

PRINCESS MARGARET CANCER FOUNDATION THE BIG GAME 2025 SWEEPSTAKES (the “Contest”)  
OFFICIAL CONTEST RULES (the “Rules”)

1. **CONTEST PERIOD.** The Contest commences on Jan. 9, 2025, at 9:00 a.m. EST and ends at 11:59 p.m. EST on Jan. 23, 2025 (the “Contest Period”). The Contest is in support of The Princess Margaret Cancer Foundation (or the “Contest Sponsor”).

2. **ELIGIBILITY.** The Contest is only open to (a) legal residents of Canada, except for the Province of Quebec; and (b) who are eighteen (18) years of age at the time of entry. Entries are limited to individuals only; commercial enterprises and business entries are not eligible. By participating in the Contest, each participant unconditionally accepts and agrees to comply with and abide by the terms and conditions stated in these Rules, which shall be final and binding in all respects, agrees to be bound by the decisions of the Contest Sponsor, and warrants that she/he is eligible to participate in the Contest. The following individuals and all their immediate family members residing in the same household are prohibited from entering the contest and being declared the winner of a prize: Board members and employees of The Princess Margaret Cancer Foundation, members of the UHN Board of Trustees and Executive Team, Princess Margaret Cancer Centre Executive Team; members of the licensed gaming supplier providing services to this program.

Note that in order to be awarded the Contest Prize (described below), an entrant must have a personal Ticketmaster account.

3. **HOW TO ENTER.** You can enter the Contest by:

(a) Visiting [thepmcf.ca/BigGame](http://thepmcf.ca/BigGame) during the Contest Period and following the on-screen prompts. If you purchase: \$40.00 you will receive 20 entries; \$75.00 you will receive 50 entries; \$100.00 you will receive 100 entries. Participants will receive an email confirmation at the email address provided on the Contest website. There is a limit of 60,000 entries for each participant. All purchases are final and non-refundable unless otherwise set out herein.

OR

(b) No purchase entry option. E-mail (i) your full name, (ii) email address, (iii) phone number and (iv) a scanned copy of an original handwritten 500-word essay explaining your connection to Princess Margaret Cancer Centre or to cancer with the subject “Princess Margaret Cancer Foundation The Big Game 2025 Sweepstakes– No Purchase Entry” to [contest@thepmcf.ca](mailto:contest@thepmcf.ca). Each successfully submitted handwritten entry, as directed herein, will receive 20 entries in the Contest and email confirmation will be sent to the email address provided. Participants must provide all required information to be eligible to enter and win. Essays must be written about the identified topic and be an original handwritten essay. To qualify, the essay must be in good taste and keeping with the Contest Sponsor’s values, as determined by the Contest Sponsor in its sole discretion. No purchase entry requests must be emailed to the email address indicated above and must be received no later than 11:59 p.m. EST on Jan. 23, 2025, to ensure entry into the draw for the Contest Prize (as described in Section 5). No photocopied, artificial intelligence generated, computer-generated, mechanically reproduced or mass entries permitted. Essays become the property of the Contest Sponsor and will not be acknowledged or returned. By entering the Contest participants acknowledge that they have read and understand these Rules and accept and agree to be bound by

these Rules, including eligibility requirements, and that the decisions of the Contest Sponsor are final, binding and conclusive on all matters relative to the Contest.

4. PRIZES. The prize (the “Contest Prize”) is as follows:

Two (2) tickets in section 145, row 23 to The Big Game 2025 on Feb. 9, 2025, at the Caesars Superdome, New Orleans, Louisiana which includes pre-game hospitality. Prize includes four (4) nights hotel accommodations check-in on Feb. 6, 2025 and check-out on Feb. 10, 2025, at Le Pavillon, plus two (2) Economy class flights from within Canada, round-trip to New Orleans plus \$5000 cash plus two (2) tickets to the Saturday Football Experience.

No portion of the Contest Prize is redeemable for cash, and must be accepted as awarded, as the winner of the Contest Prize (the “Contest Winner”) will not be able to elect any substitutions or cash equivalent. The Contest Sponsor reserves the right, in its sole discretion, to substitute the Contest Prize listed above with another prize of equal or greater value.

Approximate Total Retail Value of the Contest Prize: \$60,000

Odds of winning will depend on the total number of eligible entries received during the Contest Period.

5. PRIZE CONDITIONS. The Contest Sponsor is not responsible if the Contest Winner does not use the event tickets on the day of the events or if any of the events are rescheduled or cancelled in its entirety. The Contest Sponsor is responsible only for providing the Contest Prize delivery and not the Contest Prize’s utility. Lost or stolen event tickets, once they are in the possession of the Contest Winner or her/his guest, will not be replaced. The Contest Sponsor is not responsible if the Contest Winner or her/his guest do not use any portion of the Contest Prize. Any and all federal and/or provincial tax liabilities as a result of acceptance of all or any portion of the Contest Prize, as well as any other fees, costs and expenses not specified herein as being awarded are the sole responsibility of the Contest Winner. The Contest Winner is solely responsible for his/her dress, behavior and/or comportment as well as that of his/her guest. Inappropriate activity of the Contest Winner or her/his guest may result in removal from the event venues/hotel or disqualification on the use of the Contest Prize. The Contest Sponsor does not provide any type of insurance whatsoever and therefore, obtaining any insurance, including but not limited to travel insurance, trip delay, health, accident and/or medical insurance, and property or luggage loss or other damage insurance is the sole responsibility of the Contest Winner and shall be procured at the sole expense of the Contest Winner, if applicable. The Contest Sponsor makes no express or implied warranties of any nature whatsoever with respect to safety, or performance, of the events, or that the events will be performed as scheduled. The Contest’s Sponsor’s sole obligation is to conduct the Contest in accordance with these Rules, and to award the Contest Prize in the manner set out in these Rules.

6. DRAW AND PRIZE DISTRIBUTION.

There will be one (1) draw (performed electronically) which will take place on Jan. 24, 2025 at approximately 2:00 p.m. EST. The Contest Winner will be selected by random draw from among the eligible entries received during the Contest Period. After the draw, the potential Contest Winner will be notified once by email or by telephone shortly after the date of the draw, using the email address or telephone number (as applicable) provided with the selected entry, and will be conditionally

awarded the Contest Prize subject to verification of eligibility and compliance with the terms and conditions of these Rules. If the potential Contest Winner does not respond within 24 hours after the notification attempt, or if the prize notification email is returned as undeliverable, or if the potential Contest Winner fails to provide the necessary information to confirm their identity and eligibility to receive the Contest Prize, or is otherwise in violation of these Rules, the potential Contest Winner may be disqualified and the Contest Sponsor may, in its sole discretion, select an alternate potential Contest Winner to be selected by a random drawing from among the remaining eligible entries. Before being declared the Contest Winner, the selected entrant must correctly answer, unaided, a mathematical skill testing question and complete, sign and return a declaration and release form (and any other documents that the Contest Sponsor determines, in its sole discretion, are necessary under applicable law in order to award the Contest Prize) within one (1) day of being the selected entrant (the "Prize Claim Date"). The Prize must be claimed by the Prize Claim Date. The notification to the potential Contest Winner will include instructions for how to contact the Contest Sponsor to provide name, address and other information that may be required to complete validation of eligibility and delivery of the Contest Prize. No liability is assumed for any notification that is lost, intercepted or not received by the Contest Winner for any reason. In the event that the Contest Winner is disqualified for any reason, the Contest Sponsor may, in its sole discretion, without notice to the disqualified entrant, award the Contest Prize to an alternate Contest Winner who will be selected by a random drawing from among the remaining eligible entries. To collect the Contest Prize, the Contest Winner will need to have Ticketmaster account. The Contest Sponsor will arrange for the transfer of the Contest Prize via the Ticketmaster app to the e-mail address or phone number designated by the Contest Winner. No communications about being a selected entrant will be conducted by the Contest Sponsor except with selected entrants.

For the purposes of these Rules, the entrant is as follows: (a) the person whose name was used to purchase an entry for the Contest; or (b) in the case of an email entry, the entrant is the person whose personal information is provided in the email entry. It is to this person that the mathematical skill-testing question will be asked, and the Contest Prize awarded if selected and declared the Contest Winner. If there is a dispute as to the identity of any entrant, all determinations made by the Contest Sponsor as to who is the entrant will be final and binding.

#### GENERAL CONDITIONS

7. All entries become the property of the Contest Sponsor. Any entry that is illegible, incomplete, altered, or contains false information, is invalid. The Contest Sponsor is not responsible for lost, stolen, delayed, damaged or misdirected entries or for any problems or technical malfunction of any internet or telephone network or transmission during the Contest Period.

8. Except where prohibited or restricted by law, the Contest Winner's acceptance of, and her/his guest's participation in, the Contest Prize, or any portion thereof, constitutes the Contest Winner's and her/his guest's agreement, permission and consent for the Contest Sponsor and any of their designees to use and publish the Contest Winner's and her/his guest's full name, city and province or territory of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, or statements made by the Contest Winner or her/his guest regarding the Contest, participation in the Contest Prize or otherwise, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, publicity, trade or promotion on behalf of the

Contest Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval. The Contest Winner is solely responsible for acquiring her/his guest's agreement and consent for all required documents and permissions under these Rules, including, without limitation signing of a release form as required by Contest Sponsor, and failure to do so will disqualify her/his guest from participating in any portion of the Contest Prize.

9. The Contest Sponsor may, at their sole discretion and without liability, terminate the Contest in whole or in part, without notice, or modify or suspend the Contest at any time, if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, or communications or any other errors or other causes beyond the control of the Contest Sponsor corrupt the administration, integrity or security of the Contest or if any other factor interferes with the conduct of the Contest as contemplated by these Rules. In such an event the Contest Sponsor shall provide refunds to those Contest entrants that paid money to enter the Contest.

10. The Contest Sponsor and its employees, directors, officers, members, agents, successors or assigns accept no responsibility for loss, damage or claims caused by the awarded Contest Prize or the Contest itself. By entering the Contest, entrant releases and holds harmless the Contest Sponsor, the Contest Prize providers and all their respective directors, officers, members, employees, agents, successors and assigns (the "Contest Group") from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest or the Contest Prize, including without limitation, any death, injury or damage to property arising from the Contest Winner's and her/his guest's attendance at the events. Entrant further agrees that entrant will from time to time and at all times hereafter jointly and severally hold harmless and fully indemnify the Contest Group from any and all actions, causes of actions, claims and demands whatsoever which may be brought against or made upon the Contest Group and against all loss, liability, judgements, costs or expenses which the Contest Group may sustain, incur or be put to resulting from or arising out of any act or omission on the entrant's part or entrant's servants, agents, successors or assigns which was done, or purported to have been done, in connection with the Contest or the Contest Prize.

11. The Contest Sponsor reserves the right at its sole discretion to disqualify any entrant from the Contest if the Contest Sponsor finds or believes such entrant to be tampering with the entry process or the operation of the Contest, to be acting in violation of the Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Contest Sponsor, other entrants or any other person. The Contest Sponsor reserves the right to seek damages from any person who undermines the legitimate operation of the Contest to the fullest extent permitted by law.

12. The personal information gathered about entrants in the course of the Contest may be used by the Contest Sponsor for the administration of the Contest to comply with legal and regulatory requirements, and as permitted by applicable law.

13. The Contest Sponsor shall not be responsible for any damages for a failure to operate the Contest in accordance with these Rules in any case where their incapacity to act results from circumstances or a situation beyond their reasonable control or because of a strike, lock-out or any

other labour dispute in their company or those of businesses which services are used for holding the Contest, war, riot, insurrection, earthquake, terrorism, civil commotion, fire, power outage, internet service interruption, flood, accident, storm, epidemic, pandemic, national or regional emergency or any other act of nature.

14. These Rules shall be governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein, excluding any choice of law principles that would require application of the laws of any other jurisdiction. Each party hereto does hereby attorn to the jurisdiction of the Courts of the Province of Ontario for any dispute in relation to these Rules.

15. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.