



**Mid Wisconsin Beverage/Mtn DEW®  
“60 Days of Dew” Sweepstakes**

**EMAIL ACCOUNT REQUIRED. NO PURCHASE NECESSARY TO ENTER. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.** Open to legal residents of **Wisconsin** who reside in the Mid-Wisconsin Beverage distribution area zip codes (within the Mid-Wisconsin Beverages’ distribution territory of Mtn Dew), 18 years of age or older at time of participation residing in one of the valid zip code areas. The valid zip codes included in this sweepstakes can be found attached to these Official Rules, or at [cool-drinks.com/mtndew](http://cool-drinks.com/mtndew). Start Date is September 23, 2024, and End Date is Nov 23, 2024. Void where prohibited. Limit one entry per person/email address per day. All entries received from the same person and/or email address over the quantity of (1) one per day will be eliminated from the drawing. Only the first entry per day received will count as a valid entry.

**TO ENTER:** Scan the QR code on point-of-sale materials or visit [cool-drinks.com/mtndew](http://cool-drinks.com/mtndew), Enter your name, email, zip code, phone, and date of birth. Entry must be received after 12:01 AM Central Time on September 23, 2024, and no later than 11:59 P.M. Central Time on Nov 23, 2024. The information will not be shared with anyone other than the Sponsor and Administrator of this sweepstakes. Terms/Conditions and Privacy Policy are available at [cool-drinks.com](http://cool-drinks.com). Any entries to be deemed received from a robotic, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) are prohibited and will void all entries by that entrant.

**GRAND PRIZE: One (1) Camo MTN DEW Excel Power Bike/Helmet Package (ARV \$2,799.99).**

**Sixty (60) Daily prizes include:**

**Four (4) Drake/Mtn DEW® 16 Can Camo Cooler (ARV \$169.99/Total \$679.96)**

**Four (4) Drake/Mtn DEW® Large Blind Bag (ARV \$94.99/Total \$379.96)**

**Twenty-Six (26) Mtn Dew Hi-Vis Cap (ARV \$24.99/Total \$649.74)**

**Twenty-Six (26) Mtn DEW® Hi-Vis Fleece Beanie (ARV \$19.99/Total \$519.74)**

**TOTAL Prize ARV=\$5,029.39**

Verified winners will be shipped daily prizes within 30 days of validation. The Grand Prize winner will receive a 1099 in the amount of (\$2,799.99 ARV) and will be required to complete and return an affidavit of liability/publicity release within 10 days, or an alternate winner may be drawn. All applicable taxes are the responsibility of the winner. No cash or residual value. All prizes are provided "As Is" without any additional warranty other than the manufacturers. The prize should only be used in the manner and with all safety suggestions noted by the manufacturer. **Total ARV for this sweepstakes is \$5,029.39.**

**DRAWINGS:** Prize winners will be selected in a random drawing by the Administrator from among all eligible entries received. Unclaimed prizes will not be awarded. The odds of winning a prize depend on the number of eligible entries received during the Promotion Period.

**Prizes will be drawn on September 30; October 7,14,21,28; November 4, 11, 18, 25, 2024.**

Potential winner of the Grand Prize will be notified by phone and/or email. Potential winner will have 72 hours to return the phone call with their interest in accepting the prize or an alternate winner will be drawn. All applicable taxes are the responsibility of the winner. Prizes are not transferable. No prize substitutions. Odds of winning based

on the number of valid entries received. Limit one prize per family or household. Drawings will be conducted by USA Branding Group, the administrator of this sweepstakes, whose decisions are final and binding on all matters relating to this sweepstakes drawing. If there is a dispute regarding who entered, the entry will be deemed to be made by the natural person who is assigned to the account by the applicable provider or organization that assigns the phone, email, or other account number.

**LIMITATION ON PRIZES:** There is a limit of one prize, (valued at \$600.00 or more) per person/household per 12 consecutive months from any promotion sponsored by Mid-Wisconsin Beverages.

**LIMITS/RELEASE OF LIABILITY:** In no event will Sponsor be obligated to award more prizes than the number of prizes stated in these Official Rules. Sponsor may at its sole discretion cancel, suspend, or modify the promotion in whole or part. The promotion parties and each of their agencies and partners are not responsible for lost or misdirected mail. All entrants agree to hold harmless and release Mid-Wisconsin Beverage, Mtn DEW and USA Branding Group; their parent companies, affiliates, subsidiaries, officers, directors, agents, and employees; and all others associated with the development and execution of this sweepstakes from any and all alleged and/or actual actions, demands, losses, settlements (whether or not litigation is commenced), claims, damages, and liability whatsoever, existing now or in the future, with respect to or in any way arising from this sweepstakes or participation in any sweepstakes-related activity and/or delivery/mis-delivery, acceptance, possession, use, or misuse of a prize including, but not limited to, liability for personal injury, bodily injury (including wrongful death or disability), damage to property, and damage or loss of any other kind. Without limitation, the Sponsor, its advertising and promotion agencies, and the sweepstakes administrators for any technical malfunction or other problems relating to the telephone network or lines, computer online systems, servers, access providers, computer equipment, or software; for the failure of any entry to be received by the Sponsor, its advertising and promotion agencies, or the sweepstakes judges for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any Web site or any combination of the above. Further, the Sponsor, its advertising or promotion agencies, and the sweepstakes administrators will not be liable for any injury or damage to an entrant's or any other person's digital devices related to or resulting from participating or downloading any material in the sweepstakes. Only the stated number of prizes set forth in these Complete Official Rules will be awarded. If, for any reason, the sweepstakes is not capable of running as planned due to, but without limitation, tampering, unauthorized intervention, fraud, human or other error, technical failures, or any other causes beyond the control of Sponsor that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the sweepstakes and to draw winners from all eligible entries received as of the date of termination. Any attempt to deliberately damage any portion of this offer or to undermine the legitimate operation of this sweepstakes is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

**CONDITIONS OF ENTRY:** Employees of Mid-Wisconsin Beverage, Mtn Dew®, USA Branding Group, administrators; and any of the following entities employees that have decision making positions regarding the sponsor and the work done with and for them, (agencies, subsidiaries, advertising and promotion agencies, media, employees, their immediate family members and/or those living in the same household of each) are not eligible. Immediate family members are defined as husband, wife, children, mother, mother in-law, father, father in-law, sister, sister in-law, brother, or brother in-law. All federal, state, and local taxes are the sole responsibility of the winner. All federal, state, and local laws apply. Entry into this promotion constitutes permission to the Sponsor and their agencies to use the winners' name, address, email address and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. The sponsor reserves the right to substitute a prize of equal or greater value. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the administrator. Winners agree to release and hold harmless Mid-Wisconsin Beverages, its agencies and employees from injury, death, loss, or other liability that may arise from the acceptance or use of any prize or their participation in this promotion.

**WINNERS LIST:** The name of the prize winner can be found by sending a self-addressed stamped envelope to Mid-Wisconsin Beverage/Mtn Dew Hunting Sweepstakes 720 S 72<sup>nd</sup> AVE. Wausau, WI 54401. Requests must be postmarked by Dec 31, 2024. The winners list will be completed after the prize winner is confirmed.

**DISPUTE RESOLUTION:** Entrant agrees that: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant(s) and Sponsor and their agencies, shall be governed by and construed exclusively in accordance with the laws of the State of Wisconsin without giving effect to any choice of law or conflict of law rules which would cause the application of the laws of

any jurisdiction other than the State of Wisconsin. The Entrant agrees that any action at law or in equity arising out of or relating to this sweepstakes, or awarding of the prize, shall be filed only in the state or federal courts located in the County of Marathon in the State of Wisconsin. The Entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action. Except where prohibited, by participating in this sweepstakes, entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this sweepstakes, or awarding of the prize, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this sweepstakes but in no event attorneys' fees; and (c) under no circumstances will any participant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. Some jurisdictions do not allow the limitations or exclusion of liability for incidental or consequential damages, so the above may not apply to you.

Sponsor-Mid-Wisconsin Beverage, 720 South 72<sup>nd</sup> AVE. Wausau, WI 54402-0089  
 Administrator-USA Branding Group, PO Box 135, Madison Lake, MN 56063

Excel Power Bikes® or Drake® are not sponsors or administrators of this sweepstakes and therefore have no legal responsibility for this promotion.

## Mid Wisconsin Beverage/Mtn DEW® “60 Days of Dew” Sweepstakes

### Valid Zip Codes

54401	544020764	545480626	544090014	54446
54476	55401	545010399	54418	54437
54449	544110206	545011188	544240109	54405
54455	54499	545680857	544189703	54421
54403	544030992	54487	544650040	54498
54405	544022107	54529	544280373	544220027
54484	544799262	54531	544650065	54425
54411	54409	545010917	544090532	54422
54426	544020659	54564	544910067	544609435
54479	544033297	545480025	544090290	54488
54440	544764437	54521	54451	544460277
54474	54408	545480047	544510407	544370066
544021847	544010387	545620233	54470	544980149
54414	544021245	545310339	54433	54771
54448	544762352	545620880	544511283	54499
544489584	544761007	545481202	54480	544990245
544490371	544021166	54452	54490	54128
544015010	544015999	54487	544700278	54416
544012898	544021367	54435	54455	54166
544036157	544551099	544521245	544510235	544860329
544557499	544035418	544870399	54447	54486
544021771	54488	54467	544700356	544140399
544741685	544741199	544520764	54521	544990910
544760407	544760680	544522219	54558	544990028
544760316	544035412	544872133	545689761	54450
544035420	544034783	54403	54568	54414
54452	544551398		545210609	541280049

54429	544020359	54409	54519	54427
544033574	544033305	544098797	545211885	544020089
544840007	544013700	54428	54545	544860040
544020176	544110246	54491	545580008	54950
544031346	544760255	544090399	54520	544140909
54568	54501	54465	545200305	541380178
544790418	54548	54485	54566	54138
544028050	545489456	54462	54541	54149
544026158	545481330	544280038	54103	541750077
544489444	54562	544621091	545410056	54175
544020627	54568	54464	54511	54148
544480247	545680039	54435	54460	54135
544010953	54539	54430	54520	54150
54471	54463			541350280