

2021 MobCraft Beer “Beer For a Year” Official Sweepstakes Rules:

Contest: Share all 24 beers & tag #CheersTo24Beers on Instagram each day for a chance to win Beer for a year!

To Enter:

- Contestants must share *each and every* beer (24 in total) to Instagram on the correct corresponding day in December with the hashtag #Cheersto24Beers for each daily post. *All* of the 24 beers must be posted on the correct day with the correct hashtag between December 1st - 24th to enter.

Prize:

- Beer for a year includes:
 - 24 cans (12 oz) of MobCraft beer each month through 2022.
 - All unclaimed prizes expire on the last day of each month. Unredeemed beers in any given month may not carry over to any following months.
 - Prize is non-transferable.
- One qualifying winner will be chosen at random by January 15, 2022.
- If the winner is located in Wisconsin, it is the winner's responsibility to claim their monthly prize from the MobCraft Beer taproom located at 505 S 5th Street, Milwaukee, WI 53204.
- If the winner is located in another qualifying state (AK, CA, CO, CT, DC, FL, HI, IA, IL, IN, KY, MA, MO, NE, NY, OR, PA, TX, WA, and WY.) a lump sum prize of 5 cases (120 cans of beer) may be claimed in place of the monthly allotment.
- All shipping costs are the responsibility of the winner.

Official Rules:

Eligibility: MobCraft Beer “win beer for a year” is open to those who post each respective beer in the MobCraft Advent calendar box to Instagram with the hashtag “Cheersto24Beers”. Each beer in the Advent box must be posted on the correct corresponding date, December 1st - December 24th.

The sweepstakes is only open to legal residents of AK, CA, CO, CT, DC, FL, HI, IA, IL, IN, KY, MA, MO, NE, NY, OR, PA, TX, WA, and WY and is void where prohibited by law. Must be 21 years of age to enter. Employees of MobCraft Beer, their respective affiliates, subsidiaries, advertising and promotion agencies, suppliers and their immediate family members and/or those living in the same household of each are not eligible to participate in the sweepstakes. The sweepstakes are subject to all applicable federal, state and local laws and regulations. Void where prohibited.

Agreement to Rules: By participating, you agree to be fully unconditionally bound by these rules, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of MobCraft Beer, as final and binding as it relates to the content. The Sweepstakes is subject to all applicable federal, state and local laws.

Sweepstakes Period: Entries will be accepted via posting daily on Instagram starting on December 1, 2021 and ending December 24, 2021. All online entries must be received by December 24th, 2021 11:59PM EST.

How to Enter: The Sweepstakes must be entered by posting each beer in the MobCraft Advent calendar to Instagram with the hashtag “#Cheersto24Beers”. Entries that are not complete or do not adhere to the rules or specifications may be disqualified at the sole discretion of MobCraft Beer. One entry per person. You may not enter more times than indicated by using multiple email addresses, identities or devices in an attempt to circumvent the rules. If you use fraudulent methods or otherwise attempt to circumvent the rules your submission may be removed from eligibility at the sole discretion of MobCraft Beer.

No purchase necessary. To enter the sweepstakes send a 3x5 index card with your full name, address, email, phone number to:

MobCraft Beer

Attn: Beer For a Year Sweepstakes

505 S. 5th Street

Milwaukee, WI 53204

Prizes: Winner will receive 24 canned beers per calendar month from MobCraft Beer - approximate retail value of \$48 per month. Actual/appraised value may differ at time of prize award. The specifics of the prize shall be solely determined by the Sponsor. No cash or other prize substitution permitted except at Sponsor’s discretion. The prize is non transferable. Any and all prize related expenses, including without limitation any and all federal, state, and/or local taxes shall be the sole responsibility of the winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by winners is permitted. Acceptance of prize constitutes permission for MobCraft Beer to use the winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

Odds: The odds of winning depend on the number of eligible entries received

Winner selection and notification: Winner of the Sweepstakes will be selected in a random drawing under the supervision of the Sponsor. Winner will be notified via Instagram or email to the Instagram account or email address entered within (5) days following the winner selection. MobCraft Beer shall have no liability for a winner’s failure to receive notices due to winners’ spam, junk e-mail or other security settings or for winners’ provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, fails to claim the prize within 96 hours from the time award notification was sent, or fails to timely return a completed and executed declaration and releases as required, prize may be forfeited and an alternate winner selected. The receipt by the winner of the prize offered in this Sweepstakes is conditioned upon compliance with any and all federal and state laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT SPONSOR’S SOLE DISCRETION) WILL RESULT IN SUCH WINNER’S DISQUALIFICATION AS WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

Rights Granted by you: By entering this content you understand that MobCraft Beer, anyone acting on behalf of MobCraft Beer, or its respective licensees, successors and assigns will have

the right, where permitted by law, without any further notice, review or consent to print, publish, broadcast, distribute, and use, worldwide in any media now known or hereafter in perpetuity and throughout the World, your entry, including, without limitation, the entry and winner's name, portrait, picture, voice, likeness, image or statements about the Sweepstakes, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes without any further compensation.

Terms: MobCraft Beer reserves the right, in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes should (in its sole discretion) a virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such a case, MobCraft Beer may select the recipients from all eligible entries received prior to and/or after (if appropriate) the action taken by MobCraft Beer. MobCraft Beer reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or website or violates these Terms & Conditions.

MobCraft Beer has the right, in its sole discretion, to maintain the integrity of the Sweepstakes, to void entries for any reason, including, but not limited to; multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by sweepstakes rules; or the use of bots, macros or scripts or other technical means for entering.

Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of the sweepstakes may be a violation of criminal and civil laws and should such an attempt be made, MobCraft Beer reserves the right to seek damages from any such person to the fullest extent permitted by law. By entering the Sweepstakes you agree to receive email newsletters periodically from MobCraft Beer. You can opt-out of receiving this communication at any time by clicking the unsubscribe link in the newsletter.

Limitation of Liability: By entering you agree to release and hold harmless MobCraft Beer and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers and directors from any liability, illness, injury, death, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not, from (i) such entrant's participation in the sweepstakes and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof, (ii) technical failures of any kind.

Disputes: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF The United States AND the state of Wisconsin, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Sweepstakes, participant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Wisconsin having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.

Winners List: To obtain a copy of the winner's name or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope to:

MobCraft Beer

505 S. 5th Street

Milwaukee, WI 53204

Requests must be received no later than January 31st, 2021.

Sponsor: The Sponsor of the Sweepstakes is

MobCraft Beer

505 S. 5th Street

Milwaukee, WI 53204

This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, Instagram, Snapchat, Youtube, Pinterest, LinkedIn or Google. You understand that you are providing your information to the owner of these sweepstakes and not to Facebook, Twitter, Instagram, Snapchat, Youtube, Pinterest, LinkedIn or Google.