



## **Sweepstakes RULES FOR INTERNET SWEEPSTAKES**

### **OFFICIAL SWEEPSTAKES RULES**

#### **Chance to win a Butter Flyaway to Napa Valley's BEST wine & music festival presented by JaM Cellars (the "Sweepstakes")**

I accept the terms, conditions and official rules. I confirm I am at least 21 years old as of the date of entry.

NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. NO ALCOHOLIC BEVERAGES ARE AWARDED AS PART OF ANY PRIZE.

Sweepstakes prizes shall not be awarded to an authorized licensee, retail licensee, wholesale licensee, state or local alcohol beverage licensee or agent, officer, employee, or family member of an authorized licensee, retail licensee, or wholesale licensee as such terms are defined in the California ABC Act (including Sections .25600.1 and 25600.2)

The sweepstakes is sponsored by JaM Cellars, Inc. (the "Sponsor"), and is accessible online by visiting [JaMCellars.com](http://JaMCellars.com) and [DrinkButter.com](http://DrinkButter.com). Manual entries are accepted by writing attention of the Marketing Department at PO Box 120, Napa, CA 94559. Questions? Email [info@JaMCellars.com](mailto:info@JaMCellars.com).

### **CONSUMER DISCLOSURE**

You have not yet won.

By entering this Sweepstakes entrants accept and agree to be bound by these Official Rules. Any violation of these rules may, at Sponsor's discretion, result in disqualification. All decisions of the judges regarding this Sweepstakes are final and binding in all respects.

There will be a total of one (1) entry period opening March 17, 2025 at 8:00am PT and closing May 4, 2025 at 11:59pm PT, when all entries must be received ("Promotion Period").

**ELIGIBILITY.** This Sweepstakes is only open to legal residents of Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, and is void in New York and Rhode Island. Employees, officers and representatives of

the Sponsor, and each of their respective parents, affiliates, subsidiaries and web-design, advertising, marketing, fulfillment, judging and promotion agencies, or other agency involved in the administration, development, fulfillment and execution of this sweepstakes, and their immediate family members, as defined below, of each, and those persons living in the same households, whether or not related, are not eligible to participate in the Sweepstakes. "Immediate family members" shall mean parents, step-parents, children, stepchildren, siblings, step-siblings, or spouses, and their respective spouses. "Household members" shall mean people who share the same residence at least three (3) months a year are not eligible to participate in the Sweepstakes or win the prize.

Licensed distributors or retailers of alcoholic beverages, state or local alcohol beverage agencies and their respective employees, are not eligible to participate in the Sweepstakes as such terms are defined in the California ABC Act (including Sections .25600.1 and 25600.2). Winning a Prize is contingent on fulfilling all requirements in these Official Rules. All federal, state and local laws and regulations apply. Void where prohibited or restricted. All Sweepstakes Entries are the property of the Sponsor.

By entering this Sweepstakes, entrants accept and agree to be bound by these Official Rules. Any violation of these rules may, at Sponsor's discretion, result in disqualification. All decisions of the Sponsor regarding this Sweepstakes are final and binding in all respects.

1. **HOW TO ENTER.** Visit [DrinkButter.com](http://DrinkButter.com) during the Sweepstakes Period and follow the instructions to complete and submit the entry form. Alternatively, you may send a letter to enter: JaM Cellars, Attn: Marketing Department Butter Flyaway Sweepstakes, PO Box 120, Napa, CA 94559 with reference to the Sweepstakes. All entries become the property of the Sponsor and will not be acknowledged or returned. Limit: One entry daily per person during the Promotion Period, excluding bonus entries. All entrant information, including e-mail addresses, is subject to the respective Privacy Policy of the applicable Sponsor.

**Bonus Entries:**

1. Find Butter wines at a store near you! After you register for the sweepstakes you may click the "Find Butter at a store near you!" button. By completing this task, you will earn fifty (50) bonus entries. Limit: Each entrant can earn fifty (50) bonus entries for completing this step during the Sweepstakes Period.
2. Facebook Share: After you enter the Sweepstakes, you will be invited to share the Sweepstakes on your Facebook wall. The wall post will contain a unique link to the Sweepstakes. Entrant's Facebook friend can click the unique link in the wall post and can enter the sweepstakes (sharing on Facebook will not gain bonus entries).
3. Follow @JaMCellars on Facebook: Click on the Social Media button to "Follow" JaM Cellars on Facebook ("following" us on Facebook will not gain a bonus entry).
4. Follow @JaMCellars on Instagram: Each entrant may click on the Instagram Follow button to "FOLLOW" @JaMCellars on Instagram and each will receive twenty-five (25) bonus entries. Limit: You may take this action one (1) time during the Sweepstakes Period. Multiple entrants are not permitted to use the same email address

5. Follow @JaMCellars on TikTok: Each entrant may click on the TikTok Follow button to “FOLLOW” @JaMCellars on TikTok and each will receive twenty-five (25) bonus entries. Limit: You may take this action one (1) time during the Sweepstakes Period. Multiple entrants are not permitted to use the same email address.
6. Subscribe to @JaMCellars on YouTube: Each entrant may click on the YouTube Subscribe button to “SUBSCRIBE” to @JaMCellars on YouTube and each will receive twenty-five (25) bonus entries. Limit: You may take this action one (1) time during the Sweepstakes Period. Multiple entrants are not permitted to use the same email address.
7. Sign up for “The Scoop” by JaM Cellars: After you register for the sweepstakes you may click to sign up for “The Scoop”. By completing this task, you will earn twenty-five (25) bonus entries. Limit: Each entrant can earn twenty-five (25) bonus entries for completing this step during the Sweepstakes Period.

This Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Facebook, Twitter, Instagram or TikTok.

3. WINNER SELECTION AND NOTIFICATION. Winner selection will be conducted by random drawing from all eligible entries. Drawing will take place on 5/5/25 on or around 12pm PT (the “Drawing Date”). Any potential winner will be notified by email. If a potential winner: (i) cannot be contacted; (ii) does not respond within 24 hours from the date the Sponsor first tries to notify him/her; (iii) fails to return the Affidavit and Release as specified in Rule 9; (iv) refuses the prize; and/or (v) the prize or prize notification is returned as undeliverable, such potential winner forfeits all rights to win the Sweepstakes or receive the prize, and an alternate potential winner may be selected. Upon contacting a potential winner and determining that he/she has met all eligibility requirements of the Sweepstakes, including, without limitation, the execution of required waivers, publicity and liability releases and disclaimers, and, at Sponsor’s discretion, successful completion of a background check, such individual will be declared the “winner” of the Sweepstakes.

*The Sponsor is not responsible for any change of email address, mailing address, and/or telephone number of entrants. The Sweepstakes Entities are not responsible for and shall not be liable for late, misdirected or unsuccessful efforts to notify a finalist and/or potential winner(s).*

PRIZE DESCRIPTION AND REDEMPTION CONDITIONS. There is a total of three winners, ie. (3) prizes (“Prizes”) available during the Sweepstakes. Approximate Retail Value of each prize (“ARV”): \$6,812.00

- Domestic roundtrip airfare for winners and one (1) eligible guest between the major metropolitan airport nearest prize winners’ primary residence and to the destination airport near the festival. In the event of any dispute, the airport shall be determined by the Sponsor at its sole discretion.
- 4 nights standard hotel accommodations near the Festival, check-in Thursday, May 22nd – check-out Monday, May 26th (a double occupancy room will be booked; winners and winners’ eligible guest must be only occupants);

- (2) 3-day GA (general admission) tickets to BottleRock® Napa Valley presented by JaM Cellars (1 ticket for winner + 1 ticket for guest) at Napa Valley Expo in Napa Valley, CA scheduled to take place May 23-May 25th, 2025 (“Festival”).
- (2) JaM Cellars JaMPad Clubroom wristbands to access to the JaM Cellars JaMPad within the Festival (1 pass for winner and for guest)

There is no cash value for the prize. Prize will be sent to the mailing address provided by the winners by certified mail. P.O. Boxes are not accepted. No substitution, assignment or transfer of the prize is permitted, except by Sponsor, who has the right to substitute a prize with another of comparable or greater value. Prize must be fulfilled within one calendar year of close of sweepstakes. Additional restrictions may apply.

Winners and guest must be 21 years or older and must abide by all venue/Festival policies: <https://www.bottlerocknapavalley.com/info/>, to include but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Festival tickets delivery method is at sole discretion of Live Nation which will be either sent to winners by mail, email, mobile ticketing or placed at venue Will Call the day of concert under the winner’s name. Winners must be present to pick up tickets and a valid photo ID will be required if tickets are placed at Will Call. Live Nation reserves the right to revoke full or partial prize from any winners or winners’ guest who it and/or venue/Festival personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue/Festival policy or law, and/or may bring Live Nation into disrepute. Resale of Festival tickets is prohibited. By claiming tickets, you agree to Front Gate’s [Terms of Use](#) and to abide by the health and safety measures in effect at the time of the Festival. Should the Festival be cancelled, you will be notified as soon as reasonably possible.

JaM Cellars is not responsible for any travel expenses related to attending the festival including but not limited to airfare, ground transportation, parking, hotel or food and beverage.

1. **TAXES.** All federal, state and/or local income and other taxes, if any, are the winners’ sole responsibility.
2. **ODDS OF WINNING.** The odds of winning depend on the number of eligible entries received per each Entry Period.
3. **NO PRIZE TRANSFER OR SUBSTITUTION.** No prize or any portion thereof is transferable or redeemable for cash, will not be replaced if lost or stolen, and cannot be applied to existing credit balances. Any portion of the prize that is not used is forfeited. No substitutions for prize except by Sponsor, in which case a prize of equal or greater value will be substituted.
4. **CONSENT AND RELEASE.** In exchange for the right to participate in the Sweepstakes, the winner(s) agree to release and hold harmless Sponsor, Administrator, Live Nation Worldwide, Inc. (“Live Nation”), BottleRock Presents, LLC (“BottleRock”), and each of their respective parent companies, subsidiaries, affiliates, divisions, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each such company’s officers, directors, managers, employees, shareholders, representatives, and agents (collectively, the “Released Parties”).

Except where prohibited: (i) entry into the Sweepstakes constitutes the consent of the entrant, without further compensation, to use his/her name, likeness, biographical data, and contact information (including any email address provided by entrant) for editorial, advertising, marketing, publicity, and administrative purposes by the Sponsor and the participating company (BottleRock) ; (ii) acceptance of a prize constitutes a release by any winner of the Released Parties of any and all Claims in connection with the administration of this Sweepstakes and the use, misuse, or possession of any prize; (iii) any potential winner shall be required to sign an affidavit of eligibility (including social security number) and a liability/publicity release, including a release of any claims for personal injury or otherwise relating in any way to the receipt of the services or the usage of the products awarded through this Sweepstakes; and (iv) if prize involves travel or activities, any potential winner and travel companion (if applicable) may be required to execute releases of the Sponsor from any and all liability with respect to participation in such travel/activities and/or use of the prize. Affidavits and releases must be returned within 24 hours from the date that Sponsor first try to notify the potential winner. Sponsor may conduct a background check to confirm any potential winner's eligibility and compliance with these rules. By entering, you agree to cooperate reasonably with any such background check. If the prize includes participation in any public event(s) or publicity, or if Released Parties intend to publicize the winners in any way, and if a background check reveals that a potential winner has engaged in conduct that could damage the reputation or business of any of the Released Parties, as determined by Sponsor in its discretion, the potential winner may be disqualified, and the prize may be awarded to an alternate winner.

5. **DISCLAIMERS.** (i) Sponsor not responsible for entries that are lost, late, misdirected, incorrect, garbled, or incompletely received, for any reason, including by reason of hardware, software, browser, or network failure, malfunction, congestion, or incompatibility at Sponsor's servers or elsewhere. In the event of a dispute, entries will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet Access Provider, online service provider, or other organization (e.g., business, educational institute) that is responsible for assigning email addresses for the domain associated with the submitted e-mail address. (ii) Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the web site or otherwise attempting to undermine the legitimate operation of the Sweepstakes. Moreover, use of bots or other automated processes to enter is prohibited and may result in disqualification at the sole discretion of Sponsor. (iii) Sponsor further reserves the right to cancel, terminate or modify the Sweepstakes if it is not capable of completion as planned, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, force majeure or technical failures of any sort. (iv) Released Parties are not responsible for errors in the administration or fulfillment of this Sweepstakes, including without limitation mechanical, human, printing, distribution or production errors, and may cancel, terminate or modify this Sweepstakes based upon such error at its sole discretion without liability. In no event will Sponsor be responsible for awarding more than the number of prizes specified in these rules. (v) In the event this Sweepstakes is canceled or terminated, pursuant to sub paragraph (iii) or (iv), Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. (vi) **RELEASED PARTIES MAKE NO WARRANTIES, REPRESENTATIONS OR GUARANTEES, EXPRESS OR IMPLIED, IN FACT OR IN LAW, AS**

REGARDS THIS SWEEPSTAKES OR THE MERCHANT ABILITY, QUALITY OR FITNESS FOR A PARTICULAR PURPOSE REGARDING ANY PRIZE OR ANY COMPONENT OF ANY PRIZE. (vii) CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. (viii) The value(s) of the prize(s) set forth above represent Sponsor's good faith determination of the approximate retail value(s) thereof; the actual fair market value(s) as ultimately determined by Sponsor are final and binding and cannot be challenged or appealed. In the event the stated approximate retail value(s) of a prize is more than the actual fair market value of that prize, the difference will not be awarded in cash or otherwise. No substitution or compensation will be given for any portion of the prize that is not used.

6. **APPLICABLE LAWS AND JURISDICTION.** This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of California, without regard to any principles of conflict of laws. All disputes arising out of or connected with this Sweepstakes will be resolved individually, and without resort to class action, exclusively by a state or federal court located in San Francisco, California. Should there be a conflict between the laws of the State of California and any other laws, the conflict will be resolved in favor of the laws of the State of California. To the extent permitted by applicable law, all judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Sweepstakes and shall not include any indirect, punitive, incidental and/or consequential damages.
7. **WINNER LIST.** For a list containing the name of the winner(s), send a self-addressed stamped envelope specifying the month you would like the winner list for within six (6) months of the month's Drawing Date, to: Winner List, JaM Cellars, PO Box 120, Napa, CA 94559.
8. **SPONSORSHIP.** This Sweepstakes is sponsored by JaM Cellars, Inc. (the "Sponsor").

Live Nation and BottleRock are not sponsors of this sweepstakes and are in no way responsible for the administration of this sweepstakes, the verification of winners, or the fulfillment of prizing. All inquiries regarding this sweepstakes should be directed to Sponsor.

BottleRock is a registered trademark of Live Nation Worldwide, Inc.