



Howdy Beer Official Sweepstakes Rules

SUMMER OF HOWDY SWEEPSTAKES

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 Prize 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 State of Colorado
- Be twenty-one (21) years of age or older at the time of entry

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Open to Colorado residents, 21+ only.

Limit one (1) free entry per person during the promotional period. To enter without making a purchase, follow the entry instructions provided during the sweepstakes period.

Receive additional entries through qualifying actions, including:

- Purchasing Howdy Beer at participating on-premise locations
- Engaging with designated Sweepstakes social media posts (e.g., tagging, reposting)

Void outside of Colorado and where prohibited by law. Promotion is subject to all applicable federal, Colorado state, and local laws and regulations. Additional terms, eligibility requirements, and restrictions may apply.



3. Sponsor:

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

Address: 1380 Horizon Ave Unit A, Lafayette, CO 80026

Support Email: hello@wildingbrands.com

4. Sweepstakes Period:

Begins at 12:00 AM MST on April 30, 2026 and ends at 11:59 PM MST on July 23, 2026 (“Sweepstakes Period”).

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

5. How to Enter:

Automated entries are prohibited and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses nor use any device or artifice to enter multiple times or as multiple entrants. Multiple entrants are not permitted to share the same email address.

Should multiple users of the same email account enter the Sweepstakes and a dispute arise regarding the identity of the entrant, the authorized account holder of said email account at the time of entry will be considered the entrant and must comply with these Official Rules.

You may enter by:

- Visiting the official Sweepstakes landing page during the Sweepstakes Period and submitting a completed entry form
- Scanning a QR code from participating locations, marketing materials, or digital channels
- Engaging with designated Sweepstakes social media posts (tagging, reposting, or sharing), in addition to completing the official entry form

Limit one (1) entry per person, per platform (website, social media) and per email address during the Sweepstakes Period.

6. Sweepstakes Drawing:

Three (3) potential winners will be randomly selected on or about the following dates:

- June 4, 2026



- July 10, 2026
- July 24, 2026

Odds of winning depend on the number of eligible entries received.

7. Winner Notification:

Winners will be notified via the email address provided at entry and must respond within forty-eight (48) hours. Failure to respond may result in forfeiture.

Potential winners may be required to complete, sign, and return an affidavit of eligibility, liability release, and publicity release within three (3) days of prize acceptance.

If a winner fails to comply with these requirements, Sponsor may select an alternate winner.

8. Prize Details:

Grand Prize – Howdy Summer Experience (3 total winners):

Each winner will receive:

- Two (2) passes to a Planet Bluegrass Festival
- Two (2) camping pass
- One (1) camping essentials kit including a custom tent, cooler, Howdy Beer, apparel, and branded merchandise

Prize is non-transferable. No cash equivalent or substitution allowed except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value if any portion becomes unavailable.

Winner is responsible for all applicable federal, state, and local taxes and any expenses not specifically stated herein.

Alcohol portion of prize must be claimed in person by the winner, who must present valid government-issued identification confirming age (21+). Alcohol will not be shipped.

Planet Bluegrass and affiliated events are not sponsors of this Sweepstakes.



9. Publicity:

Acceptance of the prize grants Sponsor the right to use the winner's name, voice, likeness, city of residence, and biographical information for advertising and promotional purposes without additional compensation, unless prohibited by law.

10. Release:

By participating and/or accepting the prize, entrants agree to release and hold harmless Howdy Beer, Wilding Brands, and each of their respective affiliates, officers, employees, and agents from any liability arising from participation in the Sweepstakes or use of the prize.

11. General Conditions:

Sponsor reserves the right to disqualify any participant who violates these rules or tampers with the operation of the Sweepstakes.

Sponsor reserves the right to cancel, suspend, or modify the Sweepstakes if fraud, technical failures, or other factors impair the integrity of the promotion.

Sponsor is not responsible for lost, late, incomplete, inaccurate, delayed, or misdirected entries.

12. Privacy:

Personal data collected will be used for Sweepstakes administration and marketing communication purposes. You may opt out of marketing communications at any time.

13. Dispute Resolution:

All disputes shall be governed by the laws of the State of Colorado and resolved exclusively in Denver County, Colorado.