

## Pass Member Contest Official Rules

**NO PURCHASE NECESSARY. A purchase will not increase your chance of winning.**

**Eligibility.** The **Pass Member Contest** (the “**Contest**”) is open only to citizens and legal permanent residents of the fifty (50) United States and the District of Columbia who are Pass Members of SeaWorld Orlando as of August 13, 2018 (and throughout the Promotion Period) and are at least thirteen (13) years old at the time of entry. The Contest is void where prohibited by law. Employees of Sponsor, Coca-Cola Company and each of their respective affiliates, subsidiaries, advertising and promotion agencies, wholesale distributors, and individual retail licensees are ineligible, as well as the immediate family and household members of each are ineligible.

**Sponsor.** Sea World of Florida LLC, 9205 South Park Center Loop, Suite 400 Orlando, FL 32819 (“**Sponsor**”).

**Agreement to Official Rules.** By participating in the Contest, entrants fully and unconditionally agree to and accept these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Contest.

**Timing.** Contest begins at 10:00 am Eastern Time (“**ET**”) on August 14, 2018 and all entries must be received by 5:00 pm ET on August 31, 2018 (the “**Promotion Period**”).

**How to Enter.** We seek your ideas for decorating our Pass Member Lounge at SeaWorld Orlando. To enter, during the Promotion Period, send us an email at [swfpromotions@seaworld.com](mailto:swfpromotions@seaworld.com) that includes all of the following information: your name; your email and mailing address; your telephone number; your date of birth; and a drawing of how you would decorate a physical version of the below Coca-Cola bottle (collectively, the “**Entry Materials**”). The drawing must meet the Entry Materials Criteria listed below. Please note that the above email address may only be used to submit Entry Materials. No other communications to this email address will be accepted or responded to by Sponsor.



**An entry is not complete until all of the Entry Materials have been received by Sponsor in accordance with these Official Rules.** Sponsor's servers and clock shall serve as the official clock for the Contest and participants' proof of submission does not constitute proof of receipt by Sponsor. Upon completion, one (1) entry into the Contest will be provided to the entrant.

No other methods of entry are acceptable. All entries must be received by **5:00 pm ET on August 31, 2018.**

**There is no limit on the number of times an individual may enter, but each entry must contain a unique drawing design.**

Entries will not be returned or acknowledged. No mechanically reproduced or mailed entries permitted. Sponsor, Coca-Cola Company and each of their respective parents, subsidiaries, affiliates, licensors, licensees, contractors, distributors, suppliers, sales representatives, retailers, advertising or promotion agencies, and each of their respective officers, directors, employees, representatives and agents (collectively, the "**Releasees**") are not responsible for lost, late, damaged, incomplete, misdirected, unintelligible, returned, or undelivered entries or theft or destruction or unauthorized access to or alterations of entry materials, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network.

#### **Entry Materials Criteria**

- The drawing included with the Entry Materials must be based upon the image of the above Coca-Cola bottle.
- The drawing included with the Entry Materials must be the sole original work of the entrant and cannot have been entered into any other contest, sweepstakes or promotion.
- The drawing included with the Entry Materials must conform to Sponsor's standards and practices, and may not be offensive, as determined by Sponsor in its sole discretion. The drawing may not disparage Sponsor, Coca-Cola, their parents, subsidiaries or affiliates or any of their parks, products or services.
- The drawing included with the Entry Materials may not defame or invade the publicity, privacy or intellectual property rights of any person living or deceased, or otherwise infringe upon any person's rights.
- The drawing included with the Entry Materials must be in good taste and appropriate for a family audience (as determined by Sponsor in its sole discretion) and may not contain nudity, obscenity, profanity, indecent material, lewd acts, references to violence, or demean any gender, race, religion or sexual orientation.
- The drawing included with the Entry Materials may not contain third party materials (other than those of Sponsor or Coca-Cola), or otherwise violate or infringe (or may infringe) any copyright, trademark, logo, mark that identifies a brand or other proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity.

- The drawing included with the Entry Materials must comply with all applicable laws.

By entering, entrants grant Sponsor the irrevocable right and permission to use, separately or together, their name, voice, statements, photograph, likeness, recorded performance and/or biographical information, in whole or in part, on the internet and in all media now known or hereinafter developed, in perpetuity throughout the world, for all purposes, including without limitation in connection with the display of winners' decorated bottles in the Pass Members Lounge at SeaWorld Orlando and in advertising and promotional purposes relating to the Contest and generally, in all instances without restriction as to alteration.

Entrants under 18 years of age must obtain permission to enter from their parents or legal guardians prior to entering. By authorizing a child to participate, the parent or legal guardian agrees to these Official Rules and further agrees on behalf of the child to all of the promises and grants of licenses, rights and other benefits contemplated to be agreed to herein by the child.

By entering, entrants grant a perpetual, irrevocable, royalty-free and worldwide license to Sponsor of all intellectual property rights in the Entry Materials, including, without limitation, the right to use, edit, adapt, modify, reproduce, promote, display, distribute, perform, assign and otherwise use Entry Materials in any way they see fit, including without limitation for display in the Pass Members Lounge at SeaWorld Orlando, without review by or compensation to entrants.

Entrants agree that the rights granted to Sponsor in these Official Rules are without compensation or attribution of any kind.

Entrants and entries that fail to comply with any of the provisions of these Official Rules will be disqualified.

**Prize/ Value/Odds.** Twenty-five (25) prizes will be awarded, each consisting of:

- The opportunity to decorate an actual Coca-Cola bottle in a manner consistent with the decoration set forth in the drawing that is included with the winner's Entry Materials (a physical version of the Coca-Cola bottle to decorate will be provided to winners via overnight mail), which, in Sponsor's sole discretion, may be displayed in the Pass Members Lounge at SeaWorld Orlando; and
- If (but only if) this decorated bottle is physically delivered to the Pass Members Lounge at SeaWorld Orlando on or before September 28, 2018, one (1) meal voucher for SeaWorld Orlando with a value of \$10.00.

**TOTAL APPROXIMATE RETAIL VALUE (ARV) OF EACH PRIZE IS: \$30.00.**

**TOTAL ARV OF ALL 25 PRIZES IS: \$750.00.**

Actual value of prize may vary. If the actual value of the prize or any portion thereof is less than the ARV set forth in these Official Rules, no cash equivalent will be awarded.

**Odds of winning will depend on the total number of eligible entries received.**

**Prize Conditions.** The decorated bottle must be physically delivered by the winner to the Pass Members Lounge at SeaWorld Orlando on or before September 28, 2018 and must resemble the drawing in the entrant's Entry Materials. If a winner resides more than twenty-five (25) miles from SeaWorld Orlando, Sponsor will provide winner with a prepaid package in which to mail the decorated bottle; otherwise, winner must deliver the decorated bottle at its own cost. Sponsor may, at its sole option but without any obligation to do so, display winner's decorated bottle in the Pass Members Lounge at SeaWorld Orlando. Sponsor reserves the right to determine the duration of the display. Sponsor also currently contemplates displaying in connection with the bottles the name of winners and length of their membership as Pass Members, but Sponsor is under no obligation to display such information.

The voucher will only be issued as a prize if the decorated bottle is delivered to the Pass Members Lounge at SeaWorld Orlando by September 28, 2018. If the decorated bottle is timely delivered in person, the voucher will be issued to the winner at this time of delivery. If the decorated bottle is timely delivered by mail by a winner who resides more than twenty-five (25) miles of SeaWorld Orlando, Sponsor will mail the voucher to winner. The voucher is valid through December 31, 2018. The voucher is subject to the terms and conditions set forth thereon.

Winner may not substitute or transfer prize offered or any portion thereof, however, Sponsor reserves the right to substitute the prize with a prize of equal or greater value. All prizes will be awarded if possible.

No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes, at Sponsor's option either by selection in accordance with the below Winner Selection criteria or by a random drawing among all legitimate, un-awarded, eligible prize claims.

All expenses relating to acceptance and use of the prize that are not explicitly listed herein as being awarded, including but not limited to accommodations and payment of taxes, are the sole responsibility of the winner. Prize will be awarded "as is" with no warranty or guarantee, either express or implied offered by Sponsor.

WINNER ACKNOWLEDGES THAT THE PRIZE IS AWARDED AS-IS. RELEASEES MAKE NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, LEGAL COMPLIANCE WITH RESPECT TO APPLICABLE LAWS OR NONINFRINGEMENT AS REGARDS TO THE PRIZE OR ANY COMPONENTS THEREOF. VOID WHERE PROHIBITED, AS SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OF EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES.

Releasees are not responsible for damage to a prize or loss of a prize after the prize has been claimed.

**Winner Selection.** Winner will be selected on or about September 5, 2018 by a judging panel of Sponsor and Coca-Cola employees. The panel will decide collectively on the winning drawings among all drawings properly submitted and received during the Promotion Period. The panel will evaluate and choose winning submissions based on the following criteria: (i) creativity and originality in drawing design (25%), (ii) the time and effort to it appears to have taken to create the drawing design (25%), (iii) execution, or how well the drawing is likely to translate onto a real bottle (25%), and (iv) adherence to the Entry Materials Criteria contained in these Official Rules (25%).

ALL POTENTIAL WINNING ENTRIES ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING. **AN ENTRANT IS NOT A WINNER OF ANY PRIZE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL WINNING ENTRY HAS BEEN VERIFIED, ALL NECESSARY DOCUMENTS HAVE BEEN EXECUTED AND RETURNED TO SPONSOR AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.** ANY ENTRY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE ENTRY, IS VOID, AND WILL NOT BE HONORED.

**Winner Notification.** On or before September 7, 2018, the potential winners will be notified via email or phone using the information provided with their Entry Materials. Potential winners will need to respond within three (3) days of notification in order to receive details on receiving a physical bottle for decorating. Potential winners (and, in the potential winners are under 18 years of age, a parent or guardian of the winners) may be required to complete, sign, and return an Affidavit of Eligibility, Liability Release and (except where prohibited by law) Publicity Release, (collectively the "**Release Documents**") by September 19, 2018 In the event of noncompliance within the stated response times, potential winner will be disqualified and prize will be forfeited and an alternate winner selected, at the option of Sponsor, in accordance with the above Winner Selection criteria or by a random drawing. Any prize notification or prize returned to the Sponsor or its agents as undeliverable will result in disqualification and the awarding of that prize to an alternate winner as set forth immediately above. If a potential winner (or parent/guardian, as applicable) cannot be reached, does not complete, sign and/or return documents by the designated time, or is for any other reason deemed to be disqualified or ineligible, then that potential winner will forfeit the prize and another potential winner will be selected.

By entering the Contest or the acceptance or use of any prize, entrants hereby waive and release, and agree to indemnify, defend and hold harmless, the Releasees, from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Contest or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Contest, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

**General Terms & Conditions.** Persons who tamper with or abuse any aspect of the Contest or Websites, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate the Websites' terms of service, as solely determined by the Sponsor,

will be disqualified. Releasees are not responsible for any incorrect or inaccurate information whether caused by entrant, tampering, hacking, any of the programming or equipment associated with or used in this Contest or any other cause, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized Websites access. Releasees are not responsible for injury or damage to participants' or any other person's computer or property related to or resulting from participating in this Contest. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Contest, or submission of entries, the Sponsor reserves the right, in its sole discretion, to suspend, modify, or terminate the Contest, and Sponsor further reserves the right to select the winner in any manner that may be deemed fair and equitable by the Sponsor.

In the event of a dispute regarding entries received from multiple entrants, the entry will be deemed to be entered by the authorized account holder of the e-mail account listed in the Entry Materials. The authorized account holder shall be defined as the natural person to whom the applicable email address has been assigned by the Internet access provider, service provider, or other online organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

This Contest is subject to all federal, state and local laws and regulations. Taxes, if any, are solely the responsibility of the winners. By entering this Contest, entrants agree to be bound by these Official Rules, including all entry requirements.

All information submitted by entrants via the Websites is subject to Sponsor's Privacy Policy accessible at: <https://seaworldentertainment.com/en/privacy-policy>.

**Rules Request.** To obtain a hard copy of these Official Rules, send an email to: [swfpromotions@seaworld.com](mailto:swfpromotions@seaworld.com). All requests must be received by October 12, 2018.

**Winner List.** For the name of the winner and state of residence, send an email to: [swfpromotions@seaworld.com](mailto:swfpromotions@seaworld.com). All requests must be received by October 12, 2018.

Neither The Coca-Cola Company nor its affiliates, subsidiaries, joint ventures, bottlers or customers are a sponsor of this contest/promotion and shall bear no responsibility or liability for any aspect of the administration of the contest/promotion.

**This Contest is void where prohibited or restricted.**

© 2018 SeaWorld Parks & Entertainment, Inc.

**ABBREVIATED RULES**  
**Pass Member Contest**

**NO PURCHASE NECESSARY.** Contest begins 10:00 am ET on 8/14/18 and all entries must be received by 5:00 pm ET on 8/31/18. Open only to individuals age 13 or older who are citizens or legal permanent residents of the 50 U.S. and D.C. and Pass Members of SeaWorld Orlando as of 8/13/18. Void outside of the 50 U.S. and D.C. and where prohibited by law. Contest subject to full official rules at: [swfpromotions@seaworld.com](mailto:swfpromotions@seaworld.com). Sponsor: Sea World of Florida LLC, 9205 South Park Center Loop, Suite 400 Orlando, FL 32819.