



## **HOWDY BEER 2026 COLORADO PBG FESTIVAL TICKET SWEEPSTAKES**

### **OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. ENTRY INTO THE SWEEPSTAKES CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.**

#### **1. Binding Agreement**

To enter the Sweepstakes, you must agree to these Official Sweepstakes Rules. Submission of an entry constitutes your agreement to these rules. You agree to receive email communication from Sponsor, with the ability to opt out later. You may not submit an entry to the Sweepstakes and are not eligible to receive the prizes described below unless you agree to these Official Rules. These Official Rules form a binding legal agreement between you and Sponsor.

#### **2. Eligibility**

To be eligible to enter the Sweepstakes, you must:

- Be a legal resident of the United States
- Be twenty-one (21) years of age or older at the time of entry

Sweepstakes is open only to participants who are 21+. Employees of Sponsor, Planet Bluegrass, affiliated agencies, participating partners, and immediate family or household members of such employees are not eligible to enter.



Sweepstakes is void wherever prohibited by law.

### 3. Sponsor

Howdy Beer (“Sponsor,” “we,” “our,” or “us”)  
Lafayette, Colorado

### 4. Sweepstakes Period

The Sweepstakes begins at 12:00 AM MST on June 18, 2026 and ends at 11:59 PM MST on June 25, 2026 (“Sweepstakes Period”).

Sponsor reserves the right to shorten, extend, modify, or terminate the Sweepstakes at its sole discretion. Sponsor’s computer is the official timekeeping device for the Sweepstakes.

### 5. How to Enter

Automated entries are prohibited and any use of automated devices or duplicate accounts may result in disqualification.

To enter:

- Visit the official Sweepstakes landing page during the Sweepstakes Period and submit a completed entry form.

Bonus entries:

- Follow [Howdy Beer Instagram](#)
- Follow [Planet Bluegrass Instagram](#)
- Like the official giveaway post



- Tag a friend in the comments

The online entry form submission is required for bonus entries to count.

QR Code Entry:

Participants may also enter by scanning an official Sweepstakes QR code featured on promotional materials. QR scans will direct users to the Sweepstakes landing page where they may complete their entry submission.

Limit one (1) website entry per person/email address. Sponsor reserves the right to disqualify any entrant attempting to enter multiple times using different identities, email addresses, or devices.

#### 6. Sweepstakes Drawing

One (1) potential winner will be selected in a random drawing conducted on or around June 26, 2026.

Odds of winning depend on the total number of eligible entries received during the Sweepstakes Period.

#### 7. Winner Notification

The potential winner will be contacted via email and/or phone and must respond within forty-eight (48) hours of notification.

Failure to respond within the allotted timeframe may result in forfeiture of the prize and selection of an alternate winner.

Sponsor reserves the right to verify eligibility, including age verification, prior to awarding the prize.



## 8. Prize Details

Grand Prize Package (1 Winner Total)

Winner will receive ONE (1) of the following festival experiences, selected by Sponsor based on availability:

Option A — RockyGrass 2026 Prize Package

- Two (2) 3-Day GA Passes to RockyGrass 2026
- One (1) Camping Pass Package
- Howdy Beer Swag Bag

OR

Option B — Folks Festival 2026 Prize Package

- Two (2) 3-Day GA Passes to Folks Festival 2026
- One (1) Camping Pass Package
- Howdy Beer Swag Bag

Approximate Retail Value (“ARV”) may vary depending on festival ticket pricing and camping package availability.

Prize is non-transferable and may not be redeemed for cash. Sponsor reserves the right to substitute a prize of equal or greater value if necessary.

Winner is solely responsible for all applicable federal, state, and local taxes and expenses associated with prize acceptance and use.

## 9. Publicity Release



Acceptance of the prize constitutes permission for Sponsor to use winner's name, likeness, voice, social handle, photograph, and/or hometown for promotional and marketing purposes without additional compensation unless prohibited by law.

#### 10. Release of Liability

By participating in the Sweepstakes and/or accepting a prize, entrants agree to release and hold harmless Sponsor, Planet Bluegrass, Instagram, Meta, affiliated partners, agencies, officers, employees, and representatives from any claims, damages, injuries, liabilities, losses, or expenses arising from participation in the Sweepstakes or acceptance/use of any prize.

#### 11. General Conditions

Sponsor reserves the right to disqualify any individual found tampering with the entry process or violating these Official Rules.

Sponsor further reserves the right to cancel, suspend, modify, or terminate the Sweepstakes if fraud, technical failures, or any other factor impairs the integrity or proper functioning of the Sweepstakes.

#### 12. Privacy

Information collected through this Sweepstakes may be used for Sweepstakes administration and marketing communications. By entering, participants acknowledge and agree that information submitted, including name and email address, may be shared with Stem Ciders, Howdy Beer, and Planet Bluegrass for promotional and marketing purposes related to this Sweepstakes and future communications.



Participants may opt out of marketing communications at any time through the unsubscribe link included in email communications.

#### 13. Dispute Resolution

This Sweepstakes is governed by the laws of the State of Colorado. Any disputes arising from or related to this Sweepstakes shall be resolved exclusively in the state or federal courts located in Colorado.

#### 14. Instagram Disclaimer

This Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Instagram or Meta. By participating, entrants release Instagram and Meta from any responsibility related to the Sweepstakes.