

Motive Group, Inc. #BEERSTOTHAT 2020 SWEEPSTAKES

OFFICIAL RULES

Eligibility: NO ENTRY FEE, PAYMENT, OR PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU MUST BE 21 YEARS OF AGE OR OLDER AND A LEGAL RESIDENT OF THE FIFTY (50) UNITED STATES (INCLUDING DC) AS OF THE DATE OF YOUR ENTRY TO ENTER AND BE ELIGIBLE TO WIN. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. **THE PROMOTION CONTAINS A GAME OF CHANCE (“SWEEPSTAKES”).**

This promotion uses the Instagram™ and is not endorsed or certified by Instagram or Instagram, Inc. All Instagram™ logos and trademarks displayed on this promotion are property of Instagram, Inc.

Sponsor:

- Motive Group Inc. 2901 Blake St. Ste. 180 Denver, CO 80205 (“Sponsors”)

Promotion Parties:

- National Beer Wholesalers Association, 1101 King St., Ste 600, Alexandria, VA 22314
- Beer Institute, 440 First Street NW, Washington DC 20001

Entry Period: The Sweepstakes begins November 11, 2020 at 11:00:01am MST and ends on December 20, 2020 11:59:59pm MST. The computer clock of the Sponsor’s webmaster is the official time-keeping device in the promotion.

To Enter: Sweepstakes “Valid Entries” will require entrants to complete the following during the Entry Period:

ENTRY METHOD:

To submit an entry into the Sweepstakes, entrants must:

1. Follow @BeersToThat on Instagram
2. Take a picture of how they celebrate their own #BeersToThat moment
3. Post the image on Instagram using the hashtag #BeersToThatSweepstakes

- Sweepstakes Prize Winner will be selected following the close of the Entry Period.
- If you do not have an Instagram account, you may create a free account by (a) downloading the Instagram application from the App Store for an iPhone/iPad or in Google Play for an Android device or (b) navigating the Internet to www.Instagram.com and creating a free account according to the instructions on the website (please note that you must agree to comply with the terms of use for the website in order to create an account on this website).

- Any attempt by an entrant to electronically mass-produce the same entry will result in such entrant being disqualified from the Sweepstakes.
- The Sweepstakes is in no way sponsored, endorsed by or associated with Instagram.
- All entries shall become the property of Sponsor and may be featured on @BeersToThat's social media channels (including, without limitation, Facebook and Instagram).

Ineligible or Disqualified Entries; Limitation of Liability: Any entrant who attempts to use multiple accounts, multiple email addresses, or multiple identities or uses any other device or artifice to submit multiple entries or to interfere with the proper play of the Sweepstakes will be disqualified from participation in the Sweepstakes. Entries displaying or containing profanity or that are obscene or otherwise inappropriate (as determined by Sponsor) will be disqualified, as well as entries that violate copyright laws or infringe on any other third-party rights.

In order to be eligible, all submissions must:

1. Be suitable for general audiences (may not be obscene, indecent or objectionable, including but not limited to nudity, pornography, violent, illegal or profane depictions, in Sponsor's discretion).
2. Not be in bad taste or controversial in the way it portrays any group or individuals.
3. Not be derogatory of any ethnic, racial, gender, religious, professional or age group.
4. Not contain any personal identification, such as license plate number(s), personal name(s), e-mail address(es), or street address(es) (unless it is information that belongs only to entrant, in which case entrant, by including the information, releases Sponsor from any and all liability associated with public disclosure of such information in the image).
5. Not depict, describe, or encourage a violation of any law or regulation or in any way violate any law or regulation.
6. Not depict or describe Sponsor or any group or individuals or the United States negatively.
7. Not contain any third party copyrighted material (including but not limited to photography or art work) or otherwise misappropriate or infringe upon the intellectual property rights of a third party.

Dispute as to Entrant: In the event of a dispute as to the identity of an entrant, the entrant shall be considered the person who is the authorized account holder of the email address or Instagram profile through which the entry was submitted to the Sweepstakes. "Authorized account holder" is defined as the natural person who is assigned to a social media account and email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the account.

Entry Limit: Entrants will be able to enter the Sweepstakes a maximum of three (3) times per user over the course of the Entry Period. Entrants may enter the Sweepstakes using only one (1) account.

Winner Drawing: Five (5) winners will be selected in a random drawing on or about 2:00PM MST on January 2nd, 2020 from among all qualified Valid Entries received. Odds of winning depend on the number of Valid Entries received. The Sweepstakes random drawing will be conducted by the Sponsor, whose decisions are final and binding in all matters regarding the Sweepstakes.

Prize:

- Five (5) winners will receive a prize package (local to each winner) that includes:
 - High-scale lodging for two (2) nights (assumes double occupancy)
 - A multi-course meal for two (2), cooked by a private chef, including beer tastings
 - A custom, local #BeersToThat adventure for two (2) people
- Total approximate retail value of prize: \$3,500 each package
- The value of the prize won by the participants under the Sweepstakes may be taxable as income to its winner. Winners are solely responsible for any and all taxes and/or fees associated with the prize. Upon receipt of prize, the winners shall be required to comply with any and all applicable federal, state and local laws, rules and regulations.
- Potential winners will be notified by phone, email, or Instagram direct message on or about January 2, 2020. Winner must claim prize within three (3) days of notification or prize will be forfeited and may be awarded to another winner at sole discretion (time permitting). If a winner cannot be located or does not respond to an attempt to be notified within that time period, prize will be forfeited and an alternate winner may be selected from among all remaining Valid Entries at Sponsor's sole discretion (time permitting). The prize winner must be 21 years of age or older. Except where prohibited by law, acceptance of prize constitutes the winner's consent to use of his/her name, likeness and biographical data for advertising and promotional purposes without additional compensation. Entrants expressly agree to waive any and all rights to publicity that they have or may have arising out of or relating to the Sweepstakes.
- Any winner of a prize package valued at \$600 or more **will** be sent an Affidavit of Eligibility/Liability Release via email. All forms must be completed, signed, notarized and returned within ten (10) days of date of issuance.
- Prizes will be available for redemption between January 31, 2021 and July 31, 2021.
- 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. 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 the winner will be forfeited.
- Limit of one (1) Promotion Prize per person/per household.

Winners' List: To obtain a winner's list, send an email to beerstothat@thinkmotive.com with 'BeersToThat Sweepstakes' as the email subject. All requests in regard to the prize winner must be received by 02/28/2021.

Legal: The sweepstakes is subject to all applicable federal, state and local laws and regulations. In the event that the Sweepstakes is challenged by any legal or regulatory authority,

Sponsor reserves the right to discontinue or modify the Sweepstakes, or to disqualify participants residing in the affected geographic areas. In such an event Sponsor shall have no liability to any entrants who are disqualified due to such an action. Employees of Sponsor or any other alcohol beverage company, as well as the immediate family (spouse, parents, siblings, and children) and household members of those employees, are not eligible to enter. Standard data charges apply. This sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram, LLC ("Instagram"). By entering these sweepstakes, you understand that you are providing your information to Sponsor and not to Instagram. By participating in the Sweepstakes, each entrant agrees to release, defend, indemnify and hold harmless Sponsor and Promotion Parties, including each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers, owners, members and directors from and against any and all claims, demands, expenses, losses and liabilities of any nature whatsoever caused or contributed to by entering or participating in the sweepstakes, the acceptance, use or misuse of any prize. Obscene, provocative, lewd or otherwise objectionable content or that which reflects poorly on Motive Group Inc. will not be considered and the determination of the appropriateness of any photo/caption submitted is at the sole discretion of the Sponsor.

Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes at any time without notice or further obligation. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that the entrant is attempting or likely to undermine the legitimate operation of the Sweepstakes, including by cheating, hacking, deception, use of automated quick entry programs or other unfair playing practices, or intends or is likely to annoy, abuse, threaten, or harass any other entrants or Sponsor representatives.

Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review Sponsor's privacy policy at <http://thinkmotive.com/privacy> . By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information in accordance with Sponsor's privacy policy, and entrants acknowledge that they have read and accepted Sponsor's privacy policy.

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PLEASE DRINK RESPONSIBLY.