

**HERSHEY'S CHOCOLATE WORLD ATTRACTION  
REESE'S UNIVERSITY TAILGATE TRAILER SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**

**1. Eligibility:** The REESE'S UNIVERSITY TAILGATE TRAILER SWEEPSTAKES at HERSHEY'S CHOCOLATE WORLD Attractions in Hershey, PA and Times Square, New York, NY ("Sweepstakes") is open to (i) legal residents of the 48 continental United States (including D.C.); and (ii) who are 18 years of age or older and the age of majority in their jurisdictions of residence at the time of entry. Entries from residents of Alaska, Hawaii, and U.S. territories not ineligible to win. Employees, directors, and officers, and their immediate family members (parents, children, siblings or spouse, regardless of where they live, or persons living in same household, whether related or not) of the sponsor, The Hershey Company ("Sponsor"), PriceWeber Marketing and Communications, Inc. ("Administrator"), their respective subsidiaries, affiliates, suppliers, and any others engaged in the development or distribution of this Sweepstakes are not eligible to enter or win. Other eligibility requirements and conditions of participation are set forth below in these official rules for the Sweepstakes ("Official Rules"). All federal, state, municipal, and local laws and regulations apply. Void where prohibited by law.

**2. Entry Period:** The Sweepstakes begins at 7:00 AM PT (10:00 AM ET) on FRIDAY, MARCH 1, 2022 and ends at 8:00 PM PT (11:00 PM ET) on MONDAY, OCTOBER 31, 2022 ("Sweepstakes Period"). If physically visiting one of the *Hershey's Chocolate World* attraction locations to enter, the Sweepstakes Period starts at each *Hershey's Chocolate World* attraction location, either in Hershey, PA, Times Square, New York, NY, or Las Vegas, NV, when the attraction location opens on March 1, 2022 and ends when the attraction location closes on October 31, 2022.

**3. How to Enter:** During the Sweepstakes Period, an eligible entrant may enter online via the REESE'S University website or visit one of *Hershey's Chocolate World* Attractions located in either Hershey, PA, Times Square, New York, NY or Las Vegas, NV and follow the steps at each location to enter online, as follows:

**(a) How to Participate in Hershey, PA:** To enter, you may use your mobile phone to scan the REESE'S UNIVERSITY Tailgate Trailer Sweepstakes QR Code available in the main lobby and on selected exterior signage. Upon scanning the QR code, you will automatically be directed to the entry form. Fill out the entry form in its entirety to submit a completed entry form. If you are unable to scan the QR code, an URL link is provided directly underneath the QR code that you can use to access the entry form, with the URL automatically directing you to the entry form. Using the URL link, fill out the entry form in its entirety to submit a completed entry form.

**(b) How to Participate in Times Square, New York, NY:** To enter, you may use your mobile phone to scan REESE'S UNIVERSITY Tailgate Trailer Sweepstakes QR Code available in the store located near the REESE'S University display. Upon scanning the QR code, you will automatically be directed to the entry form. Fill out the entry form in its entirety to submit a completed entry form. If you are unable to scan the QR code, an URL link is provided directly underneath the QR code that you can use to access the entry form, with the URL automatically directing you to the entry form. Using the URL link, fill out the entry form in its entirety to submit a completed entry form.

**(c) How to Participate in Las Vegas, NV:** To enter, you may use your mobile phone to scan the REESE'S UNIVERSITY Tailgate Trailer Sweepstakes QR Code available in the main lobby and on selected exterior signage. Upon scanning the QR code, you will automatically be directed to the entry form. Fill out the entry form in its entirety to submit a completed entry form. If you are unable to scan the QR code, an URL link is provided directly underneath the QR code that you can use to access the entry form, with the URL automatically directing you to the entry form. Using the URL link, fill out the entry form in its entirety to submit a completed entry form.

**(d) How to Participate Online:** To enter online without visiting one of the *Hershey's Chocolate World* attraction locations, access the REESE'S University website at <https://reesesuniversity.com/tailgate>, click the link for the Sweepstakes entry form and then fill out the entry form in its entirety to submit a completed entry form.

For all methods of entry, each eligible person completing an entry form will be entered in the Sweepstakes (each an "Entry" and collectively, the "Entries"). By participating in the Sweepstakes, each entrant fully and unconditionally agrees to and accepts these Official Rules and decisions of the Sponsor, which are final and binding in all matters relating to the Sweepstakes. The Sweepstakes will be run in accordance with the Official Rules, subject to amendment by Sponsor.

**4. Entry Conditions:** All Entries must be received during the Sweepstakes Period to be eligible for the Sweepstakes. Sponsor is not responsible for any lost, illegible, incomplete, damaged, or misdirected Entries or Entries not properly forwarded to Sponsor. **Limit one Entry per person during the Sweepstakes Period.**

**5. Winner Selection:** There will be a total of one (1) winner (a "Winner") of the Sweepstakes. The potential Winner will be selected at random by Administrator within two (2) weeks after the end of the Sweepstakes Period ("Drawing") from among all eligible Entries received.

**6. Winner Notification and Verification:** The potential Winner will be notified within two (2) weeks of the Drawing date using the telephone number or email address provided at the time of Entry. Sponsor and Administrator are not responsible if, after a reasonable effort has been made, they are unable to contact the potential winner within 48 hours.. Disqualification and the selection of an alternate Winner will result from any of the following: (a) potential Winner's inability to accept the Prize; (b) the inability of Sponsor or Administrator to contact the Winner for any reason within 48 hours and three attempts; (c) the failure of a potential winner to timely respond to a prize notification; or (d) any other non-compliance with these Official Rules, as determined by Sponsor in its sole discretion.

A PARTICIPANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL SPONSOR HAS COMPLETED ITS VERIFICATION OF PARTICIPANT'S ELIGIBILITY AND COMPLIANCE WITH THESE OFFICIAL RULES.

**7. Prizes; Approximate Retail Value ("ARV"); Prize Delivery; and Conditions:** The following prize (the "Prize") will be awarded to the verified Winner of the Sweepstakes: the Winner will receive one Sunray 109E mini-trailer that is custom designed in REESE'S orange and brown brand colors and REESE'S University logos. The ARV of the Prize is \$14,900. Delivery arrangements will be coordinated with the Winner within thirty (30) days after Sponsor and Administrator verify the Winner's eligibility. Winner is solely responsible for reporting and payment of any taxes on the Prize and may be required to provide his/her valid Social Security Number to Administrator for tax purposes. Winner will receive an IRS Form 1099 for the retail value of the Prize. A Winner may waive his/her right to receive a prize. Prizes and individual components of prize packages are subject to availability. Sponsor reserves the right to substitute prizes or components of prize packages with a prize or component of equal or greater value. The Prize is non-transferable, non-exchangeable, non-refundable, has no cash value, and must be accepted by the Winner as awarded. Prize winner is responsible for complying with all requirements related to registration, licensing, and titling of the Prize in Prize winner's state, as applicable. Sponsor and Administrator do not make and are not responsible or liable for any warranty, representation, or guarantee, whether express or implied, in fact or in law, relative to the Prize including but not limited to its quality, fitness for any purpose, or mechanical condition. The Prize will be delivered solely with the express limited warranties set forth in the Prize documentation, if any, which warranties will run for the term set forth therein. Sponsor and Administrator reserve the right to extend the delivery date or, in their sole discretion, to substitute another model of equal or greater value for any reason whatsoever.

**8 Odds of Winning:** Odds of winning the Prize depend upon the number of eligible Entries received during the Sweepstakes Period.

**9. Conditions, Disclaimers, and License:** BY PARTICIPATING IN THE SWEEPSTAKES, ENTRANTS ACKNOWLEDGE AND AGREE THAT EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE

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QR CODE(S), WEBSITE, AND THE PRIZE(S), ARE PROVIDED "AS IS" AND THAT SPONSOR AND ADMINISTRATOR MAKE NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, ABOUT THE PRIZE(S) AND SPONSOR AND ADMINISTRATOR HEREBY DISCLAIM ALL SUCH WARRANTIES, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. (BECAUSE SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF CERTAIN IMPLIED WARRANTIES, THE ABOVE LIMITATION MAY NOT APPLY TO YOU. IN SUCH STATES, THE LIABILITY OF THE RELEASED PARTIES IS LIMITED TO THE FULLEST EXTENT PERMITTED BY SUCH STATE LAW.)

Each entrant further agrees that: (a) he or she will abide by and be bound by these Official Rules; (b) neither Sponsor, Administrator, nor any of its affiliated companies or the advertising and promotional agencies affiliated with Sponsor or those affiliated companies, nor any of their officers, directors, employees, agents or representatives (collectively, Sponsor's "Affiliates") are responsible for claims, injuries, death, losses or damages of any kind resulting from participation or inability to participate in the Sweepstakes, the awarding, acceptance, use, misuse, possession, loss or misdirection of a Prize, or for any typographical or other error in these Official Rules or the announcement or offering of any Prize; (c) Sponsor and Administrator are not responsible for any inability of a Winner to accept a Prize for any reason; and (d) by entering the Sweepstakes, all entrants further agree that Sponsor has the sole right to decide all matters relating to the Sweepstakes. Although Sponsor and Administrator attempt to ensure the integrity of the Sweepstakes, Sponsor and Administrator are not responsible for the actions of entrants or other individuals in connection with the Sweepstakes, including attempts to circumvent these Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned by reason of fraud, technical limitations or failures, applicable law, unforeseen obstacles, or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine, or otherwise affect the administration, security, fairness, integrity, viability, or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole discretion to modify these Official Rules, and/or to cancel, terminate, modify or suspend all or any part of the Sweepstakes, and in the event of cancellation or termination, to select a winner from among all eligible non-suspect entrants received up to the time of such cancellation, termination, modification, or suspension, as applicable. Inclusion in such drawing will be each entrant's sole and exclusive remedy under such circumstances.

**10. Release and Indemnification:** BY PARTICIPATING IN THE SWEEPSTAKES, ENTRANTS RELEASE AND HOLD THE SPONSOR, ADMINISTRATOR, AND EACH OF THEIR AFFILIATES HARMLESS FROM AND AGAINST ANY AND ALL LOSSES, DAMAGES, RIGHT, CLAIMS, AND ACTIONS OF ANY KIND ARISING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE SWEEPSTAKES OR PARTICIPATION IN ANY SWEEPSTAKES-RELATED ACTIVITY, OR RESULTING DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE (INCLUDING ANY TRAVEL OR ACTIVITY RELATED TO ACCEPTANCE OF THE PRIZE) AWARDED IN CONNECTION WITH THE SWEEPSTAKES, INCLUDING WITHOUT LIMITATION, PERSONAL INJURY, DEATH, AND/OR PROPERTY DAMAGE, AS WELL AS CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY.

**11. Miscellaneous:** (a) Privacy: information submitted in connection with the Sweepstakes will be treated in accordance with these Official Rules and Sponsor's Privacy Policy (as may be amended from time to time), currently available at [https://www.thehersheycompany.com/en\\_us/home/privacy-policy.html](https://www.thehersheycompany.com/en_us/home/privacy-policy.html); (b) Publicity Release: except where prohibited by law, by accepting a Prize, each Winner grants permission for Sponsor, Administrator and each of their agents to use his/her name, voice and/or likeness, for advertising, merchandising, promotion and/or publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation; and (c) Applicable Law: the Sweepstakes, and any disputes that may arise hereunder, shall be governed in all respects by the laws of the Commonwealth of Pennsylvania without regard

to the conflicts of laws principles of any jurisdiction. Venue with respect to any such disputes shall be had in the state and federal courts of the Commonwealth of Pennsylvania. The invalidity or enforceability of any other provision of these Official Rules shall not affect the validity or enforceability of any other provision so long as the general intent of these Official Rules remains in effect. In the event that any such provision is determined to be invalid or unenforceable, these Official Rules shall be constructed in accordance with their terms as if the invalid or unenforceable provision was not contained herein.

**12. Sponsor:** The Sweepstakes is sponsored by The Hershey Company, 19 East Chocolate Ave, Hershey, Pennsylvania 17033.

**13. Administrator:** The Sweepstakes is administered by PriceWeber Marketing and Communications, Inc., 10701 Shelbyville Road, Louisville, KY 40243.

**14. Winner List:** For the winner list, send a self-addressed, stamped envelope to: The Hershey Company, Attn: *HERSHEY'S CHOCOLATE WORLD* Attraction *REESE'S UNIVERSITY* TAILGATE TRAILER SWEEPSTAKES Winner List, C/O PriceWeber Marketing, 10701 Shelbyville Road, Louisville, KY 40243 within 60 days after the end of the Sweepstakes Period.