



"The LEGO® World Parade Prize Pack Promotion"

## **PROMOTION TERMS AND CONDITIONS**

("Official Terms and Conditions")

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

### **BY ENTERING YOU AGREE TO THE FOLLOWING RULES:**

#### **1. Sponsor**

The Promotion is being conducted by LEGOLAND CALIFORNIA, LLC, a Delaware limited liability corporation (the "Sponsor"), located at One Legoland Drive, Carlsbad, CA 92008 (a member of the Merlin Entertainments Group ("Merlin")).

#### **2. Eligibility**

"The LEGO World Parade Prize Pack Promotion" (the "Promotion") is open to legal residents of fifty (50) United States states and the District of Columbia of any age, but a person at least eighteen (18) years old at the time of entry is required to redeem the ticket prize. Individuals who are or were employees of Sponsor, or its affiliates, manufacturers, sales representatives, subsidiaries or parent companies, advertising/sales promotion agencies, or judging organizations since May 1, 2024 as well as the immediate family (spouse, parents, siblings, and children) and/or those living in the same household of each are not eligible to redeem the tickets contained in the Prize. The Promotion is subject to federal, state, and local laws and regulations. Void where prohibited.

#### **3. Agreement to Official Terms and Conditions**

Participation in the Promotion constitutes Entrant's full and unconditional agreement to and acceptance of these Official Terms and Conditions and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon being compliant with these Official Terms and Conditions and fulfilling all other requirements set forth herein.

#### 4. Promotion Entry Period

The Promotion Entry Period begins on Friday May 17, 2024 as soon as each location opens, and will end on Friday May 17, 2024 once all Prize Packs (as defined below) are located or at 4:00 PM Pacific Time, whichever is earlier (the "Promotion Entry Period"). As part of the Promotion, twenty-five (25) individual prize boxes ("Prize Packs") will be hidden at various locations and each will contain prizes for consumption and redemption. The Prize Packs will also contain instructions that must be followed in order to fully redeem all prizes, specifically the tickets. The Prize Packs will be discoverable only on Friday May 17, 2024, and will then be retrieved by Sponsor. However, the tickets contained in the Prize Pack will be redeemable for entry to the Legoland California theme park on May 24, 2024, the debut of the World Parade. The tickets will not be redeemable for any other date. Tickets will be linked to the Entrant/winner/redeemer, and will NOT be transferrable. The Entrant/winner/redeemer must be present on May 24, 2024, in order for others in his/her party to enter the park.

Attempts to redeem the Prize Packs and prizes contained in them before or after the Promotion Entry Period will be disqualified. Prize redemptions will be accepted through and including May 23, 2024.

#### 5. How to Play

The following rules apply to all entries:

Duplicate or multiple entries from an Entrant will automatically disqualify them from the Promotion.

By entering the Promotion, each Entrant (on behalf of him/herself and his/her minor child/children as appropriate or others in his/her party) also releases Meta, Instagram, Twitter, Sponsor, and each of their affiliates, representatives, subsidiaries or parent companies from all liability arising from his/her entry or participation in the Promotion and, the winner, in utilization of the Prize, agrees to sign any additional documentation and agrees is authorized to sign on behalf of others in his/her party which Sponsor may reasonably request addressing this or any other Promotion rules. Sponsor reserves the right to request from any Entrant additional documentation it reasonably believes is necessary to validate any entry or award any prize.

Sponsor will not be responsible for incomplete, lost, late, post-due, misdirected, copied, transferred, illegible redemptions or entries or for failure to receive entries or redemptions due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. Any questions regarding the number of entries submitted or the owner of an email

account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Promotion.

#### 6. Prize Redemption

Through the Promotion Entry Period, Entrants who locate the hidden Prize Packs will be eligible to redeem the Prize contained therein. In order to redeem the Prize, the Entrant to this promotion must follow certain instructions and agree to these Official Terms and Conditions, and any other instructions provided by Sponsor. By participating, Entrants agree to be bound by the Official Terms and Conditions and the decisions of Sponsor, which shall be final and binding in all respects. Odds of winning a Promotion Prize depend on finding a hidden Prize Pack during the Promotion Entry Period.

#### 7. Winner Notification

Winners are those Entrants who find a Prize Pack and follow the instructions to redeem the Prize. Failing to follow the instructions, failing to notify Sponsor, or failing to notify Sponsor in the manner prescribed, will deem an Entrant ineligible.

Each potential Prize winner will be required to complete, electronically sign, and submit a *Certificate of Eligibility* within five (5) days of the date notice or attempted notice is sent (or less if within five days of the World Parade), in order to claim his/her prize. If a potential winner cannot be contacted or fails to submit the Certificate of Eligibility within the required time period (if applicable), potential winner forfeits Prize. Potential winners must continue to comply with all terms and conditions of these Official Terms and Conditions, and winning and redemption is contingent upon fulfilling all requirements. In the event that a potential winner or redeemer is disqualified for any reason, at Sponsor's sole discretion Sponsor may award the applicable prize to an alternate winner.

#### 8. Prizes

Twenty-five (25) Prize Packs will be available to be discovered as detailed below:

The contents of the Prize Packs will be:

- One (1) 4 Pack of Tickets<sup>1</sup> to LEGOLAND® California;
- LEGO box set;
- LEGO treasure chest;

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<sup>1</sup> Subject to all of the standard terms and conditions for admission to LEGOLAND® California which can be viewed at [Legal Notice | LEGOLAND California Resort](#). Blackout dates may apply. Valid only on May 24, 2024. Subject to redemption only by the Prize Winner.

- One (1) engraved golden brick;
- One (1) LEGO set representing a pirate float (or similar); and
- Instructions on accessing terms and conditions, and redeeming the tickets.

Prior to redeeming and using the Tickets, the Prize Winner and his/her guests over the age of 18 must show a government issued photo ID and complete and execute a Liability/Publicity Release contained in the Certificate of Eligibility. A parent or legal guardian must complete and execute a Liability/Publicity Release on behalf of all guests under the age of 18.

Airfare or any other transportation and incidentals are not provided.

The Approximate Retail Value ("ARV") of each of the twenty-five Prize Packs is \$366.00 USD. The ARV of all Promotion prizes is \$9,150.00 USD.

#### 9. General Conditions

In the event that the operation, security, or administration of the Promotion is impaired in any way for any reason, including, but not limited to fraud, virus, bug, worm, unauthorized human intervention or other technical problem, or in the event the Promotion is unable to run as planned for any other reason, as determined by Sponsor in its sole discretion, the Sponsor may, in its sole discretion, either (a) suspend the Promotion to address the impairment and then resume the Promotion in a manner that best conforms to the spirit of these Official Terms and Conditions or (b) terminate the Promotion and, in the event of termination, award the prize at random from among the eligible, non-suspect entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Terms and Conditions or in an unsportsmanlike or disruptive manner. Any attempt by any person to damage the website or undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages (including attorney's fees) and any other remedies from any such person to the fullest extent permitted by law. Failure by the Sponsor to enforce any provision of these Official Terms and Conditions shall not constitute a waiver of that provision. Sponsor reserves the right to refuse entry to any person seeking to enter the LEGOLAND California theme park or disqualify any Prize Pack winner or redeemer, for any reason, in its sole discretion.

#### 10. Release and Limitations of Liability

By participating in the Promotion, Entrants agree to indemnify, release and hold harmless Meta, Instagram, Twitter, the Sponsor, and each of their respective parents, subsidiaries, affiliates, advertising and promotion agencies, other companies associated with the Promotion, and each of their respective officers, directors, employees, shareholders, representatives, and agents (the Released Parties) from and against any claim or cause of action arising out of participation in the Promotion or receipt or use of the prize (including any travel or activity related thereto), including, but not limited to: (a) any technical errors associated with the Promotion, including lost, interrupted or unavailable Internet Service Provider (ISP), network, server, wireless service provider, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone, cellular tower or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (b) unauthorized human intervention in the Promotion; (c) mechanical, network, electronic, computer, human, printing or typographical errors; (d) application downloads, (e) any other errors or problems in connection with the Promotion, including, without limitation, errors that may occur in the administration of the Promotion, the announcement of the winner, the incorrect downloading of the application, the processing of entries application downloads or in any Promotion-related materials; (f) injury, death, losses or damages of any kind, to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrants' participation in the Promotion or acceptance, receipt or misuse of the prize (including any travel or activity related thereto); (g) a breach of these Official Terms and Conditions, including, but not limited to, failing to secure permission from members of the Entrant's party to use their name and/or likeness for promotional purposes; or (h) infringement of third-party intellectual property rights. Entrant further agrees that in any cause of action, the Released Parties liability will be limited to the cost of entering and participating in the Promotion, and in no event shall the Entrant be entitled to receive attorney's fees. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Entrant acknowledges that the promotion is in no way sponsored, endorsed, or administered by, or associated with Instagram.

Participation in the Promotion constitutes permission (except where prohibited by law) to use each Winner's name, likeness, biographical information, photographs, and any statements or remarks made about winning or participating in the Promotion for advertising and promotional purposes (in any medium) without additional compensation. Redemption of the tickets in the Prize Pack is also conditioned upon a winner or redeemer

executing a Waiver and Release permitted Sponsor to use his/her and the other members in his/her party entered the park with them their name, likeness, biographical information, photographs, and any statements or remarks made about winning or participating in the Promotion for advertising and promotional purposes (in any medium) without additional compensation. Entrants acknowledge and agree that Sponsor may share any and all information concerning persons over the age of 14 collected through the Promotion from time to time with their subsidiaries, parent companies, or other affiliated companies. Sponsor may verify that the Winners are qualified.

#### 11. Disputes

Except where prohibited, each Entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Florida. Each entrant waives any objection to improper venue or *forum non conveniens*. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Terms and Conditions, Entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of Florida, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than Florida.

#### 12. Privacy

Information collected from Entrants is subject to Sponsor's privacy policy which may be found at: [Privacy Policy | LEGOLAND California Resort](#)

#### 13. Rules and Winner List

To obtain a complete copy of the Official Terms and Conditions and Regulations or the names of the Winners send a self-addressed, stamped envelope to:

LEGOLAND CALIFORNIA, LLC, One Legoland Drive, Carlsbad, CA 92008

Please specify whether you want a copy of the Rules and Regulations or the names of the Winner.