt, acceptance, delivery, possession, use or misuse of prize. Entrant further agrees that in any cause of action, the Released Contest Parties' liability will be limited to the cost of entering and participating in the Contest and in no event shall the Released Contest Parties be liable for attorneys' fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If, for any reason, an Entrant's Entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Entry in this Contest (time-permitting), if it is possible in the Sponsor's or the Administrator's sole discretion. These Official Rules prevail should there be any conflict or uncertainty relating to the Contest based on information or advice provided by any of the Released Contest Parties.

- 11. General Rules:** By participating in the Contest, Entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and Administrator, whose decisions are final and binding (without right of appeal) in all matters related to the Contest. Any normal Internet/phone access and data/usage charges imposed by Entrants' online/phone service will apply and are Entrants' sole responsibility. Sponsor is not responsible for any compatibility issues with Entrant's device/browser used for Entry. Entrants associated with potential winning Entries may be required to show proof of being the authorized account holder of the email address assigned by an Internet access provider, online service provider, Internet service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Entries specifying an invalid, non-working, or inactive email address may be disqualified. No information regarding Entries, other than as otherwise set forth in these Official Rules or on the Website, will be disclosed. Sponsor and the other Released Contest Parties are not responsible for lost, interrupted or unavailable network server or other connection; miscommunications; failed phone or computer or telephone transmissions; technical failure; jumbled, scrambled or misdirected transmissions; late, lost, incomplete, delayed, or misdirected Entries; or other error of any kind whether human, mechanical, or electronic. CAUTION: Any attempt to deliberately damage any web site/device, or undermine the legitimate operations of the Contest, is a violation of the criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek damages from any such participant to the fullest extent permitted by law and to disqualify such Entrant from the Contest. In the event the Contest is compromised or impaired in any way for any reason, including but not limited to, fraud, virus, bug, unauthorized human intervention, outbreak of widespread illness, pandemic, or other similar occurrence, civil unrest or any other problem or other causes beyond the control of Sponsor that corrupts or impairs the administration, security, fairness, or proper play of the Contest. Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to suspend or terminate the Contest and select the Grand Prize winner from among all eligible Entries received prior to cancellation. Sponsor and the other Released Contest Parties are not responsible for lost, late, misdirected, corrupted, or incomplete Entries. Proof of submission is not proof of receipt by Sponsor. The Sponsor reserves the right at their sole discretion to disqualify any individual that tampers or attempts to tamper with the Entry process or the operation of the Contest or Website; violates these Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. The Sponsor's failure to enforce any

term of these Official Rules shall not constitute a waiver of that provision. By participation in the Contest, Entrants and Prize winner release and hold harmless the Released Contest Parties from and against any and all liability, claims, or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an Entry or otherwise participating in any aspect of the Contest, the receipt, ownership or use of prize awarded, or while preparing for, participating in any prize-related activity or any typographical or other error in these Official Rules or the announcement or offering of the prize.

- 12. Disputes:** Entrant agrees that to the fullest extent permitted by law: (a) they release and will defend, indemnify and hold harmless the Sponsor and all of the other Released Contest Parties and Instagram from and all any and all claims; (b) claims arising out of or connected with this Contest, or the prize awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in a federal or provincial court located in Toronto, Ontario in Canada; (c) Entrant submits to sole and exclusive personal jurisdiction to said courts in Toronto, Ontario in Canada for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (d) any and all claims, judgments, and awards shall be limited to actual damages of no more than \$100, including costs associated with entering this Contest, but in no event attorneys' fees; and (e) under no circumstances will Entrant be permitted to obtain awards for and Entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** To the fullest extent permitted by law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrants or the Released Contest Parties in connection with this Contest shall be governed by, and construed in accordance with, the laws of the Province of Ontario in Canada, without giving effect to any choice of law or conflict of law rules of provisions (whether of the Province of Ontario in Canada, Canada, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Province of Ontario in Canada. **FOR QUEBEC RESIDENTS ONLY:** Any litigation respecting the conduct or organization of a Contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of the prize may be submitted to the board only for the purpose of helping the parties reach a settlement.
- 13. Privacy Policy:** Information collected by Sponsor in connection with this Contest may be used by Sponsor and shared with third parties involved in administration of the Contest in accordance with the Sponsor's online Privacy Policy posted at <https://privacy.newellbrands.com/>. The Entrant agrees to the collection, processing and storage of his/her personal data by Sponsor for the purposes of the Contest. Entrants understand their personal information will be transferred to the U.S.
- 14. WINNER LIST REQUEST:** To receive the winner's information, send a 3" x 5" piece of paper with your complete name and address with sufficient postage affixed to mail to the U.S. by July 31, 2024, to: Coleman Sideliners Contest Winner, Dept. AN, 100 Marcus Drive, Melville, NY 11747 USA. Winner list will be sent after prize has been awarded.
- 15. Sponsor/Administrator:** Sponsor of the Contest is Newell Brands, ULC, 20-B Hereford Street, Brampton, Ontario L6Y 0M1. Administrator of the Contest is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville,



NY 11747 USA. The Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram.

Date: 6/4/24  
Client: Zeno Group Canada  
Program: Coleman Sideliners Contest  
Subject: Official Final Disclosures

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**Long Disclosures for Printed Materials, Direct Mail, Emails, Press Releases:**

NO PURCHASE NECESSARY. Void outside of Canada and where prohibited. Open to legal residents of Canada, age of majority. Begins 12:00 p.m. ET on 6/11/24; ends 11:59 p.m. ET on 7/14/24. Grand Prize (1): Coleman Prize Pack, \$1494.93 CAD. Odds of winning depend on number of eligible entries received. Math skill test required. For Official Rules & eligibility, visit <https://www.colemansideliners.ca>. Sponsor: Newell Brands, ULC.

**Website Disclosure:**

NO PURCHASE NECESSARY. Void outside of Canada and where prohibited. Open to legal residents of Canada, age of majority. Begins 12:00 p.m. ET on 6/11/24; ends 11:59 p.m. ET on 7/14/24. Grand Prize (1): Coleman Prize Pack, \$1494.93 CAD. Odds of winning depend on number of eligible entries received. Math skill test required. For Official Rules & eligibility, [click here](#). Sponsor: Newell Brands, ULC.

**Short Disclosures for Social Media Posts/Influencer Posts/Web banners:**

NO PUR NEC. Can residents, age of maj. Prizes: Coleman Prize Pack, \$1494.93CAD. Odds depend on # of entries. Math skill test req'd. Ends 7/14/24. Rules: [colemansideliners.ca](http://colemansideliners.ca)

**FOR INSTAGRAM:**

NO PUR NEC. Can residents, age of maj. Prizes: Coleman Prize Pack, \$1494.93CAD. Odds depend on # of entries. Math skill test req'd. Ends 7/14/24.

See Rules link in bio.

**INSTAGRAM BIO:**

NO PUR NEC. Can residents, age of maj. Prizes: Coleman Prize Pack, \$1494.93CAD. Odds depend on # of entries. Math skill test req'd. Ends 7/14/24. Rules: [colemansideliners.ca](http://colemansideliners.ca)

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**Disclosure Guidelines, subject to creative execution:**

- **Internet & Web Banners**
  - If disclosures are present, it must be a minimum of 6 point font size
  - Official Rules should be one-click away.
  
- **Social Media Posts**
  - Disclosures can be in the image accompanying the post but the caption copy must include "Rules: [colemansideliners.ca](http://colemansideliners.ca) or "Rules in Bio" if on Instagram and the link to the site is in the Bio
  - If disclosure is embedded in the image it must be a minimum of 6 point font size

- For Instagram Stories, the rules should be presented as “Swipe up for Rules” and that should go to the website
  - **Any POS, Press Release or printed ad**
    - All disclosures must appear somewhere on the printed piece (i.e., Bottom of the page).
    - Disclosures must be a minimum of 6-point font size or the equivalent in percentage on larger pieces (such as billboards).
  - **Emails:** Full disclosures at the bottom of the email
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