

## 2023 SEASON PASS HOLDER APPRECIATION SWEEPSTAKES

### OFFICIAL RULES

#### **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

Hershey Entertainment & Resorts Company (“HE&R”) presents the 2023 Season Pass Holder Appreciation Sweepstakes (“Sweepstakes”). If this Sweepstakes is promoted or administered on Facebook, Twitter, Instagram or any other social media platform (collectively “Social Media Platforms”), Season Pass Holders (defined in Section 1) understand that it is in no way sponsored, endorsed or administered by, or associated with those Social Media Platforms. Season Pass Holders understand that they are providing their information to HE&R and not to any Social Media Platform. The information provided will only be used for the purposes of the Sweepstakes and as otherwise expressly agreed to by each Season Pass Holder subject to HE&R’s privacy policy. HE&R reserves the right to cancel or discontinue the Sweepstakes without notice for any reason and to modify or extend the Sweepstakes Period (defined in Section 2), as determined in its sole discretion.

- 1. ELIGIBILITY.** The Sweepstakes is open only to legal residents of the United States of America (excluding Rhode Island) who have a valid 2023 HERSHEY PARK Season Pass that was purchased prior to September 3, 2023 (“Season Pass Holder”), except that employees, officers, and directors of HE&R and its parent companies, subsidiaries or any advertising agencies or promotional suppliers, and the immediate family members ([step-]children, spouse, [step-]siblings, [step-]parents) of each are not eligible to enter or win. Void where prohibited or restricted by law. Subject to all applicable federal, state, and local laws and regulations. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and HE&R’s decisions, which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.
- 2. HOW TO ENTER. NO PURCHASE NECESSARY TO ENTER OR WIN.** Sweepstakes begins 10:00 AM EDT, Monday, September 4, 2023 and expires at 7:00 PM EDT, Monday, September 4, 2023 (“Sweepstakes Period”). To Enter the Sweepstakes, Season Pass Holders will receive one (1) scratch-off card (“Scratch-Off Card”) when they enter the designated Season Pass Holder entrance at the Main Gate of HERSHEY PARK Amusement Park between 10:00 AM and 11:00 AM EDT on Monday, September 4, 2023. The Scratch-Off Card will be considered the official entry form.
- 3. ENTRY FORMS.** HE&R is not responsible for Scratch-Off Cards that are lost, late, illegible, stolen, incomplete, invalid, unintelligible, or misdirected, or for problems of any kind whether mechanical or human. HE&R is not responsible for late, lost, damaged, misdirected, illegible or incomplete entries, prize claims, or requests. HE&R retains the right to disqualify any entry that has been incorrectly scratched and/or submitted. Furthermore, HE&R is not responsible for lost, interrupted, or unavailable network, server or other connections, miscommunications, failed telephone or computer hardware or software or other technical failures, unauthorized human intervention, garbled or jumbled transmissions or other errors of any kind, whether human, mechanical, or electronic, including without limitation, the incorrect or inaccurate identification of entry information regardless of cause.
- 4. HOW TO PLAY AND WIN.** Season Pass Holders will need to scratch-off the area indicated on the Scratch-Off Card to reveal whether they are a winner of one of the prizes set forth in Section 5 below. **NOT ALL SCRATCH-OFF CARDS WILL REVEAL A PRIZE.** Only one winner per Scratch-Off Card is permitted. A parent or legal guardian must redeem the prizes for all winners under the age of 18.

**5. PRIZES/ODDS OF WINNING.** The following prizes are available to be awarded:

| Prize   | Approximate Retail Value | No. Available | Odds         |
|---|--------------------------|---------------|--------------|
| One (1) Single-Use Skill Game Voucher (valid for play of one [1] skill game inside HERSHEY PARK up to a \$3.00 value)   | \$3.00                   | 4,000         | 4,000: 6,204 |
| Single-Use FAST TRACK Voucher (valid for one [1] ride for up to two [2] people at participating attractions)  | \$80.00                  | 750           | 750: 6,204   |
| One (1) FREE Regular Size French Fries from 1906 Grill, OVERLOOK Food Court, Nathan’s Famous Hot Dog, SHORELINE GRILL, or Tower Fries (excludes Chick-fil-A and Chickie’s & Pete’s locations)                               | \$4.75                   | 300           | 300: 6,204   |
| One (1) FREE Rita’s Italian Ice (valid for one [1] regular sized Italian Ice at Rita’s Italian Ice)   | \$5.00                   | 300           | 300: 6,204   |
| One (1) FREE Labor Day Picnic (valid for one [1] admission to the Labor Day Picnic located at FAHRENHEIT Catering from 11AM – 3PM on September 4, 2023)   | \$28.61                  | 750           | 750: 6,204   |
| One (1) FREE Hyperdeck game (valid for one [1] person)  | \$15.00                  | 50            | 50: 6,204    |
| One (1) FREE Multi Sport Simulator Play (valid for one [1] person for ten [10] minute play at OVERLOOK Arcade)  | \$15.00                  | 50            | 50: 6,204    |
| Grand prizes (“Grand Prize[s]”) include:  |                          |               |              |
| <ul style="list-style-type: none"> <li>One (1) voucher for a FREE ZOOAMERICA Behind the Scenes Tour (for up to five [5] guests for a tour on one [1] day during the 2023 operating season, pending availability)</li> </ul> | \$500.00                 | 2             | 2: 6,204     |
| <ul style="list-style-type: none"> <li>One (1) voucher for a FREE Cabana use at THE BOARDWALK AT HERSHEY PARK (for up to six [6] guests for one [1] day in the 2024 Season, pending availability)</li> </ul>                | \$395.00                 | 2             | 2: 6,204     |

With the exception of the Grand Prizes, prizes may be claimed by a winner by presenting the winning Scratch-Off Card to a team member at the applicable location at HERSHEY PARK during the Sweepstakes Period. Grand Prize winners must present the winning Scratch-Off Card to an HE&R representative at Guest Services. Grand Prize winners will be required to sign and return a Winner’s Affidavit of Eligibility and Release at the time of the award of the Grand Prize, or the Grand Prize will be forfeited.

The prizes are not redeemable for cash. Any interpretation of the prizes shall be made within HE&R’s sole discretion. The prizes are not transferable. THE PRIZES MUST BE REDEEMED DURING THE SWEEPSTAKES PERIOD. The prize winners are responsible for all costs not specifically included in the prize including, but not

limited to, transportation, gratuities, incidentals, and meals. Restrictions and blackout dates may apply. No prize substitutions, exchanges, or cash equivalents will be permitted by the prize winners, except that the HE&R reserves the right to substitute a prize of comparable or greater value if deemed necessary by HE&R in its sole discretion. HE&R will not be responsible for limitations that prevent the prize winners' acceptance or use of the prizes or any portion thereof.

- 6. PUBLICITY RELEASE/GRANT OF USE.** By accepting a Scratch-Off Card and entering the Sweepstakes, Season Pass Holder grants HE&R a non-exclusive, irrevocable, fully paid, universal license to use their name, voice, image, or likeness in any media now known or hereafter devised without any further right of approval or compensation, and Season Pass Holder hereby releases HE&R and the Social Media Platforms, and their respective owners, directors, officers, partners, employees, licensees, agents, affiliated companies, successors, and assigns (collectively, the "Released Parties") from any liability with respect thereto. By accepting a Scratch-Off Card and entering the Sweepstakes, Season Pass Holder acknowledges and agrees that their participation, name, voice, image or likeness may be made available to the public by HE&R. HE&R shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter, the entrant's name, voice, or likeness as determined by HE&R in its sole discretion.
- 7. GENERAL LIABILITY RELEASE.** By accepting a Scratch-Off Card and entering the Sweepstakes, each Season Pass Holder agrees to release, indemnify, defend, and hold harmless the Released Parties from and against any and all costs, claims, losses, injuries, liabilities, or damages of any kind arising out of or in connection with, or due in whole or in part, directly or indirectly, whether caused by negligence or not, from participation in the Sweepstakes or any Sweepstakes-related activity; receipt, possession, use or misuse of any prize; and any violation of any personal rights, such as publicity rights, defamation or invasion of privacy, libel or slander, or intellectual property right infringement; unauthorized human intervention in any part of the entry process or the Sweepstakes; and electronic or human error which may occur in the administration of the Sweepstakes. **PRIZES ARE PROVIDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED,** and HE&R has not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to the prizes, including, without limitation, to the quality or fitness for a particular purpose of the prizes.
- 8. ADDITIONAL RESTRICTIONS AND GENERAL CONDITIONS.** Season Pass Holders who fail to comply with any of the Official Rules of the Sweepstakes may be disqualified from the Sweepstakes at the sole discretion of HE&R. By entering this Sweepstakes, all Season Pass Holders acknowledge having read these Rules and agree to be bound by them and the decisions of HE&R or its duly authorized representative(s), and further waive any right to claim ambiguity in these Rules. HE&R is not responsible for any typographical or other error in the advertising for the Sweepstakes, administration of the Sweepstakes or in the announcement of the prizes. HE&R is not responsible if Sweepstakes cannot take place or if the prizes cannot be awarded or used due to cancellations, delays or interruptions due to acts of God, acts of war (declared or undeclared), natural disasters, weather, acts of terrorism, riot or civil disturbance, satellite or equipment failure, Federal, state or local government law, order or regulation, public health crisis, order of any court or jurisdiction, or other cause not reasonably within HE&R's control (each a "Force Majeure" event or occurrence).
- 9. DISPUTES.** Except where prohibited by law, as a condition of participating in this Sweepstakes, each Season Pass Holder agrees, under no circumstances will Season Pass Holder be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than Season Pass Holder's actual out-of-pocket expenses (e.g., costs associated with entering or participating in this Sweepstakes), and Season Pass Holder further waives all rights to have damages multiplied or increased.
- 10. GOVERNING LAW.** Except where prohibited by law, this Sweepstakes shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania. Season Pass Holder hereto consents and agrees that all legal proceedings relating to the subject matter of this Sweepstakes shall be maintained in the Court of Common Pleas of Dauphin County, Pennsylvania or, if applicable, the United States District Court for the Middle District of Pennsylvania (Harrisburg division), and participants consent and agree that jurisdiction and venue for such proceedings shall lie exclusively with such courts.

- 11. TAXES.** The prize winners are responsible for compliance with all applicable rules, laws, and regulations, including, but not limited to, payment of applicable federal, state, and local income taxes.
- 12. WINNERS LIST.** For the names of the Grand Prize winners, please send self-addressed, postage-paid envelope to: "2023 Season Pass Holders Appreciation Sweepstakes," Attn: Hersheypark Promotions, 27 W. Chocolate Ave., Hershey, Pennsylvania 17033 within 30 days of the Sweepstakes Period.
- 13. SPONSOR.** Hershey Entertainment & Resorts Company, 27 W. Chocolate Avenue, Hershey, PA 17033.

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