



PEPSI® Tailgating Sweepstakes Official Rules

Promotional Period: Monday, September 29, 2025, through Monday, October 27, 2025

Promotion Administrator: Hamburg Gaming is responsible for overseeing the awarding of all offers, gifts, or prizes pertaining to this promotion and whose decisions will be considered final in regard to all matters related to this promotion. Hamburg Gaming is the sponsor and administrator of this promotion. PepsiCo., Inc. is a promotional partner (together Pepsi and Hamburg Gaming are the "Promotion Entities"). For first name and city of residence of winners (if applicable), send Self Addressed Stamped Envelope within 30 days of promotion to: Promotion Winner Confirmation, 5820 South Park Ave, Hamburg, NY 14075. Please specify promotion name and date.

Eligibility: Valid photo ID required. This promotion is open to all members of Hamburg Gaming's Lucky North Club, who are 18 years old or older and abide by the rules and regulations of the Lucky North Club. Employees of the Promotion Entities; its/their subsidiaries and affiliates; people key licensed or employed by the New York State Gaming Commission; vendors directly associated with this promotion, their subsidiaries, affiliates and agencies; and any immediate family members residing in the same household of any of the foregoing individuals are ineligible to participate in the program. Any licensee, registrant, contractor, subcontractor, consultant, officer, or employee of a contractor, subcontractor, licensee, registrant or consultant, that is directly involved in the operation or observation of New York State video gaming or New York State video gaming promotions, or the processing of New York State video gaming prize claims or payments is ineligible to participate in the promotion. All federal, state and local rules and regulations apply. Voids were prohibited or restricted by law.

Method of Entry:

Monday Drawing: Once per promotional day from September 29th, 2025, through Monday October 27th, 2025, guests that purchase a Pepsi® product at one of Hamburg Gaming's food locations may bring their receipt to Lucky North Rewards during its hours of operation to receive a drawing entry to place in the drawing drum. Max one redemption per promotional day. Each Monday night, starting October 6, 2025, at approx. 8pm, Three (3) names will be drawn from the drum. In the order that the names were drawn guests will win the following:

- 1st – Pepsi® products bundle
- 2nd – Pepsi® products bundle
- 3rd – Pepsi® tailgating bundle

One additional bonus entry may be printed from any gaming machine daily between the hours of 8am – 4am every Sunday, Monday and Thursday during the promotional period.

Finale Drawing: The finale drawing will take place on October 27th, 2025, at approx. 8pm. Four (4) names will be drawn from the drawing barrel. In the order that the names were drawn, guests will win the following:

- 1st name selected will receive a Pepsi® products bundle
- 2nd name selected will receive a Pepsi® products bundle
- 3rd name selected will receive a Pepsi® tailgating bundle

- 4th name selected will receive a new Premium Grill.

Drawing Method: Each Monday night at approximately 8:30pm starting October 6, 2025, through October 27th, 2025, three physical entries will be drawn from the drawing drum. Those names drawn will win prizes based on the order that they are drawn from the drum as outlined within Method of Entry.

Prizes: Pepsi® product bundle (Pepsi Zero Sugar 12pack & Lay's® Variety Pack), Pepsi tailgating swag (Branded Cooler, Speaker, Tumbler Bucket Hat & Sunglasses.), Premium Grill

For the October 6, 13, 20, & 27th 2025 drawings the winners will have 48 hours to claim their prize. If a prize is not claimed, then additional name(s) will be pulled from the barrel the following Friday at 8pm.

- If drawing winner does not claim within the 48 hours additional name(s) will be drawn from the barrel at approx. 9pm the following Wednesday. The newly drawn winner(s) will have 48 hours from the time of the additional drawing to claim their prize. This process will repeat until we have a winner.

Restrictions:

Terms may be altered or cancelled at the property's discretion upon notification to the New York State Gaming Commission.

Drawing Barrel will not be emptied after each drawing.

The Pepsi product must be purchased at Hamburg Gaming Food and Beverage location, and receipt brought to Lucky North Rewards to receive an entry.

Terms and Conditions: Promotion does not apply to any racing wagering activity tracked through the use of a Lucky North Card or otherwise. In drawings where multiple winners are selected (including alternates chosen in case of disqualification), final prize positioning shall be based on the order drawn. No duplicates, reproductions or facsimiles will be accepted. The Promotional Entities reserve the right to delay promotion engagement (including drawings) due to unforeseeable issues, until such time as the promotion may proceed. In drawings where prize awards are dependent upon the winner being present within a specific time frame, the "present" time period shall begin from the initial winner announcement. Participants also agree to release, discharge, indemnify and hold harmless the Promotional Entities, vendors associated with this promotion, and the respective officers and employees of these entities, including PepsiCo, Inc., Pepsi-Cola Company and its bottlers, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, or participation in this promotion. Any person attempting to defraud or in any way tamper with the promotion mechanics and/or implementation will be declared ineligible and may be prosecuted to the full extent of the law. The Promotional Entities reserve the right to make changes in the rules of this promotion, facilitate manually, or cancel all or any part of it and not award any offer, gift, or prize for any reason at any time without prior notice. By participating, guests agree to be bound by these Official Rules and the decisions of the Promotional Entities and waive any right to claim ambiguity in the promotion or these Official Rules. This promotion is subject to all applicable federal, state and local laws.

Valid identification must be presented prior to receiving any offer, gift, or prize related to this promotion. Winners of prizes are subject to all restrictions, expiration dates and liabilities appearing in these rules. Winners may be subject to verification to ensure compliance with these official rules prior to receiving any prize related to this promotion. Any violation of these official

rules may result in prizes being withdrawn or void. Winners may be required to complete, execute and return an Affidavit of Eligibility/ Release of Liability, a Publicity Release, and a completed IRS W-9 form prior to receipt of a prize. Failure to return all required documents may result in the winner being disqualified and an alternate winner being selected. No substitution for any offer, gift, or prize relating to this promotion will be permitted unless otherwise stated in these official rules. If necessary, due to unavailability, an item of equal or greater value may be awarded at the discretion of the sponsor. Any offers, gifts, or prizes relating to this promotion are non-transferable, assignable or redeemable for cash, unless otherwise stated. Participation in this promotion and acceptance of any offers, gifts, or prizes pertaining to this promotion constitutes permission for sponsor to use the participant's name, photograph, likeness, statements, biographical information, voice and residence address (city and state), in all forms of media, in perpetuity, without notice or compensation.