

**KELLOGG'S™ CHEEZ-IT™ MUNCH MANIA CELEBRITY BASKETBALL GAME SWEEPSTAKES**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY**

1. **PROMOTION DESCRIPTION:** The **Kellogg's™ Cheez-It™ Munch Mania Celebrity Basketball Game Sweepstakes** ("Sweepstakes") is an on-site event Sweepstakes that will be held on 4/3/16 beginning at 12:30 PM Central Time (CT) and ending at or about 1:30 PM (CT) ("Promotion Period"). The **Kellogg's™ Cheez-It™ Munch Mania Celebrity Basketball Game** and the Sweepstakes will be held at the Butler Sports Complex in Houston, TX (collectively, the "Event").
2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at the time of entry and are in attendance at the Event during the Promotion Period. Employees of Kellogg Company ("Sponsor"), IMG, their respective parent companies, affiliates, subsidiaries, suppliers, advertising and promotion agencies and anyone else connected with the production and distribution of this Sweepstakes (collectively, the "Promotion Entities") and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each are not eligible to participate. Void where prohibited.
3. **HOW TO ENTER THE SWEEPSTAKES:** Entry is automatic and is based on attendance at the Event during the Promotion Period. Entry to the Event is free. Limit one (1) entry per person. Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of entrants. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, or unauthorized access to, or alteration of entries.
4. **WINNER SELECTION AND NOTIFICATION:** Grand Prize winner will be selected in a random drawing based on section number, row number and seat number of all occupied seats at the Event just prior to tip-off of the Event from among all eligible entries in attendance at the Event. Decisions of Sponsor are final and binding regarding the Sweepstakes. The potential Grand Prize winner will be announced via the Event Site Public Address system. Sponsor shall have no liability for any winner notification that is lost, unintelligible or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within two (2) minutes of the winner announcement, or if the prize is unable to be awarded due to ineligibility by the potential winner, such potential winner will forfeit his or her prize and an alternate winner will be randomly selected and announced using the process described above. The winner selection and announcement process will be repeated until an eligible winner is confirmed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to awarding

the prize, such prize will be forfeited and an alternate prize winner will be selected and announced using the process described above.

5. PRIZE/APPROXIMATE RETAIL VALUE (ARV)/ODDS: One (1) Grand Prize – Winner will receive the opportunity to play in a Fantasy Basketball Game on 4/3/16 on a team consisting of Sponsor-selected college players, coaches and/or celebrities (ARV \$100). Prize includes a game jersey (to be provided at the Event). **Note: Participation as a player is physical in nature; winner must be able to engage in a moderate to high level of physical activity associated with playing in a basketball game. Additionally, winner must be wearing athletic footwear that is deemed acceptable for participation in the event, in the Sponsor’s sole discretion.** In the event the selected winner is not wearing acceptable athletic footwear, he/she may choose one (1) of the following prize alternatives: a) transfer the opportunity to play in the Fantasy Basketball Game to a friend or relative that is also in attendance at the event and is wearing acceptable athletic footwear; or b) assist in coaching one of the Fantasy teams from the bench (winner would still receive game jersey with this option). Odds of winning prize depend on the total number of eligible entries received during the Promotion Period. Unclaimed prize will not be awarded. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner.
  
6. GENERAL: Potential Grand Prize winner will be required to sign an Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release (“Winner’s Documents”) immediately after being notified and prior to participating in the Event. If Winner’s Documents are not completed prior to Event, prize will be forfeited and an alternate winner will be selected. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except as provided for herein and Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Subject to all federal, state and local laws/regulations. Promotion Entities will have no liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. By participating, winner releases and agrees to hold harmless Promotion Entities and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotional agencies from any and all liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with participation in the Sweepstakes, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any travel or prize related activity. Acceptance of a prize shall be construed as and signify prize winner’s agreement and consent that Sponsor may use the prize winner’s name, photograph, likeness, voice, biographical information, prize information, statements for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.

7. WINNER'S LIST: For name of winner, send a self-addressed, stamped envelope by 6/4/16 to: **Kellogg's™ Cheez-It™ Munch Mania Celebrity Basketball Game Sweepstakes**, Attn: Winner's List, P.O. Box 1716, Battle Creek, MI 49016-1716. Winner's list to be available after 4/4/16.

8. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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