



## CONTEST RULES (the “Official Rules”)

### The Rogers Ticket Giveaway to Taylor Swift | The Eras Tour in Canada (the “Contest”)

These Official Rules govern the Contest. By participating in the Contest, you will be deemed to have read, understood, and agreed to be bound by these Official Rules.

#### 1. WHO ARE THE SPONSORS?

The Contest is sponsored and administered by Rogers Communications Inc. or one of its subsidiaries or affiliates (“**Rogers**”).

Rogers and any co-sponsors of the Contest are referred to collectively or individually as the “**Sponsors**”.

The Contest is in no way sponsored, endorsed or administered by Taylor Swift, Taylor Swift’s agents and representatives, Firefly Entertainment Inc. (the foregoing collectively, the “**Taylor Swift Entities**”), or any of their respective parents, governors, subsidiaries, affiliates, directors, officers, shareholders and agents and each of them is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to Sponsors and not to the Taylor Swift Entities.

This Contest is in no way sponsored, endorsed, administered by or associated with any third party social media or social networking service or site (each a “**Third Party Service**”), including but not limited to Facebook, Instagram and/or X (previously Twitter).

#### 2. WHO IS ELIGIBLE TO ENTER?

To be eligible, you must:

- (a) be a resident of Canada at least 13 years of age as of the date of entry. Entrants who are under the age of majority must have the consent of their parent or legal guardian to participate in the Contest.
- (b) when required, be able to travel to Toronto, Ontario or Vancouver, British Columbia and have any and all required documentation for presentation to Canadian and/or international customs and airport personnel.

Employees, officers, directors, agents, and representatives of the Sponsors, Firefly Entertainment Inc., or any of their respective parents, subsidiaries or affiliates, any prize suppliers, any and all other companies associated with the Contest, a household member of any of the individuals listed above, whether or not related or members of the immediate family (spouse, parent, child, sibling) of the individuals listed above are not eligible to enter.

#### 3. WHEN DOES THE CONTEST START/END?

The Contest starts on August 6, 2024 and ends on November 26, 2024 and is divided into sixteen (16) entry periods (each an “**Entry Period**”) as set out in Appendix A of the Official Rules. All times referenced in these Official Rules are Eastern Times.



#### 4. HOW DO I ENTER THE CONTEST?

No purchase is necessary to enter the Contest. You may only enter using the methods of entry outlined below.

##### (a) **ENTRY VIA CONTEST INVITATION FOR ELIGIBLE ROGERS CUSTOMERS**

For this Contest, an “**eligible Rogers customer**” is a customer (a) who uses or subscribes to a Rogers prepaid plan, a Rogers postpaid consumer mobile plan (including wireless home phone and tablet data plan) or any Rogers or Shaw internet, TV, home phone, home monitoring or satellite plan (business plans excluded); and (ii) whose Rogers consumer account is in good standing and active or (a) whose Rogers mobile number is active.

**Contest invitation:** If you are an eligible Rogers customer at the start of the Contest, you will receive a Contest invitation via email or text (“**Contest Invitation**”) to enter the Contest. If you become an eligible Rogers customer with a new subscription after the start of the Contest, you will receive the Contest Invitation within seven (7) days of becoming an eligible Rogers customer. A Contest Invitation is non-transferable and is valid only for the Rogers customer who receives it.

**To enter the Contest**, you must follow the link in the Contest Invitation to be directed to the Contest entry form; answer the questions and submit the Contest entry form as instructed to earn one (1) entry in the upcoming draw as set out in Appendix A attached to these Official Rules. Limit of one (1) entry per Contest Invitation.

Unless you are selected and confirmed as a winner in a given Entry Period as described in Sections 9 and 10 below, your entry will carry over to any subsequent Entry Period.

If, in any of the Entry Periods, (i) your Rogers account (postpaid/prepaid) associated with your entries becomes delinquent, is suspended or is cancelled or (ii) if the Rogers mobile number associated with your entry becomes inactive, is cancelled or is part of a Rogers account that is not in good standing, you will forfeit the entry earned in the Contest via the Contest invitation. Once your entry is forfeited, you must enter the Contest again using the Mail-in Entry or via a new Contest Invitation you may receive should you restore your status as an eligible Rogers customer, as applicable.

##### (b) **MAIL-IN ENTRY**

To enter the Contest without Contest Invitation, send via regular mail during any of the Entry Periods, 75 words (unique and original) on *why you are a fan* along with your name, address, day and evening telephone numbers, email address, and age, to the attention of **The Rogers Ticket Giveaway to Taylor Swift | The Eras Tour in Canada**, Rogers Communications, 333 Bloor Street E. Toronto, ON Canada M4W 1G9 (“**Mail-in Entry**”).

Up to two (2) Mail-in Entries per person, less any entries earned through the Contest Invitation by having eligible services.

A Mail-in Entry must be received within any of the Entry Periods to be added in the upcoming draw and any subsequent draw thereafter as described in Section 9 below unless you are selected and confirmed being a winner in one of the draws (see Sections 9 and 10 below). Limit of one Mail-in Entry per envelope.

##### (c) **BONUS ENTRIES**

In any Entry Period, the Sponsors reserve the right to offer eligible entrants the opportunity to earn bonus entries through various actions/activities (“**bonus opportunity**”) in addition to the initial entry outlined in Sections 4(a) and 4(b) above. Any relevant information pertaining to such bonus entries will be identified



by the Sponsors at the time of the bonus opportunity by means of promotional materials, website, official social networking pages, or representatives.

## 5. COULD MY ENTRY BE REFUSED OR REJECTED?

Your entry could be refused or rejected if:

- (a) you attempt to enter the Contest in a fashion not authorized by these Official Rules;
- (b) your entry contains false or misleading information, or is late, falsified, illegible, damaged or incomplete or otherwise irregular;
- (c) your entry is submitted using robotic, automated, programmed, or other illicit means; or
- (d) your entry is not in compliance with these Official Rules.

The Sponsors reserve the right to refuse any entry for any other reason as they may determine.

## 6. WHAT ARE THE CONDITIONS OF ENTRY?

By entering the Contest:

- (a) you agree to be bound by these Official Rules and by the decisions of the Sponsors, which decisions are final, binding and conclusive;
- (b) you represent and warrant that: (i) your entry, including any material comprising your entry (e.g. name, user name, profile picture, etc., as applicable) and any material submitted with your entry (e.g. photograph, video, written submission, or other form of submission, as applicable) (all such material, collectively, the “**Entry Material**”) is original to you, (ii) you have all necessary rights in and to your Entry Material to enter the Contest, including the consent of any third parties whose personal information is included in your Entry Material, and (iii) your Entry Material does not contain, depict, include or involve content that is, or could reasonably be considered to be, inappropriate, unsuitable or offensive, as determined by the Sponsors;
- (c) you grant to the Sponsors the irrevocable right to use your Entry Material in any media worldwide and for any purpose related to the Contest (or any similar contest), including the right to use, reproduce, modify, adapt, translate, or create derivative works from, your Entry Material without notification, compensation or additional consideration to you; you understand and agree that your entry, including your Entry Material, will not be returned to you and may be moderated or edited by Rogers as it deems appropriate;
- (d) you waive all claims of moral rights in any use of your Entry Material by Rogers pursuant to the rights granted in these Official Rules;
- (e) you waive and forever discharge the Sponsors, their respective parents, affiliates, and subsidiaries, any other companies associated with the Contest, and all of their respective directors, officers, employees, agents, representatives, licensees, successors and assigns, as well as Taylor Swift Entities, any Third Party Services, (collectively, the “**Releasees**”), and agree to indemnify and hold harmless each of the Releasees, from and against any and all claims, damages or liability, including any costs or losses related to personal injury, death, damage to or loss or destruction of property, arising out of, or in any way related to, (i) your participation in the Contest, (ii) the awarding, receipt, possession, use or misuse of any prize, in whole or in part, including participating in travel or any activity related to the prize, (iii) the use of any Entry Material or Publicity Material (defined below) in accordance with the rights granted in these Official Rules, or (iv) any breach of these Official Rules.

## 7. WHAT ARE THE CONTEST PRIZES?

There is a total of **five hundred and sixty (560)** contest prizes available to be won in the Contest, as follows:

- (a) **Four hundred and eighty (480) Ticket Only Prizes** each having an approximate total retail value of up to CDN\$1,000 and consisting of two (2) concert tickets to attend one of the Taylor Swift The Eras



Tour concert events in either Toronto or Vancouver. There is no transportation to and from the concert location included and all costs associated with the use of a Ticket Only Prize are at the winner's expense.

- (b) **Eighty (80) Grand Prizes including tickets and travel component option ("Travel Option")** each having an approximate total retail value of \$3,500 and consisting of:
- two (2) concert tickets each (total retail value of up to CDN\$1,000) to attend one of the Taylor Swift The Eras Tour concert events in either Toronto or Vancouver;
  - round-trip economy air transportation for the winner and one (1) guest (collectively, the "Travellers") from the airport within Canada closest to the winner's residence to selected concert location (as determined by the Sponsors) on travel dates to be determined by the Sponsors.
  - one (1) night double occupancy hotel accommodation (Toronto Marriott City Centre hotel in Toronto and hotel in Vancouver selected at the discretion of the Sponsors). Due to the nature of the prize, no alternate travel dates are available other than those determined by the Sponsors. Travel option is valued at approximately two thousand five hundred dollars (CDN \$2,500). Actual value may vary based on prize particulars, including but not limited to the departure city and concert location.

There are thirty-five (35) prizes available to be won per Entry Period including five (5) Grand Prizes (Tickets and Travel Option). In each Entry Period, such Grand Prizes will be awarded in accordance with the order of the draw to the first five (5) potential winners in that Entry Period having their residence more than one thousand (1,000) kilometers from the selected concert location as determined by the Sponsors at their sole discretion.

Any potential winner of a Ticket Only Prize, notwithstanding the distance between their residence and the selected concert location, will be solely responsible for any costs of transportation to and from the concert location along with all other costs in connection with the use of the Ticket Only Prize, and no additional compensation whatsoever will be awarded.

If, in a given Entry Period, there are not up to five (5) potential winners who reside more than one thousand (1,000) kilometers from the concert location as determined by the Sponsors, then only Ticket Prizes will be awarded. Any Travel Option that is not awarded in a given Entry Period will be carried forward to the next Entry Period.

The Sponsors are under no obligation to award any Ticket Only Prize or any Grand Prize that would not have been awarded over the course of the Contest.

- (c) The following conditions apply to each concert ticket awarded in this Contest:
- (i) The concert location will be determined by the Sponsors at their sole discretion based (i) on the winner's residence and (ii) the availability of concert tickets for each concert location throughout the Contest.
  - (ii) No responsibility is assumed by the Sponsors for any other factor beyond their reasonable control, or for a canceled, delayed, or re-scheduled concert for any reason whatsoever. The Sponsors are not responsible in the event the winner and/or guest are refused entry to the concert location for whatever reason and any unused portion of the prize will be forfeited.
  - (iii) Admission and use of concert tickets are subject to compliance with all applicable laws, by-laws, regulations, terms and conditions by ticket issuer and facility rules; failure to comply may result in non-admission or expulsion.

- (d) The following terms and conditions apply to each Travel Option awarded in this Contest:
- I. Travellers are required to complete travel as advised by the Sponsors. The Travel Option is not eligible for frequent flyer miles. All bookings and/or reservations are subject to availability at the

time of booking. Once reservations are made, they cannot be changed, unless otherwise determined by the Sponsors or prize suppliers.

- II. Each Traveller must have reached the age of majority in his or her province or territory of residence, unless accompanied by a parent or legal guardian.
- III. Travellers may be required to present a valid major credit card upon check-in at the destination to cover any expenses above and beyond the standard room charge.
- IV. If the winner elects to travel without a guest, no additional compensation will be awarded under any circumstances.
- V. Travel tickets are subject to certain terms and conditions as specified by issuers. Blackout dates may apply (as advised by the Sponsors).
- VI. Travellers are responsible for: transportation to and from originating airport; travel and medical insurance; travel documentation; any and all applicable taxes; and any additional expenses not specifically included in the Travel Option.
- VII. Releasees are not responsible for any cancellations, alterations, delays, diversions or other changes to the trip itinerary, any costs or expenses incurred as a result of any changes to the trip itinerary, or any damages, loss or liability in the event any Traveller is denied the ability to travel, whether due to airport restrictions or otherwise.
- VIII. The Sponsors and prize suppliers have the right to disqualify or remove any Traveller from any activity at any time if they are at any point uncooperative, disruptive, abusive, unobservant of applicable rules, laws or regulations, or likely to cause or has caused damage to person, property, or the reputation of the Sponsors or prize suppliers.

## **8. ARE THERE ANY PRIZE CONDITIONS?**

All prize particulars will be determined by the Sponsors in their sole discretion. In addition to any prize conditions provided elsewhere in these Official Rules, any prize awarded in the Contest is subject to the following conditions:

- (a) Prize value in these Official Rules is approximate only. You will not be compensated if actual prize value is lower than the value quoted in these Official Rules;
- (b) The Sponsors reserve the right, in their sole discretion, to substitute a prize, in whole or in part, with a prize or prize component of equal or greater value if the prize or any component thereof cannot be awarded for any reason.
- (c) In the event any of the concert events are cancelled for any reason whatsoever, the ticket prize shall be deemed fulfilled and will not be substituted, except in the sole discretion of the Sponsors.
- (d) The prize must be accepted as awarded and may not be transferred or resold, unless otherwise determined by the Sponsors. The prize may not be exactly as advertised. The prize is provided "as is" without representation or warranty of any kind by the Sponsors; and
- (e) Any unused portion of the prize, including Trip Prizes and Travel Options, once awarded, will be deemed forfeited. A prize will not be replaced if lost, destroyed, mutilated or stolen or in the case of a Travel Option, will not be replaced if not taken for any reason.

## **9. HOW WILL THE POTENTIAL WINNER(S) BE SELECTED?**

On each Draw Date as set out in Appendix A of these Official Rules at about 11:00 a.m. at the offices of Rogers Communications, 333 Bloor Street E., Toronto ON Canada M4W 1G9, a representative duly mandated by Rogers will conduct random draws from all eligible entries received in the corresponding Entry Period to select potential winners as set out in Appendix A of these Official Rules. Entrants not being selected as potential winners will have all their entries carried forward to next draw.

Selected entrants will be notified using the information provided at the time of entry. In the event a potential winner does not respond to such notification within two (2) business days, declines a prize for any reason, or does not meet the requirements set forth in these Official Rules, as determined by the Sponsors in their sole discretion, the potential winner will be disqualified and, time permitting, an alternate potential winner may be randomly selected from among remaining eligible entries.



If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more selected entrants than contemplated in these Official Rules, there will be a random draw amongst all eligible prize claimants to award the correct number of prizes.

#### **10. HOW CAN A POTENTIAL WINNER BECOME A WINNER?**

Before being declared a winner, a potential winner must:

- (a) correctly answer, without assistance, a time-limited, mathematical skill-testing question to be administered by the Sponsors;
- (b) be in compliance with these Official Rules; sign and return, and cause a winner's guest to sign and return, as a pre-condition to participation in the prize, within any designated time period, a release of liability and consent to publicity form (the "**Release Form**") and any other documentation as reasonably required. If the potential winner is a minor or any guest is a minor, their parent or legal guardian will be required to sign and return such documentation on behalf of the minor; and
- (c) at the request of the Sponsors, provide proof of identification to confirm eligibility or to claim a prize, or provide proof that they are the authorized account holder of any account associated with the selected entry.

#### **11. WHAT ARE THE ODDS OF WINNING A PRIZE?**

The odds of winning depend on the number of eligible entries received in each Entry Period.

#### **12. HOW DO I CLAIM A PRIZE?**

Once a potential winner is confirmed as a winner, prize distribution will be promptly coordinated. If a winner fails to take delivery of the prize as instructed, the prize will be deemed forfeited.

#### **13. WILL I APPEAR IN ANY PUBLICITY IF I AM A WINNER?**

If you are a winner, the Sponsors may require you to appear in publicity related to the Contest or to any similar contest. By accepting a prize you:

- (a) grant to the Sponsors the irrevocable right to record, photograph or otherwise capture or document you, your likeness, your voice, or any statements you make regarding the Contest or the prize, by any available means;
- (b) agree that any such captured material, together with your biographical information, such as name or place of residence, or your Entry Material (collectively, all such materials, the "**Publicity Material**") may be used by the Sponsors or their licensees, successors, or assigns (collectively, the "**Publicity Parties**") in any media, whether now known or later devised, worldwide and in perpetuity, for advertising or promotional purposes related to the Contest or any similar contest. Any such use of the Publicity Material may include the reproduction, modification, adaptation, translation or creation of derivative works from your Entry Material;
- (c) acknowledge that the Publicity Parties shall not be required to compensate you, notify you, or request your permission in connection with their use of any Publicity Material, unless otherwise prohibited by law; and
- (d) waive any rights that you may have or that may otherwise exist in connection with any use of the Publicity Material by any of the Publicity Parties, including any moral rights in any such Publicity Material.

#### **14. HOW WILL MY PERSONAL INFORMATION BE COLLECTED, USED AND DISCLOSED?**

By entering the Contest, you consent to Rogers' collection, use and disclosure of your personal information for purposes of administering the Contest. Your personal information will be used in accordance with these Official Rules.



By entering the Contest, you also acknowledge that your personal information will be shared with carefully selected third parties or vendors for the purpose of administering the Contest.

Rogers will handle your personal information in accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA), and where applicable the Privacy Policy, available at [www.rogers.com/support/privacy](http://www.rogers.com/support/privacy) (the “**Rogers Privacy Policy**”).

Your personal information will be shared with a third party or vendor in the following circumstances:

- (a) for the purpose of administering the Contest;
- (b) to receive commercial emails or other communications of a commercial nature (collectively, “**Commercial Communications**”) from the Sponsors or other parties. You may opt out of receiving Commercial Communications at any time;
- (c) to coordinate the fulfillment or provision of the prize with a prize supplier; and
- (d) to any interested party, such as an entity who is released from liability, if you have been asked to sign and return a Release Form or other documentation in accordance with these Official Rules.

Your personal information will also be shared with third parties if permitted or required by law, or with your consent.

**ROGERS’ DISCLOSURE OF YOUR PERSONAL INFORMATION TO ANOTHER PARTY WILL CAUSE YOUR PERSONAL INFORMATION TO BE SUBJECT TO THAT PARTY’S PRIVACY POLICY AND PRACTICES.**

#### **15. HOW DO THE RELEASEES LIMIT THEIR LIABILITY?**

The Releasees assume no liability for the following:

- (a) stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, jumbled, or garbled entries, transmissions, email, mail, or other communications;
- (b) any error, omission, interruption, defect or delay in transmission, processing, or communication;
- (c) failures or malfunctions of, or difficulties with, computer hardware or software, telephones, telephone lines, telephone systems, or network, cable, satellite, server, or website connections;
- (d) printing, typographical, or other errors appearing within these Official Rules, in any Contest-related advertisements, or in Contest-related materials;
- (e) incorrect or inaccurate information, including where caused by website users, tampering, hacking, or by any equipment or programming associated or used in connection with the Contest;
- (f) injury or damage to any computer or other device resulting from or otherwise related to participation in the Contest, the use of any website, or the downloading or accessing of any materials;
- (g) anyone being incorrectly or mistakenly identified as a winner or potential winner; and/or
- (h) any other errors, problems or difficulties of any kind, whether human, mechanical, electronic, or otherwise, relating in any way to the Contest, including those errors, problems or difficulties that may relate to the administration of the Contest, the processing of entries, the advertising of the Contest, the announcement of any prize or prize winner, or the cancellation or postponement of any event.

#### **16. WHAT LAWS APPLY TO THE CONTEST?**

The Contest is subject to applicable federal, provincial and municipal laws and regulations. Any attempt to undermine the legitimate operation of the Contest may be a violation of criminal or civil laws. Should any such attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law. For residents of Québec, these Official rules have been made available in English after a French version thereof has been presented to entrants.

#### **17. CAN THE SPONSORS CANCEL OR AMEND THE CONTEST?**



The Sponsors reserve the right, in their sole discretion, to cancel, modify, or suspend the Contest or amend these Official Rules at any time, for any reason whatsoever. You may not amend these Official Rules in any way.

**18. COULD THE SPONSORS DISQUALIFY OR BAN SOMEONE FROM A CONTEST?**

The Sponsors reserve the right, in their sole discretion, to disqualify any entrant from the Contest, or prevent any entrant from future participation in a contest, that has:

- (a) resold or attempted to resell a prize, in whole or in part;
- (b) tampered with or attempted to tamper with, or undermined or attempted to undermine, the legitimate operation of the Contest and/or the Contest Website;
- (c) provided false or misleading information;
- (d) acted in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any person; and/or
- (e) otherwise violated these Official Rules.

**19. WHAT HAPPENS IF THESE OFFICIAL RULES CONTRADICT OTHER CONTEST MATERIALS?**

In the event of any discrepancy or inconsistency between these Official Rules and disclosures or statements made by the Sponsors or appearing in other Contest-related materials, these Official Rules shall govern.

**20. WHAT HAPPENS IF PART OF THESE OFFICIAL RULES BECOMES UNENFORCEABLE OR DOES NOT APPLY?**

If any part of these Official Rules is legally unenforceable or inapplicable, then that part will be deemed invalid; however, the remainder of these Official Rules will otherwise continue to be legally binding.





## APPENDIX A – CONTEST SCHEDULE

#	Entry Period starting at 12:01 a.m. ending at 11:59 p.m.	Number of Prizes to be awarded	Draw Date
1.	August 6, 2024 to August 11, 2024	35	Monday, August 12, 2024
2.	August 12, 2024 to August 18, 2024	35	Monday, August 19, 2024
3.	August 19, 2024 to August 25, 2024	35	Monday, August 26, 2024
4.	August 26, 2024 to September 1, 2024	35	Tuesday, September 3, 2024
5.	September 2, 2024 to September 8, 2024	35	Monday, September 9, 2024
6.	September 9, 2024 to September 15, 2024	35	Monday, September 16, 2024
7.	September 16, 2024 to September 22, 2024	35	Monday, September 23, 2024
8.	September 23, 2024 to September 29, 2024	35	Tuesday, October 1, 2024
9.	September 30, 2024 to October 6, 2024	35	Monday, October 7, 2024
10.	October 7, 2024 to October 13, 2024	35	Tuesday, October 15, 2024
11.	October 14, 2024 to October 20, 2024	35	Monday, October 21, 2024
12.	October 21, 2024 to October 27, 2024	35	Monday, October 28, 2024
13.	October 28, 2024 to November 3, 2024	35	Monday, November 4, 2024
14.	November 4, 2024 to November 10, 2024	35	Tuesday, November 12, 2024
15.	November 11, 2024 to November 17, 2024	35	Monday, November 18, 2024
16.	November 18, 2024 to November 26, 2024	35	Wednesday, November 27, 2024