

## KELLOGG'S™ NUTRI-GRAIN™ "GOT YOUR BACK" BIN SWEEPSTAKES

### OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **PROMOTION DESCRIPTION:** The **Kellogg's™ Nutri-Grain™ "Got Your Back" Bin Sweepstakes** is an online entry Sweepstakes (the "**Sweepstakes**"). The Sweepstakes begins at 12:00:00 AM (ET) on 10/17/22 and ends at 11:59:59 PM (ET) on 10/28/22 ("**Promotion Period**"). There will be one hundred fifty (150) prize winners in the Sweepstakes that will be determined by a random drawing at the end of the Sweepstakes from among all eligible entries received during the Promotion Period. For this Sweepstakes, the prize winners will be the nominated teachers associated with the randomly drawn entries. **There is no prize in this Sweepstakes for the nominators/entrants.** Limit one (1) entry per person, per Day during the Promotion Period. For purposes of this Sweepstakes, a "Day" is defined as a consecutive twenty-four (24) hour period during the Promotion Period starting at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET).
2. **HOW TO ENTER:** To nominate a teacher, go to [www.nutrigrain.com/gotyourbackbin](http://www.nutrigrain.com/gotyourbackbin) ("**Website**") and follow the online instructions to register and complete your entry into the Sweepstakes by nominating a special teacher that you believe should be recognized and rewarded with a **Kellogg's® Nutri-Grain® "Got Your Back" Bin** and a gift card, as further described below. To nominate a teacher, you must provide your first and last name (as the nominator), your date of birth, email address, daytime phone number, the first name and first initial of last name of the nominated teacher, and a brief story of how the teacher goes above and beyond for their students, at the time of registration. **For privacy reasons, please DO NOT share the nominated teacher's full name and/or the name or location of the teacher's school.** Nominators should not include any specific information and/or details about the school associated with the nominated teacher. Online registration and entry is free. Once you have completed your nomination entry form, click "submit" to enter the Sweepstakes. Online entries must be completed by 11:59:59 PM (ET) on 10/28/22.

All entries become the property of Kellogg Company ("**Sponsor**") and will not be acknowledged or returned. No automated entry devices, bots and/or other programs and/or software are permitted for entry. Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Only fully completed entries are eligible. By entering the Sweepstakes, entrants fully and unconditionally agree to be bound by these Official Rules and the decisions of the Sponsor, which will be final and binding in all matters relating to the Sweepstakes. In the event of a dispute over the identity of an online participant in the Sweepstakes, participation will be deemed completed by the Authorized Account Holder of the email address provided at the time of participation. "Authorized Account Holder" is defined as the natural person who is assigned to an email address by an Internet

access provided, online service provider, wireless carrier, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be required to provide Sponsor with proof that he/she is the Authorized Account Holder of the email address associated with the winning Sweepstakes entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected Sweepstakes entry will be deemed ineligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Only fully completed entries are eligible.

3. ELIGIBILITY: Nominators must be legal United States residents residing in the fifty (50) United States and District of Columbia who are 18 years of age or older at time of entry; nominated teachers must be a currently active K-12 teacher physically located in the United States. Employees of Kellogg Company, its parent company, affiliates, subsidiaries, advertising and promotion agencies (collectively, the "**Promotion Entities**") and their immediate family members and/or those living in the same household of each are not eligible to participate as a nominator or nominated teacher. Void where prohibited.
4. RANDOM DRAWING: Potential winners (i.e. nominated teachers) will be determined via a random drawing on or about 11/11/22 from among all eligible entries received by the Sponsor or its designee, whose decisions are final and binding.
5. WINNER NOTIFICATION: Potential prize winners (i.e. nominated teachers) will be notified via email using information provided by the nominator. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such prize will be forfeited and an alternate prize winner may be selected.
6. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: One Hundred Fifty (150) Prizes are available. Each prize winner (nominated teacher) will receive one (1) **Kellogg's® Nutri-Grain®** "Got Your Back" Bin with twelve (12) boxes of **Kellogg's® Nutri-Grain®** bars; forty-eight (48) free product coupons; and one (1) \$100 bank-issued, pre-loaded gift card / ARV \$399.40 each winner. Gift cards and product coupons are subject to the terms and conditions associated with their use. Prizes will only be delivered to U.S. addresses. Total ARV of all prizes \$59,910.00. Unclaimed prizes will not be awarded. Odds of winning a prize depend on total number of eligible entries received for the Promotion Period. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner. Limit one (1) prize per person.

7. **GENERAL:** If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected in accordance with these Official Rules. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value. By accepting a prize, winners agree to release and hold harmless Promotion Entities, their respective directors, employees, officers, and agents from any and all liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with participation in the Sweepstakes, or the awarding, receipt, possession, use or misuse of any prize and/or respect to participation in any prize related activity. Promotion Entities will have no liability whatsoever for any injuries, losses or damages of any kind resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify each entrant's and winner's agreement and consent that Promotion Entities may use the winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, unless prohibited by law. Winners acknowledge that neither Sponsor nor its agents have made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize, if any, are subject to the manufacturers' terms therefore and winner agrees to look solely to such manufacturers for any such warranty and/or guarantee. By participating in this Sweepstakes, entrants and prize winners agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.
8. **LIMITATIONS AND RELEASES:** Sponsor is not responsible for lost, late or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Internet portion of the Sweepstakes and select the winners by random drawing from among all eligible entries received from all methods combined up to the point of the action taken by the Sponsor. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an

attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

9. GOVERNING LAW: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MICHIGAN WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.
10. PRIVACY: For information about how Kellogg Company uses your personal information, please see its privacy policy, located at [https://www.kelloggcompany.com/en\\_US/privacy-policy.html](https://www.kelloggcompany.com/en_US/privacy-policy.html).
11. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 1/31/23 to: **Kellogg's™ Nutri-Grain™ "Got Your Back" Bin Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 11/30/22.
12. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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