

# 2025 Spruce Meadows PetFest Super Experience - Contest Rules (the "Rules")

## PROMOTION PERIOD:

1. The Spruce Meadows PetFest Super Experience Contest (the "Promotion") starts at 12:00 AM MT on Saturday, February 1, 2025, and ends at 12:01 AM MT on Tuesday, April 1, 2025 (the "Promotion Period").

## ELIGIBLE PARTICIPANTS:

2. The Promotion is open to residents of Canada (excluding Quebec) who are 18 years of age or older. Directors, officers, or employees of Spruce Meadows, its agents or affiliates, or any other entities associated with this Promotion, as well as members of their households, are not eligible to participate.
3. Proof of residency may be required to confirm eligibility.
4. Must attend the Spruce Meadows PetFest between April 11 - 13, 2025;

## HOW TO ENTER:

4. Entries must be submitted by 12:01 AM MT on Tuesday, April 1, 2025, to qualify. Each person may submit only one entry.
5. There is no purchase necessary to enter the Contest. Individuals may enter during the Contest Period using the methods outlined below. No entries will be accepted by any other means.
  - To enter the contest, you must agree to the Spruce Meadows Ticket Terms & Conditions ([https://www.sprucemeadows.com/tickets/ticket\\_terms.jsp](https://www.sprucemeadows.com/tickets/ticket_terms.jsp)) located on the Spruce Meadows website.
6. NO PURCHASE NECESSARY. You may enter the Contest without purchase by sending an email to [information@sprucemeadows.com](mailto:information@sprucemeadows.com) including (i) an original fifty (50) word essay, written by the entrant, about why you would like to attend Spruce Meadows PetFest; and (ii) the entrant's name, age, phone number, and confirmation of agreement to these Rules.

Although online access and an e-mail account are required in order to participate, no purchase is required in order to enter the Contest. Many public libraries, retail businesses and others offer free access to computers and a number of Internet service providers and other companies offer free e-mail accounts.

7. Regardless of method of entry, each eligible entry received by Spruce Meadows during the Contest Period will qualify as one (1) entry into the Contest. There is a limit of one (1) entry per entrant per day throughout the Contest Period. If duplicate entries are received from any entrant, the entries in excess will be discarded.

#### **THE PRIZE:**

7. One (1) winner will each receive a PetFest Super Experience for them and up to seven (7) guests during their attendance at PetFest (April 11 – 13, 2025). PetFest Super Experience includes: reserved seating around the demonstration ring (held under the start of each demonstration in both the Equi-Plex & Riding Hall); private animal meet and greet; \$100 Food Voucher; Prize Pack, four (4) tickets to EPIC Weekend at the 'North American' (Saturday, July 5).
8. Approximate retail value of the prize package is \$350 CAD.
9. Prize pack will be available for pick up the chosen day of attendance (between April 11 – 13, 2025).
10. Prize is non-transferable, must be accepted as awarded, and cannot be redeemed for cash.

#### **WINNER SELECTION AND NOTIFICATION:**

11. Winners will be randomly selected from all eligible entries on April 1, 2025.
12. Selected participants will be notified via email or phone. To be declared a winner, participants must:
  - Correctly answer a time-limited, mathematical skill-testing question.
  - Confirm eligibility and comply with these Rules.
  - Complete and return a declaration and release form as required.
13. If a selected entrant cannot be contacted, fails to correctly answer the skill-testing question, or does not comply with these Rules within 72 hours of being contacted, the prize will be forfeited, and an alternate winner will be selected.

#### **GENERAL CONDITIONS:**

14. All entries become the property of Spruce Meadows. By entering, participants agree to abide by these Rules and accept the decisions of Spruce Meadows as final.
15. Winners consent to the use of their names for promotional purposes by Spruce Meadows without additional compensation.

16. Spruce Meadows is not responsible for technical or online issues that may affect entry submission.
17. Spruce Meadows reserves the right to withdraw, amend, or terminate the Promotion at any time without prior notice, subject to applicable laws.
18. This Promotion is governed by the laws of Alberta, and any disputes shall be adjudicated in Calgary, Alberta.

For more information, contact Spruce Meadows at 403-974-4200 or visit Spruce Meadows at 18011 Spruce Meadows Way SW, Calgary, Alberta.

**Good luck!**