

## Maker's Mark® Basketball Sweeps 2026

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### OFFICIAL RULES:

**NO PURCHASE OR PAYMENT OF ANY KINDS IS NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. VOID OUTSIDE THE ELIGIBILITY AREA (DEFINED BELOW), AND WHERE PROHIBITED OR RESTRICTED BY LAW. DO NOT PARTICIPATE IN THE SWEEPSTAKES IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW. PARTICIPATION IN THIS SWEEPSTAKES (DEFINED BELOW) CONSTITUTES ENTRANT'S (DEFINED BELOW) FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THE TERMS AND CONDITIONS OF THESE OFFICIAL RULES (THE "OFFICIAL RULES") WHICH ARE A CONTRACT AND TO THE DECISIONS OF THE SPONSOR, WHICH ARE FINAL AND BINDING IN ALL RESPECTS. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE SWEEPSTAKES ENTITIES (DEFINED BELOW) AND A LIMITATION OF YOUR RIGHTS AND REMEDIES AND BINDING ARBITRATION.**

The Maker's Mark® Basketball Sweepstakes 2026 ("Sweepstakes") is sponsored by Jim Beam Brands Co (the "Sponsor"). The Sponsor's address is 222 W Merchandise Mart Plaza, Chicago, IL, 60654. The Sweepstakes begins at 12:00:01 a.m. Eastern Time ("ET") on January 28, 2026, and ends at 11:59:59 p.m. ET on March 31, 2026 ("Sweepstakes Period"). The computer clock of Sponsor is the official time-keeping device in the Sweepstakes, and the Sponsor may also rely on the time processing functions of third parties. Sponsor shall have the sole discretion in determining the timeliness of any action or inaction related to this Sweepstakes.

1. **ELIGIBILITY:** The Sweepstakes is open only to individuals who: (a) are legal residents of the fifty (50) United States and the District of Columbia (the "Eligibility Area"); (b) are 21 years of age or older at the time of entering the Sweepstakes; (c) agree to be bound by the terms of these Official Rules; and (d) submit a valid Entry (as defined below) (each such individual, an "Entrant" or "you"). This Sweepstakes is not open to Entrants who: (i) are employees, officers, directors, agents and representatives of the Sponsor or any entity which is involved in any aspect of the creation, production, operation, execution or fulfilment of the Sweepstakes, (such entities, collectively, the "Sponsor Parties"), or any alcohol beverage licensees (including alcohol beverage suppliers, wholesalers, distributors or retailers); (ii) are immediate families (defined as parents, child, sibling, domestic partner, spouse and their respective spouses, regardless of where they reside) or household members (defined as those people who share the same residence at least three (3) months a year) of such individuals listed in clause (i) above); (iii) are prohibited by applicable law from entering the Sweepstakes; or (iv) do not meet any of the eligibility requirements set forth above.
2. **HOW TO ENTER: NO PURCHASE IS NECESSARY TO ENTER THE SWEEPSTAKES OR WIN.** You will not increase your chances of winning by buying a product because no purchase is required to participate. There are two (2) ways to Enter the Sweepstakes, as follows:

## **Purchase Option:**

Enter the Sweepstakes during the Sweepstakes Period by: (A) between January 28, 2026 and March 31, 2026, purchasing: (a) one (1) or more of the qualifying Maker's Mark® products expressly identified in Appendix A, below from any retailer that sells such products in the Eligibility Area (each, a "Qualifying Purchase"); (B) ensuring that the applicable sales receipt clearly shows the purchase date, time, location, retailer name, and product(s) purchased (ensure the purchase date is within the Sweepstakes Period); and (C) thereafter and during the Sweepstakes Period, following the submission methods listed below to submit the Receipt Image and receive an entry (a "Consideration Entry"):

- Maker's Mark®: Each Qualifying Purchase of a qualifying bottle of Maker's Mark® Classic (non-Cask Strength) expressly identified in Appendix A will result in one (1) Sweepstakes Entry, subject to the entry limits set forth herein.
- Maker's Mark® Cask Strength: Each Qualifying Purchase of a qualifying bottle of Maker's Mark® Cask Strength expressly identified in Appendix A will result in two (2) Sweepstakes Entries, subject to the entry limits set forth herein.
- Limit five (5) Qualifying Purchases per Receipt for purposes of this Sweepstakes, regardless of the number of eligible products shown on such Receipt.

(a) Visit Program Site to Submit. During the Sweepstakes Period, visit [www.makersmarkultimatewatchparty.com](http://www.makersmarkultimatewatchparty.com) (the "Sweepstakes Site"), where Entrant will receive further instructions on uploading the Receipt Image and registering for the Sweepstakes. Complete the registration form by entering true and accurate information in the required fields (including, First Name, Last Name, Date of Birth, Street Address, City, State, Zip Code, E-Mail Address and phone number). Follow instructions and submit Receipt Image (including reading and accepting any required terms and conditions) and register for the Promotion.

(b) Via QR Code: During the Sweepstakes Period, use your smart phone or other web-enabled device with data plan to scan the Sweepstakes quick response ("QR") code featured on signs or promotional materials at participating stores with the QR reader application already installed on your phone. You will then be directed to the Sweepstakes Site ([www.makersmarkultimatewatchparty.com](http://www.makersmarkultimatewatchparty.com)) where you will be prompted to confirm that you are 21 years of age or older. Upon confirmation of your age, you will be directed to the registration form where you must completely enter your true and correct information in the required fields and thereafter submit the registration form.

Proof of scanning QR codes does not constitute proof of completion or submission of an Entry. To scan a QR code, Entrants must have a smart phone or other web-enabled device with a camera feature and QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type "QR reader" in your mobile device's application store search field to find available QR readers for your smart phone or other web-enabled device. You will receive a response which will contain a link to download a QR reader for your specific device. Check with your wireless service provider for details on these and other applicable charges. Entrants are solely responsible for any such wireless charges. Not all wireless carriers participate.

### **No Purchase Option: MAIL-IN (AMOE):**

To enter without making a Qualifying Purchase: To obtain an Entry by mail, Entrants must hand print their first and last name, residence address, telephone number, email address, and date of birth, and a statement confirming that they are 21 years of age or older on a 3"x5" card, place the card in an envelope with proper first-class postage affixed, and mail the envelope to: "Maker's Mark® Basketball Sweepstakes 2026," c/o Snipp Interactive Inc., 2797 NW 105th Ave., Doral, FL 33172. A mailed entry submitted in accordance with these Official Rules will result in the Participant obtaining one (1) Entry in the Sweepstakes (such entry, a "Non-Consideration Entry", and together with a "Consideration Entry", an "Entry"). All Non-Consideration Entries must be handwritten. Mail-in Entries will be assigned to the Weekly Entry Period (defined below) in which they are postmarked, provided they are received by the corresponding AMOE Receipt Deadline set forth in Section 3 below.

All Entries must be postmarked no later than March 31, 2026 and received by the applicable AMOE Receipt Deadline set forth in Section 3 below. Limit of five (5) Entries per person, per email address, per day, and ten (10) total Entries per person, per email address, for the entire Sweepstakes Period, regardless of method of Entry (purchase or mail-in).

Entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive, or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at Sponsor's sole and absolute discretion. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Entries received or ranking status attained based on any tampering (cheating) or foul play will render that participant ineligible to receive any prize(s) and may result in participant no longer being allowed to enter Sponsor's other promotions in the future, at Sponsor's sole discretion. Subsequent attempts made by the same individual to submit multiple Entries by using multiple or false contact information or otherwise may be disqualified. The Sweepstakes Entities (defined below) are not responsible for technical failures of any kind, including, but not limited to, the malfunctioning of any wireless network, telephone, computer, computer network, hardware or software or the unavailability or inaccessibility of any service. The Sweepstakes Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in Entrant's device to receive messages. Those who do not follow all of the instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified. All materials submitted become the property of Sponsor and will not be returned. Illegible and/or incomplete Entries and Entries submitted by Entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. You understand that Internet access and device data usage charges and any other charges imposed by your mobile plan and/or online service may apply when submitting an Entry. Contact your wireless carrier and/or check your mobile plan for data usage pricing plans and details. In the event of a dispute as to any Entry, the Authorized Account Holder of the email address used to register for Entry will be deemed to be the Entrant. The "Authorized Account Holder" is the natural person who is assigned an account by the Internet access provider, online service provider, or other organization responsible for assigning such accounts or the account associated with the submitted email address. The potential winners may be required to show proof of being the Authorized Account Holder.

3. **WINNER SELECTION; DRAWING:** For purposes of this Sweepstakes, the Sweepstakes Period will be divided into nine (9) "Weekly Entry Periods" as set forth in the table below (each, a "Weekly Entry Period"):

**Weekly Entry Period Schedule**

<b>Week</b>	<b>Weekly Entry Period Start (12:00:01 a.m. ET)</b>	<b>Weekly Entry Period End (11:59:59 p.m. ET)</b>	<b>AMOE Postmark Deadline</b>	<b>AMOE Receipt Deadline</b>
<b>Week 1</b>	January 28, 2026	February 3, 2026	February 3, 2026	February 7, 2026
<b>Week 2</b>	February 4, 2026	February 10, 2026	February 10, 2026	February 14, 2026
<b>Week 3</b>	February 11, 2026	February 17, 2026	February 17, 2026	February 21, 2026
<b>Week 4</b>	February 18, 2026	February 24, 2026	February 24, 2026	February 28, 2026
<b>Week 5</b>	February 25, 2026	March 3, 2026	March 3, 2026	March 7, 2026
<b>Week 6</b>	March 4, 2026	March 10, 2026	March 10, 2026	March 14, 2026
<b>Week 7</b>	March 11, 2026	March 17, 2026	March 17, 2026	March 21, 2026
<b>Week 8</b>	March 18, 2026	March 24, 2026	March 24, 2026	March 28, 2026
<b>Week 9</b>	March 25, 2026	March 31, 2026	March 31, 2026	April 7, 2026

Entries do not roll over from one Weekly Entry Period to any subsequent Weekly Entry Period. However, all eligible Entries received during the Sweepstakes Period (across all Weekly Entry Periods) will be included in the Grand Prize Drawing.

There will be nine (9) Weekly Prize drawings (each, a "Weekly Drawing") and one (1) Grand Prize drawing ("Grand Prize Drawing").

- **Weekly Drawings:** For each Weekly Entry Period, Administrator, on behalf of Sponsor, will conduct one (1) Weekly Drawing after the applicable AMOE Receipt Deadline for that Weekly Entry Period, and on or about the first business day following such deadline, from among all eligible Entries received during that Weekly Entry Period.
- **Grand Prize Drawing:** Administrator will conduct the Grand Prize Drawing on or about April 9, 2026, from among all eligible Entries received during the entire Sweepstakes Period.

Odds of winning a Weekly Prize will be determined by the total number of eligible Entries received during the applicable Weekly Entry Period. Odds of winning the Grand Prize will be determined by the total number of eligible Entries received during the Sweepstakes Period. If, for any reason, there are not enough eligible Entries for any given Weekly Entry Period, Sponsor reserves the right, in its sole discretion, to award fewer Weekly Prizes than stated, or to award any unawarded Weekly Prize(s) in a manner it deems fair and appropriate, consistent with these Official Rules; provided, however, that Sponsor shall have no obligation to award any Weekly Prize if there are insufficient eligible Entries.

4. **WINNER NOTIFICATION AND CONFIRMATION:** The potential prize winners will receive a prize notification via email and/or phone call as soon as reasonably practicable after the winner selection, via the contact information provided in their registration form where they may be asked to confirm their intention to be potentially awarded the prize. The potential prize winner(s) will also be sent a Declaration of Eligibility and Liability/Publicity Release for such winner (the "Winner Documentation") via email, which must be duly completed, signed, and returned to Administrator within three (3) days of date of issuance. Provided that a potential winner is in compliance with these Official Rules and after having successfully proven eligibility and provided any documentation required by Sponsor, the potential winner will be determined to be a prize "Winner". If such potential winner cannot be contacted within a reasonable time period, if the potential winner is ineligible, if the potential winner fails to return the duly completed Winner Documentation within the prescribed time period, if any notification is returned undeliverable, or if the potential winner otherwise fails to fully comply with these Official Rules, they will forfeit the Prize and an alternate winner will be selected from among all remaining eligible Entries and the process of confirming the winner will again be followed. Administrator will attempt to contact up to three (3) alternates for each Prize, after which the applicable Prize may remain unawarded at Sponsor's sole discretion. This will be repeated until such time as a prize Winner is ultimately determined, unless the Sponsor determines in its reasonable discretion that it is unlikely that a prize Winner will be determined in which case the applicable prize will remain un-awarded. Sponsor expressly reserves the right to delay the announcement of the Winner for any reason it deems necessary. If, for any reason, more bona fide winners come forward seeking to claim a prize in excess of the ten (10) prizes available as set forth in these Official Rules, the winners of the prize(s) may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances. The Sweepstakes Entities are not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected or unsuccessful efforts to notify the potential winners.
5. **PRIZE; PRIZE TERMS:** There are a total of ten (10) prizes available to be won, consisting of one (1) Grand Prize and nine (9) Weekly Prizes (each, a "Prize" and collectively, the "Prizes").

**Grand Prize (1):** One (1) Grand Prize winner will receive three (3) digital rewards, each awarded as a \$1000 Home Furnishings Digital gift card delivered via email (the "Grand Prize"). Approximate Retail Value ("ARV") of the Grand Prize: USD \$3000.00. Terms and conditions apply.

**Weekly Prizes (9):** Each of the nine (9) Weekly Prize winners will receive one (1) digital reward, awarded as one (1) \$20 Uber® gift code delivered via email (each, a "Weekly Prize"). ARV of each Weekly Prize: USD \$20.00. Total ARV of all Weekly Prizes: USD \$180.00.

Total ARV of all Prizes available in the Sweepstakes: USD \$3,180.00. Actual value may vary, and any difference between the actual value and stated ARV will not be awarded. **No alcohol will be awarded as part of any Prize.**

Digital rewards (including any digital prepaid cards or digital gift cards) are subject to the terms, conditions, and expiration dates, if any, of the issuer. Sponsor is not the issuer of any digital rewards and makes no representations or warranties regarding such digital rewards. Digital rewards are not redeemable for cash (except as required by law), are not reloadable, may not be replaced if lost, stolen, damaged, or used without permission, and may be subject to additional limitations as stated in the cardholder or reward terms provided by the issuer. Winners are solely responsible for complying with all terms and conditions imposed by the issuer of any digital reward.

Uber disclaimer: By using this gift card, you accept the following terms and conditions: This card is redeemable via the Uber® or Uber Eats app within the U.S. in cities where Uber or Uber Eats is available. The card is non-reloadable and, except where required by law, cannot be resold, exchanged, transferred, redeemed for cash, refunded, or returned. You may be required to add a secondary payment method to use this gift card with the Uber or Uber Eats app. The card is not redeemable outside the U.S. Issuer is not responsible for lost or stolen cards, or unauthorized use. This card is issued by Bancorp Bank, N.A. For full terms and conditions and customer service, visit [uber.com/legal/gift](https://uber.com/legal/gift).

All Prize details not specified in these Official Rules will be determined at the Sponsor's sole discretion. If for any reason a Prize is unavailable, Sponsor reserves the right to modify the Promotion in its sole discretion and award a substitute prize, or portion of a prize, of comparable or greater value as set forth in these Official Rules. No substitution, transfer, assignment or cash equivalent of a prize, or any portion thereof, is permitted by a winner. The Sweepstakes Entities shall have no responsibility or obligation to a winner who is unable or unavailable to, or who does not for any reason, accept or utilize a Prize.

THE PRIZE(S) ARE AWARDED "AS IS" WITH NO GUARANTEE. ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE HEREBY DISCLAIMED BY THE SWEEPSTAKES PARTIES. ALL PRIZE DETAILS ARE AT SPONSOR'S SOLE DISCRETION. ANY COSTS AND EXPENSES ASSOCIATED WITH PRIZE ACCEPTANCE AND USE NOT SPECIFIED HEREIN AS BEING PROVIDED ARE WINNERS' SOLE RESPONSIBILITY.

Prize will only be awarded by Sponsor upon potential winners' verification of eligibility and final approval by Sponsor.

The value of the Prize may be taxable to the Winner as income and an IRS Form 1099 may be issued in the name of the Winner for the actual value of the prize awarded if required by applicable law. Winner may be required to provide a completed IRS Form W-9 before receiving the Prize. All U.S. federal, state and local tax liability, and any other costs and expenses associated with acceptance or use of a prize not specifically provided for in these Official Rules are solely the Winner's responsibility. Failure to complete any component of any Prize does not relieve the Prize Winner of his/her tax obligations associated with winning such Prize.

- 6. RELEASE:** By entering this Sweepstakes, you agree to release, discharge and hold harmless Sponsor, Sponsor Parties, and their respective directors, officers, employees, agents and assigns; and each of these companies' and individuals' respective successors, representatives and assigns (the "Sweepstakes Parties") from and against: (a) any claims, liabilities, losses, and damages arising out of, or relating to, your participation in this Sweepstakes or any Sweepstakes-related

activities and the acceptance and use, misuse, or possession of any Prize awarded hereunder (including, without limitation, any misrepresentation made by you in connection with the Sweepstakes; (b) any non-compliance by you with these Official Rules; (c) claims brought by persons or entities other than the parties to these Official Rules arising from or related to your involvement with the Sweepstakes; (d) acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes; (e) any malfunction, error or other problem arising in connection with the collection, processing, or retention of Entry information; or any typographical or other error in the printing, offering or announcement of any winner). The foregoing includes, without limitation, any claim for personal injury, property loss or damage, or death arising in any way in connection with the Sweepstakes or any Prize. If Sponsor's use of your Entry causes Sponsor to be subject to a claim by any third party (including, but not limited to, a claim of infringement), you agree to indemnify and hold harmless the Sweepstakes Parties, and all persons acting by, through, under or in concert with them, against any and all damages, costs, judgments and expenses (including reasonable attorney's fees) which the Sweepstakes Parties (or any one of them) may incur as a result of the use of your Entry.

7. **PUBLICITY RIGHTS:** By participating in this Promotion, each entrant agrees to allow the Sponsor and Sponsor's designee the perpetual right to use their name, address (city and state), biographical information, likeness, picture, and other information along with any content provided in connection with the Promotion for promotion, trade, commercial, advertising, and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
8. **DISCLAIMER:** Sweepstakes Parties are not responsible for printing or typographical errors in these Official Rules or in any Sweepstakes-related materials. Sponsor reserves the right, in its sole discretion, to disqualify any individual it suspects or finds: (a) to have tampered with the entry process or the operation of the Sweepstakes; (b) to be acting in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (c) to have provided inaccurate information on any legal documents submitted in connection with the Sweepstakes; or (d) to be acting in violation of these Official Rules. Sponsor also reserves the right to terminate, suspend, cancel or modify the Sweepstakes and award the prize for the Sweepstakes from among all eligible, non-suspect Entries received as of the date of termination using the procedure outlined above if for any reason this Sweepstakes is not capable of running as planned due to any reason, including acts of God, war, natural disasters, coronavirus (COVID-19) pandemic, other epidemics or medical emergencies, government mandated lockdowns, weather, acts or threats of terrorism, strikes, lockouts, labor disputes, work stoppages, fire, acts of government, other force majeure events or other events outside of the reasonable control of the Sweepstakes Entities, infection by computer virus, bugs, tampering, fraud, unauthorized intervention, technical failures or other causes that may corrupt or impair the integrity, fairness or proper play of the Sweepstakes. Sweepstakes Parties are not responsible or liable for any events which may cause errors and/or the Sweepstakes to be stopped, including but not limited to any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, nor are they responsible for any problems or technical malfunction of any telephone, network or telephone lines, computer on-line systems, servers, or cable, satellite, or Internet Service Providers, computer equipment, software or any other failure of any email or entry to be received by Sponsor on account of technical problems, human error or

traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to your or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. Sweepstakes Parties are not responsible for computer, mechanical, technical, electronic, network or other errors or problems, including any errors or problems that may occur in connection with the administration of the Sweepstakes, the processing of Entries, or in any other Sweepstakes-related materials. Should more prizes be awarded through a computer, hardware, or software malfunction, error or failure, or for any other reason, in any prize category, than are stated for that category in the Official Rules, Sponsor reserves the right to award only the number of prizes stated in the Official Rules for that category. In no event will more prizes be awarded than that listed in Section 5.

CAUTION: ANY ACT OR ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SWEEPSTAKES PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

NOTHING IN THESE OFFICIAL RULES SHALL DISCLAIM, LIMIT, OR EXCLUDE LIABILITY FOR ANY LIABILITY THAT MAY NOT BE DISCLAIMED, LIMITED, OR EXCLUDED PURSUANT TO APPLICABLE LAW.

9. **PRIVACY POLICY:** The Entrants acknowledge and understand that all personal information submitted as part of this Sweepstakes will be collected and processed by Sponsor for the purpose of managing the Sweepstakes, and such additional purposes specified in connection with entering or participating in the Sweepstakes, in accordance with the Sponsor's privacy policy available at <https://www.suntoryglobalspirits.com/privacy-policy> (the "Privacy Policy"). Entrants can read more about their rights, how Entrant's personal information is used, and how to contact Sponsor, in the Privacy Policy. By participating in the Sweepstakes, Entrants agree to the Terms of Use and the terms and conditions of Sponsor's website and acknowledge all of the terms and conditions of the Privacy Policy.
10. **APPLICABLE LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Illinois. Some jurisdictions do not allow for limitations of certain remedies or damages and so those provisions may not apply to you.
11. **DISPUTES/ARBITRATION:** By participating in the Sweepstakes and to the extent permitted by applicable law, you agree that the exclusive jurisdiction for any dispute, claim or demand related in any way to the Sweepstakes will be decided by binding arbitration. All disputes between you and Sponsor, any of the Sponsor Parties, or anyone associated with the production, development or handling of this Sweepstakes, of whatsoever kind or nature arising out of the Sweepstakes or the terms of these Official Rules, shall be submitted individually, without resort to class action, to Judicial Arbitration and Mediation Services, Inc. ("JAMS") for binding arbitration, under its rules then in effect, in the state of Illinois, before one arbitrator to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred and that, unless prohibited by applicable law, under no circumstances will participant be permitted to obtain awards

for, and Entrants hereby waive all rights to claim, punitive, incidental, and consequential damages and any damages other than actual out-of-pocket expenses. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

## **12. GENERAL CONDITIONS:**

The decisions of the Sponsor with respect to all aspects of this Sweepstakes are final and binding on all Entrants without right of appeal. ANY PERSON FOUND TO BE IN VIOLATION OF THE LETTER AND SPIRIT OF THESE OFFICIAL RULES BY THE SPONSOR, FOR ANY REASON WHATSOEVER, MAY BE DISQUALIFIED AT ANY TIME, AT THE SOLE AND ABSOLUTE DISCRETION OF THE SWEEPSTAKES ORGANIZER.

Winner acknowledges that upon acceptance of a prize, performance of prize obligations becomes the sole and exclusive responsibility of the designated service provider(s) for those portions not originating with Sponsor, if any.

The Sponsor reserves the right to change the dates, deadlines and/or other mechanics of the Sweepstakes as set out in these Official Rules, to the extent deemed necessary by the Sponsor, in order to verify that an Entrant, an Entry and/or other information comply with these Official Rules, or due to technical or other problems or circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Sweepstakes as contemplated in these Official Rules, or for any other reason.

The Sponsor is the sole owner of the promotional materials and products of the Sweepstakes and of the intellectual property rights related thereto, and nothing in these Official Rules shall be construed as conferring any rights whatsoever on the Entrants in this regard.

Except as provided in these Official Rules, no communication or correspondence will be entered into with Entrants, except with potential Prize winners, or as otherwise decided by the Sponsor in its sole discretion.

**13. Winners List:** For the names of the winners of the Promotion (first name, last initial and city of residence) send email request to [help@makersmarkultimatewatchparty.com](mailto:help@makersmarkultimatewatchparty.com). All requests for the names of the winners must be made by April 30, 2026. Requests received after this date will not be honored.

**14. Sponsor:** Jim Beam Brands Co., 222 W Merchandise Mart Plaza, Chicago, IL, 60654.

**We make our bourbon carefully, please enjoy it that way.**

Maker's Mark® Kentucky Straight Bourbon Whisky, 45% Alc./Vol. ©2023 Maker's Mark Distillery, Inc., Loretto, KY.

Appendix A  
Qualifying Products

UPC	Description	Size
085246139431	Maker's Mark Classic Kentucky Straight Bourbon Whisky	750ml
085246139417	<u>Maker's Mark Classic Kentucky Straight Bourbon Whisky</u>	1.75L
85246503171	Maker's Mark Cask Strength Barrel Proof Whisky	750ml