

**2024 Pepsi & Forward Madison FC  
“Experience the Forward Madison FC Suite Life” Giveaway**

**Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. DATA RATES MAY APPLY TO ENTRIES MADE VIA MOBILE DEVICE. INTERNET ACCESS REQUIRED.**

**THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE U.S. RESIDING IN THE STATE OF WISCONSIN, WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AT TIME OF ENTRY. SWEEPSTAKES SHALL BE CONSTRUCTED AND EVALUATED ACCORDING TO UNITED STATES LAW AND THE STATE OF WISCONSIN. DO NOT ENTER THIS SWEEPSTAKES UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE UNITED STATES.**

**1. SWEEPSTAKES PERIOD:** Sweepstakes begins at 12:00:01 a.m. CST on June 2, 2024 and ends at 11:59:59 p.m. CST on August 31, 2024 (“Sweepstakes Period”). The computer of the Sweepstakes administrator is the official time-keeping device of the Sweepstakes.

**2. HOW TO ENTER:** During the Sweepstakes Period, you can enter via the following methods: **(a) SCAN THE QR CODE:** Use your mobile phone to scan the QR code located on Pepsi 12oz cans. Follow the on-screen instructions for registering, properly completing, and submitting an entry. Participants must have a mobile phone with internet access to enter by scanning the QR code and may incur standard data charges from their wireless service provider. Check with your wireless service provider for details on any applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. By entering this Sweepstakes the entrant is consenting to receive text, phone, and/or email messages regarding the Sweepstakes; **(b) INTERNET:** Visit [www.forwardmadisonfc.com/pepsi-fmfc-vip-contest/](http://www.forwardmadisonfc.com/pepsi-fmfc-vip-contest/) and follow the on-screen instructions to properly complete and submit an online entry by August 31, 2024.

Limit one (1) entry per person per day, regardless of method of entry. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. (midnight) CST and ending at 11:59:59 p.m. CST. The time clock of the Sweepstakes administrator is the official clock for this Sweepstakes.

In the event of dispute over the identity of a potential winner, an entry will be declared made by the authorized account holder of such email address or wireless phone number submitted at the time of entry, and potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such email address or wireless phone number. It is solely the responsibility of the entrant to notify the Sponsor in writing if the entrant changes his or her e-mail, wireless phone number, or postal address during the Sweepstakes Period. All entries become the property of the Sponsor and will not be acknowledged or returned. Each entry submission must be manually key stroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot, or sweepstakes service) will be disqualified and transmissions from these or related email/IP addresses or wireless phone number may be blocked.

**3. ELIGIBILITY:** The Sweepstakes is open only to individuals who are legal residents of the United States, residing in Wisconsin, who are 18 years or older at the time of entry. Employees of WP Beverages, LLC (“Sponsor”), Wis-Pak, Inc., its Shareholders & distributors, PepsiCo, Inc., Pepsi-Cola Company and its bottlers, Pepsi Beverages Company, Forward Madison FC, and each of their respective officers, directors, employees, agents, licensors, assigns, parents, subsidiaries and affiliated companies, sales representatives, agencies, dealers, retailers, wholesalers, distributors, web design, advertising, fulfillment, judging, and promotion agencies involved in the administration, development, fulfillment, and execution of this Sweepstakes (collectively “Sponsor and Promotion Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step” of each), and those living in the same households as such employees (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes) are not eligible to participate. Void outside the states listed above and where prohibited or restricted by law, rule, or regulation.

**4. PRIZE DETAILS:** One (1) Grand Prize will be awarded, consisting of sixteen (16) Forward Madison VIP Suite Tickets to a Forward Madison FC Soccer game at Breese Stevens Field in Madison, WI (date and time TBD), with unlimited food and beverage. Approximate Retail Value (ARV): \$599.00. No alternate prizes are available.

**5. DRAWING:** Potential winner will be selected in a random drawing from among all eligible entries received throughout the Sweepstakes Period. Odds of winning depend upon the total number of eligible entries received. Drawing will occur on or about September 2, 2024. All prizes will be awarded. Sponsor's decisions as to the operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes.

**6. WINNER NOTIFICATION:** Potential Sweepstakes winner will be notified by text, phone, mail, and/or email at the text, phone, mail, and/or email address provided upon entry, and will be required to respond to the notification (by providing his/her email address and mailing address, if not already provided) within seventy-two (72) hours or prize may be forfeited and awarded to alternate winner. Upon administrator's receipt of potential winner's email address, he/she must respond to the email notification (as stated within the notification) within seventy-two (72) hours or prize may be forfeited and an alternate winner selected (time permitting). Sponsor is not responsible for suspended or discontinued Internet or wireless service or a change in winner's phone number or email address which may result in a potential winner not receiving initial prize notification. Once potential winner notification is confirmed to Sponsor, the potential prize winner (and guest(s)) may be sent an Affidavit of Eligibility and Liability/Publicity Release to be signed and returned within the number of days indicated on the Affidavit. In the event (i) the attempted notification is returned as undeliverable without a forwarding address; (ii) a telephone or text message notification is not confirmed to Sponsor within seventy-two (72) hours; (iii) any required documents are not returned within the required number of days; or (iv) if winner is otherwise unable to accept the prize as stated, prize will be forfeited and may be awarded to an alternate winner. Receiving a prize is contingent upon compliance with these Official Rules.

**7. LIMITATIONS OF LIABILITY:** Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction, or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation, or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, cameras, computers, or providers utilized in any aspect of the operation of the Sweepstakes;

(d) inaccessibility or unavailability of any network or wireless service, the Internet or website, or any combination thereof; (e) suspended or discontinued Internet, wireless, or land line phone service; or (f) any injury or damage to participants or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify, or suspend the Sweepstakes in whole or in part. In such event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among all eligible, non-suspect entries received up to the time of the impairment, and Sponsor and Promotion Parties shall not have any further liability to any participant in connection with the Sweepstakes. Sponsor may modify and amend these Official Rules as they may appear online from time to time during the Promotion for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

**8. WINNERS RELEASES:** By participating in the Sweepstakes, entrants release Sponsor and Promotion 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 a play or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership, or use of any prize awarded, or while preparing for, participating in, or traveling to or from any prize-related activity, or any typographical or other error in these Official Rules or the announcement or offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered. Except where prohibited by law, winner grants to Sponsor the right to print, publish, broadcast, and use worldwide in any media now known or hereinafter known, the winner's name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising, and promotional purposes as may be determined by Sponsor.

**9. VERIFICATION:** All Sweepstakes entries are subject to verification by the Sponsor at the sole discretion of the judges and anti-fraud detection measures, entries found to be photocopied, reproduced, altered, forged, defaced, tampered with, mutilated, stolen, unissued, unauthorized, traded, bartered, sold, illegitimately obtained, or illegal in any way will be disqualified.

**10. GENERAL CONDITIONS:** This Sweepstakes is governed by the laws of the United States and of the State of Wisconsin without respect to conflict of law doctrines. Prize winner is solely responsible for any and all taxes and related expenses on the prize and may receive an IRS Form 1099 for the ARV of the prize. Unclaimed prizes will not be awarded. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize or any portion of a prize becomes unavailable. No substitution of prize is offered, no transfer of prize to a third party is permitted, and non-cash prizes may not be redeemed for cash value except at Sponsor's sole discretion. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner. Any difference between the stated value of any prize and the actual retail value will not be awarded. Any portion of a prize not accepted by winner will be forfeited. Upon forfeiture for any reason as stated in these Official Rules, no compensation will be given. All federal, state, and local laws and regulations apply. Any personal information provided in connection with participation in the Sweepstakes will only be used by Sponsor and Forward Madison FC to notify a potential winner and/or fulfillment of a prize and shall be subject

to Forward Madison FC and the United Soccer League's Privacy Policy, available at <https://www.uslsoccer.com/usl-privacy-policy>.

**11. CONDUCT:** By participating in this Sweepstakes, participants agree to be bound by these Official Rules and the decisions of the Sponsor that shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be tampering with the play process or the operation of the Sweepstakes; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten, or harass any other person. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND ITS AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

**12. SPONSOR:** This Program is sponsored by WP Beverages LLC, P.O. Box 8006, Madison, WI 53708. All decisions regarding all aspects of this Program shall be made by WP Beverages LLC in its sole discretion, and all such decisions shall be final and controlling. Sponsor reserves the right to revise Official Rules.