

**Official Rules for the Nebraska Lottery's
Advertising Feedback Survey Promotion**

1. Overview:

- 1.1 This promotion will run from 5:00 a.m. CT on November 15, 2017, until 11:59 p.m. CT on January 2, 2018*.
- 1.2 One (1) drawing will be held on January 3, 2018*, to select the winners.

2. Prizes:

- 2.1 There are three (3) prizes for this promotion. The prizes are as follows:
- One (1) First Prize: \$1,000 in cash and \$150 in assorted Nebraska Lottery Lotto and Scratch coupons;
 - One (1) Second Prize: \$500 in cash and \$150 in assorted Nebraska Lottery Lotto and Scratch coupons; and
 - One (1) Third Prize: \$250 in cash and \$150 in assorted Nebraska Lottery Lotto and Scratch coupons.

3. Eligibility and Entry:

- 3.1 The Nebraska Lottery's Advertising Feedback Survey Promotion is only open to individuals 19 years of age or older.
- 3.2 Participating Nebraska Lottery MVP Club members will receive one contest entry for completing an online survey through the Nebraska Lottery website at nelottery.com by the deadline of January 2, 2018*. The purpose of the survey is to explore the advertising preferences of Nebraska Lottery players. MVP Club members must complete the survey before their entries can qualify and be entered into this contest. A participant may only enter once.
- 3.3 The Nebraska Lottery must be able to contact winners by, at the option of the Nebraska Lottery, the phone number, address, or email address provided at the time of entry. After winner selection, the Nebraska Lottery will contact the winners and mail the winners 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, a valid military identification, or a valid passport. If any of these criteria are not met, the prize cannot be claimed and another winner will be chosen.
- 3.4 The contest winner will have until 12:00 p.m. (noon) CT on January 10, 2018, to respond to the Nebraska Lottery's notification that the participant has been selected as a winner. Upon verification of information, the Nebraska Lottery will commence prize fulfillment.

A contest winner that does not respond by this time will have all prizes declared forfeit and the winner will have no further right to the prize. In the event that the winner does not contact the Nebraska Lottery by the time stated above, the Nebraska Lottery will conduct an additional drawing to select an alternate winner.

4. Prize Selection:

- 4.1 A drawing will be held January 3, 2018*. Only entries that have been submitted at nelottery.com by 11:59 p.m. CT on January 2, 2018*, will be eligible to win. The winners will be notified by telephone or email when they will be asked to provide their mailing addresses for prize fulfillment. The Nebraska Lottery may use the email and other information provided at the time of entry.
- 4.2 The prizes are not exchangeable or otherwise transferable. Cash will NOT be awarded in lieu of a merchandise prize. Federal, state, or local taxes on any prize are the sole responsibility of the winner unless otherwise indicated in the prize section of the rules.
- 4.3 All applicable federal, state, or local laws apply.
- 4.4 Prizes will be mailed to the winners at the addresses provided when contacted by the Nebraska Lottery by email or phone. With prior approval from the Nebraska Lottery, the contest winners may pick up their prizes at the Nebraska Lottery office located at 137 Northwest 17th Street, Lincoln, Nebraska.
- 4.5 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.
- 4.6 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 Twitter, Instagram, or Facebook page following winner notification.
- 4.7.1 Pursuant to Neb. Rev. Stat. § 9-810(5), prior to the payment of any lottery prize in excess of \$500 for a winning lottery ticket presented for redemption to the Nebraska Lottery, including the applicable prizes provided in this promotion, the Nebraska Lottery shall check the name and Social Security number of the winner with a list provided by the Nebraska Department of Revenue of people identified as having an outstanding state tax liability and a list of people certified by the Nebraska Department of Health and Human Services as owing a debt as defined in section 77 27,161. The Nebraska Lottery shall credit any such lottery prize against any outstanding state tax liability or certified debt owed by such winner and the balance of such prize amount, if any, shall be paid to the winner by the Nebraska Lottery. Any such credit of a lottery prize against a state tax liability or certified debt is collectively referred to as an "offset." With regard to non-cash prizes, offsets shall be applied in the manner prescribed by Lottery Regulation 604.14 through 604.14C.

4.7.2 In regard to merchandise prize winners, if the state tax liability or certified debt is greater than the cash prize amount, the Nebraska Lottery will provide a substitute prize for the merchandise prize. The substitute prize will be a cash amount determined by the Nebraska Lottery in its sole discretion, which amount will not be subject to appeal by the prizewinner and will not include the value of any state or federal tax (collectively referred to as the “cash equivalent”). The cash prize amount and the cash equivalent will be credited against the state tax liability or certified debt and, if applicable, the remaining amount paid to the winner. As an alternative, the prizewinner may elect to pay the full amount of the state tax liability or certified debt in the amount and in the manner as determined by the Nebraska Lottery in its sole discretion. If the Nebraska Lottery determines the full amount of the state tax liability or certified debt has been paid in the manner as prescribed by the Nebraska Lottery, the prizewinner will receive the prize as detailed in the promotion.

4.8 Odds: Odds of winning depend on the number of entries received.

5. General Contest Terms:

5.1 Only entries submitted by legally eligible participants through their MVP memberships at nelottery.com and containing complete and valid information are eligible for this promotion contest, except as provided above.

5.2 Entries which are lost, late, 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, 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 households are ineligible.
- 5.9 Nebraska Lottery MVP Club membership entitles one to receive information concerning Nebraska Lottery products and promotions according to the member's stated preferences. MVP Club members may modify their member profiles at any time by following the directions on the MVP Club member login page on the Nebraska Lottery website at nelottery.com.
- 5.10 The Lottery is not responsible for lost, stolen, mis-delivered, damaged, illegible, or incompletely received claim forms.
- 5.11 This contest shall be limited to Nebraska residents only.
- 5.12 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 31st day of December, 2017.


Brian Rockey
Lottery Director

*End date and drawing date are subject to change.