

**MUSKOKA BREWERY VINTAGE TRAVEL TRAILER SWEEPSTAKES (also know as CONTEST)**  
**OFFICIAL RULES & REGULATIONS**

NO PURCHASE NECESSARY TO ENTER OR WIN. THE MUSKOKA BREWERY VINTAGE TRAVEL TRAILER SWEEPS CONTEST (THE “**Contest**”) IS OPEN TO RESIDENTS OF ONTARIO ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAWS AND THE LAWS OF THE PROVINCE OF ONTARIO. PARTICIPANTS MUST BE OF THE AGE OF MAJORITY AND LEGAL DRINKING AGE OR OLDER (19+) IN ONTARIO PRIOR TO THE START OF THE CONTEST PERIOD. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE OFFICIAL CONTEST RULES (THE “**Contest Rules**”).

**1. SPONSOR:**

This Contest is sponsored by Lakes of Muskoka Cottage Brewery Inc. o/a Muskoka Brewery, 1964 Muskoka Beach Rd., Bracebridge, ON P1P 1R1 (the “**Sponsor**”).

**2. CONTEST PERIOD:**

The entry period for the chance to win a Prize (defined below) begins on April 14, 2025 at 12:00:00 a.m. Eastern Time (“**ET**”) and ends on August 30, 2025 at 11:59:59 p.m. ET (the “**Contest Period**”), after which time the Contest will be closed and no further entries will be accepted.

**3. AGREEMENT TO OFFICIAL RULES:**

By participating in the Contest, each entrant acknowledges compliance with, and agrees to be legally bound by these Official Rules, which are available online at [trailersweeps.muskokabrewery.com](http://trailersweeps.muskokabrewery.com) (“**Contest Website**”), including without limitation all eligibility requirements, and understands that the Sponsor’s decisions in connection with the Contest are final and binding in all respects. The Contest is subject to all applicable federal, provincial and local laws and regulations and is void where prohibited by law. Entrants who do not comply with any of the Contest Rules are subject to disqualification by the Sponsor, in Sponsor’s sole and absolute discretion.

**4. ELIGIBILITY, RESIDENCY AND AGE:**

To be eligible to participate in the Contest, you must a) be a resident of Ontario, and b) nineteen (19) years of age or older prior to the start of the Contest Period. You are not eligible if you are: a) an employee, representative or agent of the Sponsor, its parent company, subsidiaries, affiliates, contest agencies, prize provider, production agencies and/or any other entity involved in the administration or execution of the Contest (collectively, the “**Contest Parties**”); b) employees of any liquor agencies, boards, commissions, branches, liquor retailers, alcohol beverage or distributors/wholesalers; or c) a member of the immediate family (defined as spouse, siblings, children, in-laws, grandparents, grandchildren) or household of any of the above persons.

For greater certainty, the Sponsor shall have the right at any time to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued identification) to participate in the Contest or win a Prize (defined below). Failure to provide such proof may result in disqualification, in the Sponsor’s sole and absolute discretion. All personal and other information requested by and supplied to the Sponsor for the purpose of the Contest must be truthful, complete, accurate and in no way

misleading. The Sponsor reserves the right, in its sole and absolute discretion, to disqualify any entrant should they at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

## 5. HOW TO ENTER:

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

There are two ways to earn an entry (each an “**Entry**” and collectively, “**Entries**”) into the Contest:

#### A. With a Purchase:

During the Contest Period, entrants must:

- a) complete a purchase of at least one (1) of the following eligible Muskoka Brewery products (each an “**Eligible Product**”) as set out in Schedule A, which are available at participating retailers, either in-store (“**Retailers**”), e.g. The Beer Store, LCBO, Grocers, Convenience, Costco, Bars or Restaurants, or online (“**Online Retailers**”), while supplies last (“**Eligible Purchase**”), and:
  - (i) **for purchases at Retailers**, entrants must keep their original cash register sales receipt (“**Paper Receipt**”) showing the Retailer’s name and location, transaction date, the Eligible Product(s) purchased (including unit price), the transaction subtotal and total dollar amount. A photo of the original Paper Receipt in an acceptable format (JPEG or PNG) is required for Submission (defined below) to the Contest Website. Photocopies or scanned copies of a Paper Receipt will not be accepted. Each unique Paper Receipt may be used only one (1) time, per the number of Muskoka Brewery products purchased on that receipt during the Contest Period – Example: Entrant purchased three (3) six-packs of Detour on one receipt, therefore the entrant can enter three (3) times with that unique receipt.
  - (ii) **for purchases at Online Retailers**, entrants must keep the order and proof of payment receipt (“**Online Receipt**”) showing the Online Retailer’s name and location, transaction date, the Eligible Product(s) purchased (including unit price), the transaction subtotal and total dollar amount. The Online Receipt must be downloaded and saved in acceptable format (JPEG or PNG) for Submission (defined below) to the Contest Website. Photocopies or scanned copies of an Original Receipt will not be accepted. Each unique Online Receipt may be used only one (1) time, per the number of Muskoka Brewery products purchased on that receipt during the Contest Period – Example: Entrant purchased three (3) six-packs of Detour on one receipt, therefore the entrant can enter three (3) times with that unique receipt.

A Paper Receipt and an Online Receipt are together referred to as a “**Receipt**”.

- b) register the purchase on the Contest Website by:
  - (i) visiting the Contest Website and following the on-screen instructions in the entry submission form;

- (ii) confirming that they are the age of majority and legal drinking age (or older), as well as a resident of Ontario;
- (iii) completing the entry form by providing the information requested by Sponsor which may include, but not be limited to: complete first and last name, residential address (P.O. Boxes are not permitted), daytime phone number, valid e-mail address;
- (iv) uploading and submitting a valid Receipt in accordance with these Official Rules; and
- (v) indicating their of acceptance of these Official Rules.

Once all the above steps are completed and the Receipt is registered, this will constitute a **“Submission”**.

Once an entrant has made a Submission in accordance with these Official Rules, the entrant will automatically receive one (1) Entry in the Contest. For the avoidance of doubt, an entrant will receive one (1) Entry per Submission, regardless of the number of Eligible Products bought through their Eligible Purchase.

Any Receipts or any other materials used in this Contest which have been tampered with, mutilated, altered, forged, reproduced, not legitimately obtained, are illegible or which contain or reflect printing, production or other errors will be void, in the Sponsor’s sole and absolute discretion.

- B. Without a Purchase** : During the Contest Period entrants are eligible for entry without purchase. The entrant without a Receipt, please submit an original, handwritten a 100-word essay about “What the Muskoka region means to me” (**“Essay”**) by mail, along with your first and last name, residential address (P.O. Boxes are not permitted), daytime phone number, valid e-mail address, and confirmation that you are of the age of majority and legal drinking age (or older), as well as a resident of Ontario and mail the paper in a sealed envelope to:

Muskoka Brewery  
1964 Muskoka Beach Road, Bracebridge, ON, P1P 1R1

(a **“No Purchase Entry Request”**).

Each No Purchase Entry Request must be mailed in a separate envelope in the manner described above. Each Essay may only be used once. Upon receipt of your No Purchase Entry Request, the Contest Sponsor will review your eligibility. If eligible, you will be emailed to confirm your Entry. To be eligible, your No Purchase Entry Request must be received during the Contest Period with sufficient time for the Sponsor (or its designated representative) to respond during the Contest Period. The Releasees take no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Contest entry requests. One (1) Entry will be awarded per No Purchase Entry Request.

A Submission and a No Purchase Entry Request are collectively referred to as an **“Entry”** or **“Entries”**.

All Entries are subject to verification, in the Sponsor’s sole and absolute discretion. The sole determinant of the time for the purposes of a valid Entry in this Contest Sponsor. All decisions of the Sponsor are final and binding.

**LIMITS:** There is no limit to the number of Entries an entrant may receive during the Contest Period, provided each Entry complies with these Contest Rules. Entrants can only use one (1) email address to enter the Contest. Use (or attempted use) of multiple names, identities, email addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor, in its sole and absolute discretion.

In the event of a dispute as to the identity of an entrant, the Entry will be declared made by the primary account holder of the account associated with the e-mail address used. The **“primary account holder”** is the natural

person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the e-mail address holder.

**IMPORTANT:** Message and data rates may apply if an entrant enters this Contest on his/her mobile device. Entrants should consult their wireless provider's pricing plans. Mobile entry is not required to enter or win the Prize in this Contest.

## 6. PRIZE WINNER SELECTION

### A. Prize Notification:

On September 3th, 2025 (the “**Draw Date**”) in Kitchener, Ontario at approximately 9:00 a.m. ET, a random draw will be held from all eligible Entries received during the Contest Period to select the potential Prize winner. The first entrant drawn will be eligible to win the Prize. The odds of winning the Prize depend on the number of eligible Entries received during the Contest Period.

Verification and Validation of Entries: If selected as the winner, all entries submitted under the winner’s name will be reviewed and validated to confirm that the number of entries does not exceed the number of Muskoka Brewery products purchased, as indicated on the winning receipt. If it is determined that the receipt was used to submit more entries than the quantity of products listed, the entry will be disqualified and an alternate winner may be selected.

The Sponsor or its designated representative will make three (3) attempts to contact selected entrant by telephone or email (using the information provided at the time of entry) within three (3) business days of the Draw Date. If the selected entrant cannot be contacted within three (3) attempts or three (3) business days of the Draw Date (whichever occurs first), or there is a return of any notification as undeliverable; then the selected entrant will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the forgoing provisions of this section shall apply to such new selected entrant).

Before being declared a Prize winner, the selected entrant will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid; and (b) sign and return within three (3) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the prize as awarded; (iii) releases the Contest Parties, any applicable liquor authority, and each of their respective parent, officers, directors, employees, governors, owners, distributors, retailers, assignees, representatives and agents (collectively, the “**Releasees**”) from any and all liability in connection with this Contest, the selected entrant’s participation therein and/or the awarding and use/misuse of the Prize or any portion thereof, including any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of the Prize or any element of a Prize; and (iv) agrees to the publication, reproduction and/or other use of the selected entrant’s name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the internet. In addition to the requirements listed above, the Prize winner may, before being awarded a Prize, be required to sign a document in a form acceptable to the relevant liquor authorities releasing such liquor authorities and their directors, officers, employees and agents from all liability of any kind in connection with this Contest, or occurring as a result of the prize being awarded.

If the selected entrant: (a) fails to correctly answer the skill-testing question; and/or (b) fails to return the properly executed Contest documents within the specified time, then he/she will be disqualified

(and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining eligible entries (in which case the forgoing provisions of this section shall apply to such new selected entrant).

## **7. PRIZES:**

### **Vintage Travel Trailer Prize:**

There is one (1) restored Vintage Trillium Travel Trailer (13ft) (“Prize”) available to be won in this Contest. The average retail value (“ARV”) of the Prize is approximately fifty thousand dollars (\$50,000) CAD (before sales tax, licensing, insurance and freight). Should there be a difference between the actual ARV of the Prize and the approximate value of the Prize stated in the in these Contest Rules, the winner is not entitled to the difference, if any. Beverage alcohol is not part of the Prize.

The Prize includes the Vintage Travel Trailer itself, trailer battery and the cost of trailer licensing transfer into the winner’s name. Costs of everything not stated above as included in the Prize are the responsibility of the winner, and without limiting the generality of this statement the following costs are the responsibility of the winner: trailer insurance, propane tank, propane tank fill any trailer finishings (eg. Cutlery, pots and pans, bedding, etc).

The following general conditions apply to the Prize: (i) the Prize must be accepted as awarded and cannot be transferred, assigned, resold, substituted, or redeemed for cash, except at the sole and absolute discretion of the Sponsor, (ii) any unused portion of a Prize will be forfeited, (iii) the Sponsor reserves the right, in its sole and absolute discretion, to substitute a Prize or an element thereof, with a prize or element thereof of equal or greater value if the Prize (or any portion thereof) cannot be awarded for any reason, (iv) the Prize will not be replaced if lost, destroyed, mutilated or stolen or if not taken for any reason, (v) the Prize has no cash value and may not be exactly as advertised (vi) each Prize is awarded “as is” without representation or warranty of any kind by the Sponsor, (vii) by accepting the Prize, the winner agrees to waive all recourse against the Releasees and agree that the Releasees shall have no liability and will be released and held harmless from any claim, action, liability, loss, injury or damage, including, without limitation, personal injury or death to winner or any third party or damage to personal or real property due in whole or in part, directly or indirectly, by any reason, including the acceptance, possession, use or misuse of the prize and/or participation in this Contest, or if any part of the Prize do not prove satisfactory, either in whole or in part; and (viii) each Prize winner is solely responsible for all costs not expressly described herein, (ix) winner must be able to make arrangements in a timely manner to collect the prize at their own expense from a location within two (2) hours of Muskoka Brewery.

## **8. GENERAL CONDITIONS:**

Without limiting the generality of any other provision of these Official Rules, by entering the Contest, each participant agrees to indemnify, release and hold harmless the Releasees from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, participation in this Contest, or possession, acceptance and/or use or misuse of a Prize (if applicable) or participation in any Contest-related activity and/or claims based on publicity rights, defamation or invasion of privacy and merchandise delivery.

By entering the Contest, entrants agree to abide by these Official Rules and the decisions of Sponsor which are final. By entering this Contest, and accepting a Prize, entrants agree that Sponsor can use their name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or

compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the internet, except where prohibited by law.

## **9. ADDITIONAL TERMS:**

The Releasees assume no responsibility or liability for: (i) incorrect or inaccurate entry information that may affect a person's ability to participate in the Contest or be awarded a Prize, including but not limited to human error, technical malfunctions, lost or delayed entries for any reason, mail failures, omission, or any combination thereof, and entries that fail to fully comply with these Contest Rules; (ii) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (iii) lost, incomplete, delayed, mutilated or misdirected entries or winner Releases; (iv) injury or damage to entrants' computers or to any other individual's computer related to or resulting from participating in, or downloading any material regarding the Contest or accepting a Prize; (v) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any Prize, including any related travel and the use of entries by Sponsor; (vi) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third-party computer hackers or otherwise; or (vii) late, lost, misdirected or unsuccessful efforts to notify an entrant.

Sponsor reserves the right, at its sole and absolute discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest in accordance with the letter and spirit of these Official Rules. Additionally, Sponsor reserves the right to prosecute any fraudulent activities to the full extent of the law.

Sponsor reserves the right, at its sole and absolute discretion to withdraw, amend or suspend this Contest (or to amend these Official Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Official Rules. Sponsor, at its sole and absolute discretion, reserves the right to cancel, amend or suspend this Contest, or to amend these Official Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind, or for any other reason. Without limiting the generality of the foregoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law. Subject to all applicable Canadian federal, provincial and municipal laws and regulations, these Official Rules govern all aspects of the Contest and are binding on all participants.

No more than stated number of prizes will be awarded. If for any reason, including, but not limited to, an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed than are intended to be awarded according to these Official Rules, the intended winners will be awarded in a random drawing from among all verified Prize claims received. Notice of such cancellation, termination, or modification of the Contest shall be posted on the Website.

In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules or other statements contained in any Contest-related materials (including without limitation any advertising or promotional materials), the terms and conditions of these Official Rules shall prevail, govern and control.

Without limiting the foregoing, the Sponsor reserve the right, in its sole and absolute discretion, to disqualify any entrant found to be: (i) violating the Contest Rules; (ii) tampering or attempting to tamper with the entry process or the operation of the Contest and/or the Contest Website in any manner or form; and/or (iii) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

All intellectual property, including but not limited to trademarks, logos, designs, promotional materials, web pages, source codes, images, drawings, illustrations, slogans and representations are owned by the Sponsor. All rights reserved. Unauthorized copying or use of any of the Sponsor's intellectual property without the express written consent of the Sponsor is strictly prohibited.

This Contest will be governed by the laws of the province of Ontario and the laws of Canada applicable therein. You consent to the exclusive jurisdiction and venue of the courts of the Province of Ontario for any disputes arising out of this Contest.

**10. PRIVACY:**

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry for the purpose of administering the Contest and in accordance with the Sponsor's privacy policy <https://muskokabrewery.com/pages/privacy-security> . This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

**11. LIQUOR AUTHORITIES:**

The provincial liquor authorities are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever with regard to any matter relating to this Contest.

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## **SCHEDULE A - ELIGIBLE PRODUCTS**

MUSKOKA BREWERY BRANDS INCLUDE:

- **Detour**
- **Tread Lightly**
- **Mad Tom**
- **Hazed and Confused**
- **Cream Ale**
- **Craft Lager**
- **Winter Beard**
- **Nanaimo Bar Porter**
- **Drifter Nitro**
- **Muskoka Moonlight Kettle Series (MLK)**
- **Twice As Mad Tom**
- **Major Tom**
- **Survival Pack**
- **IPA Mixer**
- **Venture Pack**
- **Muskoka Spirits – Hard Sparkling Water**
- **Pineapple Ninja**
- **Festbier**
- **Veer Non Alcoholic**