

Sweepstakes Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF KENTUCKY. VOID ELSEWHERE AND WHERE PROHIBITED. ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.

1. Eligibility

Tin Cup Bourbon and Beyond VIP Ticket Sweeps (the “Sweepstakes”) is open only to legal residents of Kentucky who are at least twenty-one (21) years old at the time of entry. Employees, officers, directors, representatives and agents of Sponsor (as defined below), Administrator (as defined below) and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies and vendors and each of their immediate family members (e.g., spouse, parent, child, sibling and their respective spouses and the “steps” of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. Additionally, alcoholic beverage suppliers, wholesalers, distributors and importers, and alcoholic beverage retailers and their employees and family members are not eligible to enter or win. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted by law.

2. Sponsor

The Sweepstakes is sponsored by Proximo Spirits, Inc. located at 3 Second Street Suite 1101, Jersey City, New Jersey 07302 (the “Sponsor”).

The administrator of this Sweepstakes is C2 Premium Marketing located at 3096 N Golden Lake Rd., Oconomowoc, Wisconsin 53066 (the “Administrator”).

3. Agreement to Official Rules

Participation in the Sweepstakes constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon being compliant with these Official Rules and fulfilling all other requirements set forth herein.

4. Sweepstakes Period

The Sweepstakes begins on August 1st, 2026 at 8:00AM ET and ends on September 11, 2026 at 5:00PM ET (the "Sweepstakes Period"). Entries that are submitted before or after the Sweepstakes Period will be disqualified. Submissions will be accepted for the duration of the Sweepstakes using any of the following methods:

Online

5. How to Enter

Online: This method of entry will be available by visiting <https://c2promo.com/tincup-bourbon-and-beyond/> (the “Website”). To enter, complete and submit the registration form during the Sweepstakes Period. Upon submission of the completed registration form, the eligible entrant will receive one (1) Sweepstakes entry. Potential winner is subject to verification before any prize is awarded.

Limit one (1) entry per person, per email address, and per household for the duration of the Sweepstakes Period, regardless of method of entry. Entries received from any person, email address, or household in excess of the stated limitation will be void. All entries become the property of Sponsor and will not be acknowledged or returned. Any attempt by an entrant to obtain more than the stated number of entries using automated systems, multiple/different email addresses, identities, registrations or any other methods is subject to voiding that entrant’s entries and disqualification.

Receipt of entries may not be acknowledged. For purposes of this Sweepstakes, an entrant’s residential address and email address will be the physical address and email address submitted at the time of entry. Entrants will not be allowed to change their physical address or email address.

6. Prize Drawing

On or about September 11, 2026, the Sponsor will select potential winners in a random drawing from among all eligible entries received. The odds of being selected depend on the number of entries received. The Sponsor will attempt to notify the potential winner via telephone or email on or about September 11, 2026. If the potential winner cannot be contacted within five (5) days after the date of the first attempt to contact him/her, the Sponsor may select an alternate potential winner in his/her place at random from the remaining non-winning, eligible entries.

7. Winner Notification

The potential winner will be notified by email, mail or phone. The potential prize winner will be required to complete, electronically sign and submit a Declaration of Compliance within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted, or fails to submit the Declaration of Compliance within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits prize. Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain unawarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

8. Prize

One (1) prize consisting of two (2) four-day VIP passes for winner and one (1) adult guest (both twenty-one (21) years of age or older) to Bourbon & Beyond Festival that is scheduled to take place on or around September 24-27, 2026. Travel and accommodations are not included in the prize. Alcoholic beverages are not part of the prize. Exact seat location at venue is of Sponsor's sole choosing. Tickets are subject to standard terms and conditions as indicated on the ticket and venue protocols. Winner and guest must comply with all venue rules and policies.

Should winner choose to accept prize without a guest for any reason, prize will be awarded in increments appropriate for a single attendee and no additional prize or compensation will be awarded. If, for whatever reason, Sponsor is unable to provide any prize element, no compensation or substitution will be provided. The prizes offered and awarded are not redeemable for cash. Prize details not specified herein shall be determined solely by Sponsor. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Prize is non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize, or component thereof, for one of equal or greater value if a designated prize becomes unavailable for any reason. Resale of tickets is prohibited.

Sponsor is not responsible if the event is postponed, cancelled, rescheduled or modified. No replacement prize or compensation will be provided except in Sponsor's sole discretion.

The total approximate retail value of the prize is \$1,626.37. Winner is solely responsible for all federal, state and local taxes, if any, associated with acceptance or use of the prize.

9. General Conditions

In the event that the operation, security or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus, bug, worm, unauthorized human intervention or other technical problem, or in the event the Sweepstakes is unable to run as planned for any other reason, as determined by Sponsor in its sole discretion, the Sponsor may, in its sole discretion, either (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules or (b) terminate the Sweepstakes and, in the event of termination, award the prize at random from among the eligible, non-suspect entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to damage the website or undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages (including attorney's fees) and any other remedies from any such person to the fullest extent

permitted by law. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

10. Publicity

Except where prohibited, participation in this Sweepstakes constitutes winner's consent to Sponsor's and its designees' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any medium, worldwide, without further payment or consideration.

11. Release and Limitations of Liability

By participating in the Sweepstakes, entrants agree to release and hold harmless the Sponsor, Administrator, the prize suppliers and any other entities involved in the development, administration, advertising, promotion or fulfillment of the Sweepstakes, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies and each of their respective officers, directors, employees, shareholders, representatives, vendors and agents (the "Released Parties") from and against any and all claims, actions, demands, losses, damages, liabilities, costs and expenses arising out of an entrant's participation in the Sweepstakes or the receipt or use of the prize (including any travel or activity related thereto), including, but not limited to: (a) any technical errors associated with the Sweepstakes, including lost, interrupted or unavailable Internet Service Provider (ISP), network, server, wireless service provider, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone, cellular tower or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (b) unauthorized human intervention in the Sweepstakes; (c) mechanical, network, electronic, computer, human, printing or typographical errors; (d) any other errors or problems in connection with the Sweepstakes, including, without limitation, errors that may occur in the administration of the Sweepstakes, the processing of entries, the announcement of the winner or in any Sweepstakes-related materials; or (e) injury, death, losses or damages of any kind, to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or acceptance, receipt or misuse of the prize (including any travel or activity related thereto). Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the entrant be entitled to receive attorney's fees. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Entrant waives the right to claim any damages whatsoever, including, but not limited to, indirect, incidental, consequential, special or punitive damages.

12. Disputes

Except where prohibited, each entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in New York. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of New York, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than New York.

13. Personal Information

Information collected from entrants is subject to Sponsor's privacy policy, which is available at <https://proximospirits.com/privacy/>.

Any personally identifiable information collected during an entrant's participation in the Sweepstakes or from the entrant, a winner or a winner's guest in connection with prize fulfillment will be collected by Sponsor, Administrator or other Sponsor designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the administration and fulfillment of the Sweepstakes as described in these Official Rules.

14. Winner List

To request the name of the winner send a self-addressed, stamped envelope to C2 Premium Marketing - 3096 N Golden Lake Rd., Oconomowoc, WI 53066 Winner List requests will only be accepted after the promotion end date (listed above). For the Winner List, you can also send an email.