

Official Promotional Rules for the Nebraska Lottery Powerball Social Media Giveaway

1. **Overview:** Promotional Times and Dates: This promotion runs from November 3, 2014, 8:59 a.m. CT, through December 31, 2014, 11:59 p.m. CT.
2. **Prizes:** There are five prizes for this promotion. The prizes are as follows:
 - 5 Grand Prizes - Powerball Tickets for a year (104 Powerball Coupons to cover every draw for one year).
3. **Eligibility and Entry**
 - 3.1 The Nebraska Lottery's "Powerball Social Media Giveaway" is only open to individuals 19 years of age or older and is free to eligible participants.
 - 3.2 Entry steps are as follows:
 - a. To enter, participants will be required to use the hashtag #spend40mil when commenting on Facebook posts from the Nebraska Lottery, posting on the Nebraska Lottery page, publicly tweeting from a personal Twitter account or publicly posting a photo/video from a personal Instagram account.
 - b. Each entrant can use the hashtag #spend40mil to enter once per day. In total, entrants can receive up to 59 entries during the duration of the promotion.
 - 3.3 The Nebraska Lottery must be able to contact winners by, at the option of the Nebraska Lottery, the phone number, mailing address or email address provided after the winner selection. After winner selection, the Nebraska Lottery will contact the winner and mail the winner a claim form. The name and other information provided on the claim form must match information provided at the time of entry. Proof of identification will be required at the discretion of the Nebraska Lottery to include, but is not limited to, a photocopy of a valid driver's license or other state issued identification, valid military identification or valid passport. If any of these criteria are not met, the prize cannot be claimed and another winner will be chosen.
 - 3.4 Free entry is available on the Nebraska Lottery's Facebook page at <https://www.facebook.com/nebraskalottery>, Nebraska Lottery Twitter page at https://twitter.com/NE_Lottery or Nebraska Lottery Instagram page at http://instagram.com/ne_lottery. To enter, participants must comment on a designated Facebook post, post to the Nebraska Lottery's page, compose an original tweet on Twitter or share an original photo or video on Instagram using the hashtag #spend40mil. Entries must be approved at the discretion of the Nebraska Lottery staff. Any entries that contain vulgar language, are of sexual nature or otherwise deemed inappropriate will not be eligible and may lead to disqualification of other entries from the participant.

- 3.5 Entry constitutes permission to publish and otherwise use the comment/tweet/photo in any way without compensation.

4. Prize Selection:

- 4.1 Only entries that have been submitted by December 31, 2014, 11:59 p.m. CT, will be eligible to win. A random drawing will be held January 5, 2015, of all entries entered during the duration of the contest. The winners will be notified by social media when they will be asked to provide their mailing address, phone number and email for prize fulfillment.
- 4.2 The Nebraska Lottery will use the information provided after winner selection in order to mail the winner a claim form. The prize is not exchangeable or otherwise transferable. Cash will NOT be awarded in lieu of a merchandise prize.
- 4.3 Federal, state or local taxes on any prize are the sole responsibility of the winner. All applicable federal, state or local laws apply.
- 4.4 The prize will be mailed to the winner at the address provided when contacted by the Nebraska Lottery by email or phone. If agreed upon with the contest winner, the lottery prize can be picked up at the Nebraska Lottery office located at 1800 "O" Street, Suite 101, Lincoln, Nebraska. If a prize is returned to the Nebraska Lottery, the Lottery may declare the prize forfeited by the winner and the winner will have no further right to the prize.
- 4.5 The winner's entry and acceptance of a prize constitutes permission to use the winner's name, photograph or likeness for purposes of advertising, publicity or promotion on behalf of the Nebraska Lottery. The name of the winner and town/city/state will be posted on the Nebraska Lottery Facebook, Twitter and Instagram pages following winner notification.
- 4.6 Odds of winning depend on the number of entries received.

5. General Contest Terms

- 5.1 Only entries submitted by legally eligible players through www.facebook.com/nebraskalottery.com, Twitter or Instagram are eligible. The Nebraska Lottery is not responsible for errors caused by Facebook, Twitter, Instagram or other third-party software or hardware.
- 5.2 Entries which are lost, late, illegible, incomplete, misdirected or incompletely received, including by reason of technical malfunction, network congestion or system incompatibility are ineligible.

- 5.3 Information provided to the Nebraska Lottery will be kept confidential, except as provided in 5.4, below, and will be used solely by or on behalf of the Nebraska Lottery and will not be shared with or sold to outside parties without prior approval.
- 5.4 The drawing will be conducted by a computer random number generator program at Nebraska Lottery headquarters in Lincoln, Nebraska. The Nebraska Lottery will notify the contest winner. The identity of contest winners is public information pursuant to Lottery regulations and may be posted on the Lottery website and publicized by other means including, but not limited to, news releases and articles in the Nebraska Lottery players digest and retailer newsletter.
- 5.5 Prizes awarded in this and any other promotional contest conducted by the Nebraska Lottery are taxable income and may be reported for tax purposes. Winners of prizes over \$500 in value will be checked for outstanding tax and child support liabilities to credit prize awards in accordance with state law. Prizes over \$5,000 in value will automatically have state and federal income tax of 5 percent and 25 percent, respectively, withheld in accordance with state and federal law.
- 5.6 Prizes won in this contest are not transferable and, unless otherwise stated in the contest rules, may not be assigned except by judicial order. The Nebraska Lottery will substitute a prize of equal or greater value if the advertised prize cannot be awarded due to unavailability for any reason. In such event, certain conditions and restrictions may apply.
- 5.7 The Nebraska Lottery is not responsible for any travel, lodging, meals or other expense related to claiming any prize. Non-cash prizes may not be exchanged or redeemed for cash value. Prizes consisting of lottery tickets will be mailed to Nebraska addresses only. Out-of-state winners may pick up lottery ticket prizes at a Nebraska Lottery claim center location by arrangement.
- 5.8 Participants must be 19 years of age or older to enter this contest. Employees of the Nebraska Lottery and its contractors, subcontractors and their immediate family members residing in their same household are ineligible.
- 5.9 Nebraska Lottery MVP Club membership entitles one to receive information concerning Nebraska Lottery products and promotions according to his or her stated preferences. An MVP Club member may modify his or her member profile at any time by following the directions on the MVP Club member login page on the Nebraska Lottery website at www.nelottery.com.
- 5.10 The Nebraska Lottery is not responsible for incomplete or mis-delivered claim forms or other claims documentation.
- 5.11 Contest rules, drawing dates, deadlines and procedures are subject to change without notice as may be deemed necessary or appropriate by the Nebraska Lottery in its sole

discretion. By entering this contest, all participants agree to be bound by Nebraska state law and the rules and regulations of the Nebraska Lottery.

The foregoing promotion rules are effective this 3rd day of November, 2014.



Jill Marshall
Acting Lottery Director