

**PNC BANK'S THE SKY'S THE LIMIT SWEEPSTAKES**  
Official Rules

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR ODDS OF WINNING. VOID WHERE PROHIBITED. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED DURING THE SWEEPSTAKES PERIOD. ALL FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS APPLY.**

PNC Bank's The Sky's the Limit Sweepstakes ("Sweepstakes") is sponsored by PNC Bank ("Sponsor") and administered by Cliffedge Marketing, LLC ("Administrator"). The Sweepstakes Sponsor, promotional partners ("Partners"), including Forest Park Balloon Race, Administrator, and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, advertising, and promotion agencies, as well as any and all other companies associated with the Sweepstakes are herein collectively referred to as "Sweepstakes Entities".

This Sweepstakes is governed by these official rules ("Official Rules"). By participating in the Sweepstakes, each entrant agrees: (a) to abide by these Official Rules, including all eligibility requirements; (b) that the results of the Sweepstakes, as determined by Sweepstakes Entities, and its agents, are final in all respects; (c) in the event that any entrant does not comply with the rules, then he or she will be disqualified from the Sweepstakes and will not be eligible to receive the Prize (defined below); (d) the Sweepstakes is administered by the Administrator and any questions, comments, or complaints regarding the Sweepstakes must be directed to the Administrator and not the Sponsor; (e) to release the Sponsor, its parents, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability for any injuries, losses, or damages of any kind caused by any Prize or resulting from your participation in this Sweepstakes and your acceptance and use of any Prize; and (f) that the entrant acknowledges and understands that any information provided will be used for administering the Sweepstakes in accordance with the privacy practices found at <https://www.pnc.com/en/privacy-policy.html>. By participating in the Sweepstakes, and providing any personal or customer data, participants hereby agree to all the terms and conditions of the privacy statement of the Sponsor.

**ELIGIBILITY**

A participant in the Sweepstakes does not need to be a PNC Bank customer in order to enter and/or win. Being a PNC Bank customer will not increase your chance or odds of winning the Prize (defined below).

This Sweepstakes is open only to individuals who: (a) are legal residents of either Missouri or Illinois who reside within a fifty (50) mile radius of St. Louis, Missouri, at the time of entry; (b) are at least eighteen (18) years of age or older at the time of entry; and (c) are not employees, officers, or directors (including immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of any of the Sweepstake Entities. Any individual who fails to satisfy all of the aforesaid requirements are not eligible to participate in the Sweepstakes or win the Prize. Void where prohibited by law and subject to all applicable laws.

**SWEEPSTAKES PERIOD**

The Sweepstakes will begin on May 17, 2019 at 11:59AM Central Standard Time ("CT") and end on June 21, 2019 at 11:59PM CT ("Sweepstakes Period"). The computer clock of Sponsor's webmaster is the official timekeeping device of the Sweepstakes.

**HOW TO ENTER**

There are two (2) methods of entering the Sweepstakes. Limit one (1) entry per person for the duration of the Sweepstakes Period, regardless of entry method. If more than one (1) entry is received by the same participant via any entry method, the first entry, as determined by the Sponsor and/or the Administrator,

will be considered the only valid entry. Additional entries beyond the specified limit will be void. Administrator reserves the right in its sole discretion to disqualify any entry that does not comply with these Official Rules. Completion of the entry form within the Sweepstakes Period will automatically enter you in the drawing to win the Prize (defined below).

- 1. Online method:** The participant may enter electronically during the Sweepstakes Period by submitting their entry on the Sweepstakes contest page located at [greatforestparkballoonrace.com](http://greatforestparkballoonrace.com) and fully-provide all requested information on the entry form. All digital entries must be received by June 21, 2019 at 11:59PM CT to be eligible.
- 2. Mail-in method:** The participant should obtain an official entry form via download at [greatforestparkballoonrace.com](http://greatforestparkballoonrace.com) and include a physical copy of the fully-completed entry form in a self-addressed, stamped envelope and mail to: PNC Bank's The Sky's The Limit Sweepstakes, c/o Sweepstakes Administration, PO Box 430152, St. Louis, MO 63143. Limit one (1) entry per stamped envelope during the Sweepstakes Period. Mail-in entries must be postmarked by June 21, 2019 and received by June 22, 2019 at 5PM CT to be eligible.

Incomplete entries will be disqualified. Copies or other mechanical reproductions, facsimiles, entries containing technical or electronic reproductions, or entries containing attached files are not eligible and will be rejected. In the event of a dispute regarding the identity of an entrant, the Authorized Account Holder and/or holder of the e-mail account will be deemed the person who submitted the entry. Entries become the exclusive property of the Sponsor and will not be returned or acknowledged. The Sweepstakes Entities are not responsible for entries that are lost, late, misaddressed, or misdirected due to technical or computer failures, errors or data loss of any kind, lost or unavailable internet connections, or failed incomplete, garbled or deleted computer or networks transmissions, inability to access the website or online service, or any other technical error or malfunction. All entries submitted in compliance with these Official Rules and not otherwise disqualified are considered "Eligible Entries."

## **WINNER SELECTION**

All Eligible Entries received during the Sweepstakes Period will be gathered into a database at the end of the Sweepstakes Period and five (5) winners will be chosen at random therefrom shortly thereafter from all Eligible Entries. **Winners will be selected on or around June 24, 2019, and contacted via email and/or phone call shortly thereafter.** Participants do not need to be present to win.

The Administrator will contact winners by making a maximum of three (3) calls over a 48-hour period during regular business hours at the number provided on the entry form and will leave a message with callback information, in addition to sending one (1) email to the email address provided. If the winner cannot be reached by phone after three (3) attempts or email after one (1) attempt, or if the Prize (defined below) is returned as undeliverable, then the winner shall forfeit the Prize and be disqualified from the Sweepstakes, and a new winner will be randomly selected from the remaining Eligible Entries. Prizes may not be awarded if an insufficient number of Eligible Entries are received, as determined by the Sponsor and/or Administrator

All federal, state, and local taxes associated with the Prize within the United States, as well as all other costs or expenses involved in or associated with the Prize not specifically listed below, including any incidental travel costs or amenities not set forth explicitly below, are the sole responsibility of the winner. The winner, regardless of prize amount, will be required to complete a tax affidavit prior to receiving the Prize. The affidavit will request the name, address, and Social Security number of the winner so that the Sponsor and/or Administrator can issue an IRS Form 1099 to the winner, if necessary. In addition, the winner may be required to present valid identification and to sign additional documentation in order to receive the Prize, including a Declaration of Eligibility, Liability, and Publicity Release. If the winner does not fulfill these

requirements within seven (7) days of receipt of notification, then he or she will be disqualified, the Prize will be forfeited, and a substitute winner may be selected from the remaining Eligible Entries.

### **ODDS**

The odds of winning will depend on the total number of Eligible Entries received during the Sweepstakes Period.

### **PRIZES**

There are only five (5) VIP Experience Grand Prizes, consisting of: (i) one (1) \$200 Lakeshore Learning gift card; (ii) four (4) tickets to the Great Forest Park Balloon Race PNC VIP Hospitality Tent; and (iii) lunch for ten (10) people to be provided by Butler's Boardroom (together, the "Prize"). Limit one (1) Prize per person, family, or household.

Each Prize's total Approximate Retail Value ("ARV") is \$500.00. The total ARV of all five (5) Prizes to be awarded in the Sweepstakes is \$2,500.00. All Prizes provided by PNC Bank and Butler's Boardroom.

### **PRIZE CONDITIONS**

All Prize details shall be determined in the sole and absolute discretion of the Sponsor. Each winner is fully responsible for any and all applicable federal, state, and local taxes (including income and withholding taxes). All costs and expenses associated with the Prize acceptance and use not specified herein as being provided, including any expenses incurred by accepting the Prize, are the sole responsibility of the winner. The Prize is non-transferable and non-assignable, with no cash redemptions except at the Sponsor's sole and absolute discretion. The Sponsor reserves the right to substitute the Prize (or any portion thereof) with a prize of comparable or greater value at its sole and absolute discretion. The Sponsor will not replace a lost, stolen, or misplaced Prize (or any portion thereof). Any unused Prize elements will be forfeited. Any difference between actual value and stated ARV will not be awarded. Prizes are awarded "as is" with no warranty or guarantee, either express or implied, by the Sweepstakes Entities.

### **RELEASE**

By participating in the Sweepstakes and submitting an entry, each participant agrees to (a) be bound by these Official Rules, including all entry requirements, and (b) waive any and all claims against the Sweepstakes Entities, and each of their respective parents, affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives, and advertising and promotion agencies, and any and all other companies associated with the Sweepstakes, and all of their respective officers, directors, employees, agents and representatives (collectively, "Released Parties") for any injury, damage, or loss that may occur, directly or indirectly, in whole or in part, from the participation in the Sweepstakes or from the receipt or use of the Prize (or any portion thereof) or any activity related to the receipt or use of the Prize (or any portion thereof). By entering this Sweepstakes, each participant gives his/her express permission to be contacted by the Sponsor, the Administrator, and/or the Sweepstakes Entities by telephone, email, and/or postal mail for Sweepstakes purposes. Each prize winner, by acceptance of the Prize, grants to the Sponsor, the Administrator, and/or the Sweepstakes Entities, and each of their respective designees the right to publicize such prize winner's name, address (city and state of residence), photograph, voice, statements, and/or other likeness and prize information for advertising, promotional, trade, and/or any other purpose in any media or format now known or hereafter devised, throughout the world, in perpetuity, without limitation and without further compensation, consideration, permission, or notification, unless prohibited by law.

The Released Parties shall not be liable to the winner (or any person acting on behalf of the winner) for failure to supply the Prize, or any part thereof, for any reason out of the Released Parties' reasonable control, including, without limitation, any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulation, order or request proves to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, game cancellation, insurrection, or riot.

The Released Parties shall not be liable to any participant for damages arising out of: (i) any printing or typographical errors in the Official Rules or any other materials associated with the Sweepstakes; (ii) stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, damaged, delayed, undelivered, or mutilated entries; or (iii) any other errors, problems, or difficulties of any kind, whether human, mechanical, electronic, network, computer, telephone, wireless service, mail, typographical, printing, or otherwise relating to or in connection with the administration of the Sweepstakes, including, without limitation, the processing of entries or the announcement of the Prize. The Released Parties are not responsible for and shall not be liable for any condition caused by events beyond their control that may cause the Sweepstakes to be disrupted.

### **GENERAL**

The Sponsor reserves the right, in its sole discretion, to amend, change, cancel, or suspend the Sweepstakes (or any portion thereof) at any time, for any reason, and to randomly award the Prize from among all non-suspect, Eligible Entries received at the time of such action, should malicious tampering or other causes beyond the Sponsor's control corrupt the administration or proper execution of the Sweepstakes (as determined in the Sponsor's sole discretion). The Sponsor also reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

The Sponsor reserves the right, in its sole discretion, to disqualify any participant found or suspected to be: (i) tampering with the entry process or the operation of the Sweepstakes or (ii) acting in violation of these Official Rules. Any attempt by a participant to undermine the legitimate operation of the Sweepstakes may be in violation of criminal and civil laws, and the Sponsor reserves the right to seek damages from any such participant to the fullest extent permitted by law. These Official Rules shall be governed by and construed and interpreted in accordance with the laws of the State of Missouri, U.S.A, applicable to contracts entered into and performed exclusively in that State.

### **WINNER LIST**

For a copy of the Official Rules or a list of the names of the winners, send a self-addressed, stamped envelope, along with a letter detailing your request to "PNC Bank's The Sky's the Limit Sweepstakes", Attn: Sweepstakes Administration; PO Box 430152; St. Louis, MO 63143. Winners' names will be available thirty (30) days after the winners have been verified and the prizes have been awarded.

### **FUTURE CONTACT/OPT-OUT**

PNC Bank reserves the right to use the information the participant provided to enter the Sweepstakes to contact the participant in the future about PNC Bank products and services. If the participant would like to Opt-Out from future contact from PNC Bank, participant must provide a written removal request to: The PNC Financial Services Group, Inc.  
120 S. Central Ave.  
St. Louis, MO 63105.