

OFFICIAL RULES

2024 CRAFT THE FUN COCKTAIL CHALLENGE *PRESENTED BY DEEP EDDY VODKA*

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. NO PURCHASE OR CONSUMPTION OF ALCOHOL IS REQUIRED TO ENTER OR WIN.

The Craft the Fun Cocktail Challenge presented by Deep Eddy Vodka Cocktail Contest (the “Contest”) is sponsored by Heaven Hill Sales Co. and Chilled Media (each individually a “Sponsor”, and collectively the “Sponsors”).

By registering for or entering the Contest, you acknowledge and agree that Sponsor(s), their affiliates, agents and assignees have full permission and authority to use, publish and display your name, voice, photograph or other likeness, and biographic information, as well as your cocktail name, cocktail recipe, and/or a photograph or other image or depiction of your cocktail for advertising, marketing, publicity or any other commercial or noncommercial purpose(s), including but not limited to press, social media, digital media and/or activation, and any other promotional activation for Deep Eddy Vodka or other Sponsor products.

CONTEST ELIGIBILITY

- Entrants must be a lawful permanent resident or citizen of the United States, including the District of Columbia, twenty-one (21) years of age or older at the time of entry. An entry may only be submitted by a single individual and all prizes will only be awarded in the entrant’s name.
- The Contest is not open to employees, owners, officers, members, or directors of, or any immediate family member (*e.g.*, spouses, parents, siblings, children and each of their respective spouses) or person living in the households of: (a) a Sponsor or parent, subsidiary, or affiliated company of a Sponsor; (b) any state or federal alcohol agency, board, or commission, or (c) any licensed beverage alcohol retailer, distributor, wholesaler, or supplier, or a parent, subsidiary, affiliate, agent, or advertising or promotional agency of such a retailer, distributor, wholesaler, or supplier.
- The Contest is: (a) governed by these Official Rules; (b) void for residents of Alabama, Indiana, Maryland, Mississippi, North Carolina, Utah, Vermont, Virginia, West Virginia, Puerto Rico, U.S. territories, possessions, and commonwealths, and wherever else prohibited or restricted by law, regulation, rule, or other applicable directive; and (c) subject to all applicable federal, state and local laws and regulations.
- The Contest, and any websites, social media pages, and advertisements related thereto, is intended for viewing only in the United States.
- By entering the Contest, you agree that you have read and consent to be bound by these Official Rules and Sponsor’s privacy policies available at chilledmagazine.com/craftthefun.

- Eligibility is conditioned on the acceptance of these Official Rules and the Sponsor’s privacy policies at the time of entry.

CONTEST PERIOD:

The period for the Contest begins on May 1, 2024 at 12:00 AM EST and ends on September 18, 2024 at 11:59 PM EST (the “Contest Period”) and is designed to give eligible entrants the opportunity to win a Prize (as defined below) in accordance with these Official Rules. The Contest is subject to the entry period dates and times identified in the “Judging Rounds” section below. For purposes of these Official Rules, all times are given in EST. The chilledmagazine.com/craftthefun website is the official timekeeping device for this Contest.

JUDGING ROUNDS:

There will be three rounds of judging for the Contest. In Judging Round 1, the top six (6) scoring entrants based on judges’ scores from among entrants who register to compete in each of five (5) regions will advance to Judging Round 2 (aka the “live Semi-Finals”), for a total of thirty ((30) first-round winners (the “First-Round Winners”). The locations are Dallas, Atlanta, Chicago, Boston, and San Diego. Entrants may choose the region that best aligns with their location; entrants may only enter in one region. If selected to compete as a Regional competitor, any associated travel fees will be paid for by the First Round Winners.

At each of the live Semi-Finals one (1) Second-Round winner from among the First-Round Winners will advance to Judging Round 3 (aka the “National Finals”), for a total of five (5) Second-Round, first-place finishers; each regional live Semi-Final will also have a runner-up and 3rd, 4th, 5th, and 6th-place finishers who will each win a prize (collectively with the respective Semi-Final first-place finishers, the “Second-Round Winners”). Second-Round Winners will be determined by the judges’ scores in Judging Round 2 at each regional live Semi-Final. One (1) Grand Prize winner (the “Grand Prize Winner”) and one (1) runner-up prize winner (the “Runner Up Prize Winner”) from among the five total second-round, first-place finishers will then be determined in Judging Round 3 by the scores of a panel of judges in Austin, Texas. The First-Round Winners, Second-Round Winners, Runner-Up Prize Winner, and Grand Prize Winner are referred to collectively in these Official Rules as a “Winner” or the “Winners.” All Entries (as defined below) must meet the submission requirements of these Official Rules and be submitted during the corresponding time-period below in order to be considered by the judges for the applicable judging round.

Judging Round: 1

- **Entry Dates:** 5/1/2024 through 6/9/2024
- **First-Round Winners Announced:** June 22, 2024

Judging Round: 2 (live Semi-Finals)

- **Date:** July 8, 2024 – Central semifinal (Dallas, TX)
- **Second-Round Winners Announced:** July 8, 2024

- **Date:** July 15, 2024 – Southeast semifinal (Atlanta, GA)

- **Second-Round Winners Announced:** July 15, 2024
- **Date:** August 5, 2024 – Midwest semifinal (Chicago, IL)
- **Second-Round Winners Announced:** August 5, 2024
- **Date:** August 12, 2024 – East semifinal (Boston, MA)
- **Second-Round Winners Announced:** August 12, 2024
- **Date:** August 19, 2024 – West semifinal (San Diego, CA)
- **Second-Round Winners Announced:** August 19, 2024

Judging Round: 3 (National Finals)

- **Date:** September 15, 2024 – September 18, 2024 Austin, Texas
- **Runner-Up Prize and Grand Prize Winners Announced:** September 17 2024

HOW TO ENTER: There is one (1) way to enter:

Visit chilledmagazine.com/craftthefun and complete the online registration page to (1) register and select a region for their Entry and (2) submit a recipe for an original cocktail using Deep Eddy Vodka meeting the requirements set forth in the “Entry Requirements” section below and otherwise in these Official Rules, and including: (i) a list of ingredients; (ii) preparation notes including glassware, garnish, ice (if applicable), detailed sub-recipes (if applicable), and presentation; (iii) a name for the original cocktail; (iv) an image of the prepared original cocktail; (v) an explanation of the inspiration or your thought process behind the cocktail; and (vi) your personal details as requested on the submission form (your “Entry”).

Limit one (1) Entry per person.

A PURCHASE WILL NOT INCREASE AN ENTRANT’S CHANCE OF WINNING. THE ODDS OF WINNING WILL DEPEND ON THE QUALITY AND NUMBER OF THE ENTRIES SUBMITTED. THIS IS A CONTEST, NOT A GAME OF CHANCE.

By entering the Contest and submitting an Entry, contestants agree and consent to be bound by these Official Rules and the decisions of the judges and Sponsors, which shall be final, and to waive any right to claim ambiguity in the Contest or these Official Rules. Sponsors reserve the right to modify, amend, or otherwise change these Official Rules in their sole and absolute discretion with notice to the Entrants.

Any Entries attempted through the use of agencies or robotic, repetitive, automatic, programmed or similar methods will be void. Any attempt by a person to use multiple email accounts or identities to gain more Entries than permitted by these Official Rules shall result in disqualification at the sole discretion of the Sponsors. In the event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the "authorized account holder" associated with the email address at the time of entry, which must comply with these Official

Rules. The authorized account holder is defined as the natural person who is assigned an email address by the service provider or other organization that's responsible for assigning email addresses. Potential winners may be required to provide evidence (to the Sponsors' satisfaction) that they are the authorized account holder of the email address associated with a winning Entry. In the event a dispute regarding the identity of the person who actually submitted an Entry cannot be resolved to the Sponsors' satisfaction, the affected Entry will be deemed ineligible. Entries and other submitted material become the sole property of Sponsors and will not be acknowledged or returned.

ENTRY REQUIREMENTS:

Each Entry must comply with the following to be considered by the judges in each Judging Round:

- Each Entry must be in English and must not have been previously entered in any other contest or published in any medium.
- Entries must not allude to the overconsumption or irresponsible consumption of beverage alcohol.
- The Entry must be an original, new cocktail.
- Cocktail recipes must be an original and include detailed instructions for build, preparation, and mixing. Please specify brand(s) for any ingredients.
- An original recipe is the product of one's own mind and is not a copy or imitation.
- Recipes must be submitted in ounces, milliliters, and/or dashes (with dashes and drops being the smallest quantities) and contain no more than 2 1/2 ounces (at 40% ABV) total combined alcoholic ingredients, and the total volume of the ingredients shall not exceed six (6) ounces. Recipe must contain at least 1 ounce total of Deep Eddy Vodka (Original, Lemon, Ruby Red, or Lime)
- Recipes must not exceed five (5) ingredients, including drops and dashes. (This does not include garnishes.)
- Recipes can include house-made ingredients, so long as they are easily replicable and can reasonably be made at most well-stocked bars.
- Entries may not contain any ingredients which are dangerous, volatile, poisonous, or otherwise unsafe for human consumption.
- Entries may be shaken, stirred, built, blended, or the like but must be produced in a manner that is feasible to complete in a seven-minute timeframe (e.g., not frozen, boiled, etc.). If specialty equipment is required beyond what a standard bar would reasonably stock, such specialty equipment must be provided by the entrant.
- Any Entry that fails to meet the Sponsor's specifications may be disqualified at any time in Sponsor's sole and absolute discretion.
- The Entry must be your own original work, created solely by you, and must not infringe the copyright, trademark, privacy, publicity or other personal or proprietary rights of any person or entity.

- Entries that are lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, obscene, non-family-friendly, and/or Entries that otherwise contain inappropriate content or objectionable material may not be submitted and may be disqualified at any time in Sponsor's sole and absolute discretion.
- Entries that contain any viruses, spyware, malware or other malicious components that are designed to harm the functionality of a computer in any way may not be submitted and may be disqualified at any time in Sponsor's sole and absolute discretion.
- Entries must not contain any images or personally identifiable information of any person other than you. Should you include personally identifiable information about yourself in your Entry, you acknowledge and agree that such information will be disclosed publicly, and you are solely responsible for any consequences thereof.
- You may not be, nor may you work with parties in conjunction with your Entry who are: (1) represented under contract (*e.g.*, by a talent agent or manager) that would limit or impair Sponsor's ability to display your Entry in any media form; (2) under twenty-one (21) years of age; or (3) under any other contractual relationship, including but not limited to guild and/or union memberships, that may prevent Sponsor from being able to use the Entry worldwide in all media in perpetuity on a royalty-free basis, without any payment or fee obligations.

Sponsor reserves the right in its sole and absolute discretion to disqualify any Entry it believes violates or potentially violates any of the foregoing requirements or otherwise fails to comply with any provision of these Official Rules. The decisions of the Sponsor on this and all matters pertaining to the Contest shall be final and binding.

INTELLECTUAL PROPERTY:

By submitting an Entry, an entrant agrees all intellectual rights to the Entry will become the sole and exclusive property of Sponsor. As a condition of entry, entrant further agrees that Sponsors shall have the right to use, copy, modify and make available the Entry in connection with the operation, conduct, administration, and advertising and promotion of the Contest via communication to the public, including, but not limited to the right to make copies, screenshots, derivative works, animations, photographs, drawings or other depictions, and/or video clips publicly available for promotional and publicity purposes. Furthermore, by participating in the Contest and/or accepting the Prize each entrant grants (and agrees to confirm that grant in writing) to Sponsors and/or Sponsor's designees the perpetual, worldwide, irrevocable, royalty-free right to use his/her name, biographical information, photos and/or likeness, and statements, as well as the cocktail name, cocktail recipe, and/or a photograph or other image or depiction of the cocktail, for any and all promotion, trade, marketing, commercial, non-commercial, advertising, and/or publicity purposes, at any time or times, in all media now known or hereafter discovered without notice, review or approval and without additional compensation, except where otherwise prohibited by law

WINNER SELECTION:

There are three (3) rounds of competition in the Contest. A panel of judges will review the Entries in each Judging Round and select the Winners.

Judges' decisions with respect to the Winners and other matters pertaining to the Contest shall be final. If the judges, the Sponsor or its agents are unable to contact a potential Winner(s), or a potential Winner(s) fails to comply with any of the conditions and/or requirements set forth herein, or if any prize notification is returned as undeliverable, the next Entry selected by the judges shall be the Winner for the corresponding Judging Round. All Winners must confirm their victory at each Judging Round with the Sponsor or the Sponsor's agent within ten (10) days after being provided notice, or they will forfeit their Prize, which then shall go to the next Entry selected by the judges and/or Sponsor.

Sponsor reserves the right to disqualify any Winner and rescind any prize for any violation of these Official Rules or as required by state or federal law, rule, regulation, or other directive. Sponsor also reserves the right to disqualify any Winner, rescind or revoke any prize, and/or choose a different Winner should any Winner fail to live up to the Winner's obligations as set forth in these Official Rules that are a condition to entering the Contest or winning a Prize. Potential Winners will be notified by email, phone, text message, and/or verbally in person (if at a live event) in Sponsor's sole discretion and may be asked to provide necessary information (such as first and last name, email address, mailing address, and/or phone number) to Sponsor.

Entries will be reviewed based on the following judging criteria and considerations:

- Cocktail name 5%
- Appearance and presentation (based on photo) 10%
- Balance (perceived based on recipe) 15%
- Flavor Profile 25%
- Creativity / Expression of Fun 20%
- Use of Deep Eddy Vodka 25%

PRIZES:

The following prizes (individually and collectively a "Prize" or "Prizes") will be awarded for the respective Winners of each Judging Round:

- **First-Round Winners:** Right to compete in applicable regional Semi-Final, with travel at entrants' own cost and expense. Total approximate retail value = \$0.
- **Second-Round Winners:**
 - First place: \$1,000 cash
 - Trip to the National Finals in Austin, TX, including airfare, hotel, ground transportation, meals, and meal stipend.
 - Total approximate retail value: \$2,500
 - Entry into the Chilled 100 group
 - Runner-Up Prize Winner: \$500 cash

- 3rd, 4th, 5th, and 6th Prize: \$100 cash
- **Final Round Winners:**
 - Grand-Prize Winner:
 - \$5,000 cash
 - Grand Prize Winner cocktail will be featured on the Deep Eddy branded channels (website, social media, point-of-sale)
 - Grand Prize Winner will be invited to develop a cocktail for each of the ‘Core 4’ Deep Eddy Vodka products: Deep Eddy 80-proof Vodka, Deep Eddy Lemon Vodka, Deep Eddy Lime Vodka, Deep Eddy Ruby Red Vodka.
 - Should they accept, the Deep Eddy Vodka Marketing team may invite the Grand Prize Winner to a photoshoot where they will capture imagery and videography of the Winner and cocktails created.
 - Deep Eddy Vodka will pay for and feature the Grand Prize Winner in Chilled Magazine featuring the winners name and winning cocktail.
 - Activation opportunity at Chilled Elevate in October 2024
 - Runner-Up Prize Winner: \$1,000 cash

CONDITIONS OF PARTICIPATION:

Prizes are not transferable. No Prize or other benefit awarded in this Contest shall be passed on directly or indirectly by any Winner to any alcoholic beverage retail licensee or other alcohol industry member. Taxes on a Prize are the sole responsibility of the Winner. No Prize substitutions or cash redemptions allowed, except by Sponsor, who may substitute a Prize of equal or greater value if advertised Prize becomes unavailable or otherwise in its sole discretion. Sponsor shall not be held responsible for any delays in awarding the Prize or any component thereof for any reason. Entry into this Contest constitutes entrant’s agreement to be bound by the terms of these Official Rules and by the decisions of the judges and of the Sponsors, which are final and binding on all matters pertaining to this Contest. Potential Winners may be required to sign and return an Affidavit of Eligibility/Liability & Publicity Release within 72 hours following the date of first attempted notification. Failure to comply within this time period may result in disqualification and selection of an alternate Winner. In the event that any Prize notification message is returned as undeliverable or if no response to the prize notification message is received within the time period stated or if the potential Winner is found ineligible or does not comply with these Official Rules, the Prize may, in the Sponsor’s sole and absolute discretion, be forfeited and awarded to the alternate potential Winner whose Entry achieved the next highest overall score in the judging criteria as determined by the judges in their sole discretion. If the confirmed Winner forfeits the Prize for any reason after confirmation, no alternate Winner will be selected. In no event will more than: twenty-four (24) first-round Prizes; four (4) first-place, second-round Prizes, four (4) runner-up second-place prizes, and four (4) each of 3rd, 4th, 5th, and 6th-place second-round prizes; one Runner-Up Prize, and one Grand Prize be awarded. Each potential Winner may be subject to a background check before the prize is awarded. Sponsor reserves the right to disqualify a potential Winner based on the results of such background check if Sponsor determines in its sole discretion that awarding the Prize to any such individual might

reflect negatively on the Sponsor. By accepting Prize, each entrant agrees to allow Sponsors the right to use his/her name, photo and likeness, voice recording, video images and all related footage, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide including but not limited to television (including live television), radio, Internet, without notice, review or approval and without additional compensation except where prohibited by law.

By submitting an Entry, entrants acknowledge that Sponsor and its representatives assume no liability for the use, publication, and/or broadcast of the Entry submitted, and entrants agree to indemnify, defend and hold Sponsors and/or their representatives harmless from any trademark, copyright infringement, intellectual property, personal privacy or right of publicity claims, or other proceedings arising therefrom.

By submitting an Entry, entrants agree to release, discharge, indemnify and hold harmless Sponsors and each of their respective officers, directors, employees, representatives and agents from and against any claims, damages or liability whether arising in tort, contract, or otherwise, due to any actual or alleged 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, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest.

RELEASE:

By participating in the Contest, entrants agree to release Sponsors, participating vendors (if any) and each of their respective parent companies, subsidiaries, affiliates, related companies and advertising, promotion and public relations agencies, and each of their respective officers, directors, employees and agents (“Released Parties”) from any and all liability, loss or damage of any kind arising out of or in connection with their participation in this Contest or with respect to awarding, receipt, possession, use and/or misuse of any Prize. The Released Parties not responsible for any typographical or other error in the printing of the offer, administration of the Contest, or in the announcement of a Prize. An entrant may be prohibited from participating in this Contest if, in Sponsor’s sole and absolute discretion, it reasonably believes that the entrant has attempted to undermine the legitimate operation of this Contest by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other entrants, Released Parties, or associated agencies or entities.

DISPUTES:

Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the Commonwealth of Kentucky. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Kentucky, without giving effect to any choice of law or conflict of law or conflict of law rules (whether of the Commonwealth of Kentucky or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Kentucky.

WARRANTY AND INDEMNITY:

Each entrant represents and warrants that their Entry is original, that they are the sole and exclusive owner and right holder of the submitted Entry, and that they have the right to submit the Entry in the Contest. Each entrant further represents and warrants that their Entry does not (1) infringe any third-party proprietary, intellectual property, industrial property, personal rights or other rights, including without limitation, copyright, trademark, patent, trade secret or confidentiality obligation; (2) include any personally identifiable information of any person other than entrant; or (3) otherwise violate any applicable law. To the maximum extent permitted by law, each entrant indemnifies and agrees to keep indemnified the Released Parties at all times from and against any liability, actions, claims, demands, losses, damages, costs and expenses for or in respect of which the Released Parties may become liable by reason of or related or incidental to any act, default or omission by an entrant under these Official Rules including without limitation resulting from or in relation to any breach, non-observance, act or omission, whether negligent or otherwise, of these Official Rules by an entrant.

ELIMINATION:

Any false information provided within the context of the Contest by any entrant concerning identity, postal address, telephone number, ownership of right or noncompliance with these Official Rules or the like may result in the immediate elimination of the entrant from the Contest. Sponsor further reserves the right to disqualify any Entry that it believes in its sole and absolute discretion infringes upon or violates the rights of any third party or otherwise does not comply with these Official Rules.

WAIVER:

Entrants hereby waive all rights to: (i) claim punitive, exemplary, special, incidental, indirect and consequential damages and any other damages (whether due to negligence or otherwise), other than for actual out-of-pocket costs; and (ii) have damages multiplied or otherwise increased.

LIMIT OF LIABILITY:

Sponsor is not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive Entries or other information by Sponsor on account of technical problems or traffic congestion via mobile phone or otherwise. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, act of God, war, strike, natural disaster, state of emergency or any other causes which corrupt or otherwise affect the administration, security, fairness, integrity, or proper conduct of this Contest at any Judging Round, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest or any portion thereof at any time, and for any reason without further obligation or advance notice. Sponsor reserves the right, but does not have any obligation, to select Winners

from eligible entries received as of the termination date. Sponsor further reserves the right to disqualify any individual who tampers with the entry process or the operation of the Contest or acts in violation of these Official Rules or in an unsportsmanlike or disruptive manner.

SEVERABILITY

If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

WINNERS' LIST:

For a copy of the winners' list, send a self-addressed, stamped envelope postmarked by September 30, 2027 at least 90 days after the Contest end date to Heaven Hill Sales Co., P.O. Box 563, Bardstown, KY 40004, Attention Craft the Fun Cocktail Challenge presented by Deep Eddy Vodka, Winner's List Request.

Entrants will be automatically opted-in to receive messages from Chilled Media (entrants may unsubscribe from the list at any time.)

Deep Eddy is a registered trademark used with permission.