

SANTA'S SECRET CODE CONTEST RULES

1. Contest Period

The Santa's Secret Code Contest (the "Contest") contest begins on Saturday, December 2, 2023, at 10:00 a.m. Pacific Standard Time (PST) and ends on Saturday, December 16, 2023, at 11:59pm PST (the "Contest Period").

2. Eligibility

The Contest is open to all residents of Canada (excluding Quebec) who have reached the age of majority in their province at the time of entry AND/OR any minor that has explicit permission granted to them from their parent or guardian at the time of entry. The entirety of Contest is conducted digitally, and participation requires the use of a smart phone.

3. Sponsor

The Contest is coordinated and facilitated by the Downtown Kelowna Association, or DKA (the "Sponsor").

4. How to Enter & Qualify for the Contest

To participate in and qualify to be a winner of this Contest you must:

- a. Visit participating locations from December 2 to December 16, 2023 during the Contest Period
- b. Use a smart phone to scan unique QR codes printed on Santa's Secret Code posters placed in each participating location to reveal all ten (10) clues
- c. Combine all ten (10) clues to create a sentence that forms Santa's Secret Code
- d. Complete online entry forms associated with each of the ten (10) clues and with Santa's Secret Code.

5. Collection of Clues and Cracking Santa's Secret Code

There are ten (10) different clues that form Santa's Secret Code. If the player scans a QR code that reveals clue that they have already discovered, they must move on to the next participating location to find a different clue.

Once all ten (10) clues are revealed, the player must visit the Santa's Secret Code Cracker web page (<https://downtownkelowna.com/holiday-code-cracker>) and enter all the correct clues to crack Santa's Secret Code.

A complete list of participating locations is available online at <https://downtownkelowna.com/holiday>.

6. Contest Entry & Prize Categories

There are two prize categories: Daily Prizes and the Grand Prize.

- a. Daily Prizes: There will be multiple Daily Prizes awarded between December 4-December 16, 2023. These are prizes donated by participating Downtown Kelowna businesses. Contest players may enter to win a Daily Prize with each unique clue discovered, to a maximum of ten (10) entries.
- b. Grand Prize: There will be one (1) Grand Prize draw made on Monday, December 18, 2023, and the

winner will be announced on Tuesday, December 19, 2023. The Grand Prize is a \$250 Pre-Paid VISA Card.

c. Entering to Win Daily Prizes

- i. Each time a player finds a clue, they can enter to win a Daily Prize.
- ii. The player may complete one (1) digital entry form for each clue discovered, for a total of ten (10) entries.
- iii. Only one (1) entry per clue is eligible; multiple entries associated with the same clue will automatically be disqualified.

d. Entering to Win the Grand Prize

- i. Once the player has collected all ten (10) clues, they can enter to win the Grand Prize.
- ii. The player may complete one (1) digital entry form to win the Grand Prize; the entry form must include all words assembled in the correct order to form Santa's Secret Code.
- iii. Only one (1) entry per person is eligible; multiple entries associated with the Grand Prize entry will automatically be disqualified.

BY SUBMITTING AN ENTRY, YOU ACKNOWLEDGE THAT YOUR NAME MAY BE POSTED ON DOWNTOWN KELOWNA'S WEBSITE, INSTAGRAM, AND FACEBOOK AND/OR SPONSOR'S PROPRIETARY WEBSITE, WHERE IT MAY BE VIEWED, SHARED (BY USERS) AND COMMENTED ON BY THE SPONSOR AND THE GENERAL PUBLIC).

7. Prize Draws and Winner Selections

a. Daily Prize Draws: Contest participants will be entered into multiple randomized draws between Monday, December 4 and Saturday, December 16, 2023, for Daily Prizes. The odds of winning depend on the number of eligible entries received. The selected entrants will be contacted privately by telephone call, email, or Instagram and/or Facebook direct message and notified that they have won. The selected entrants must then reply within 24 hours to accept their prize. If there is no response within 24 hours, the sponsor reserves the right to re-draw and choose a new winner. The winners will be announced on the DKA social media channels and website.

b. Grand Prize Draw: One (1) draw will be made on Monday, December 18, 2023, for the Grand Prize. The odds of winning depend on the number of eligible entries received. The correct version of Santa's Secret Code must accompany the entry; failure to provide the Secret Code, or providing a code that is incorrect, disqualifies the entry. The selected entrant will be contacted privately by telephone call, email, or Instagram and/or Facebook direct message and notified that they have won. The selected entrant must then reply within 24 hours to accept their prize. If there is no response within 24 hours, the sponsor reserves the right to re-draw and choose a new winner. The winners will be announced on the DKA social media channels and website.

8. Collection of Prizes

Contest winners must be responsive within 24 hours of being announced a winner either by telephone call, email, or Instagram and/or Facebook direct message.

Prize winners must collect the prize within 30 days of the prize draw. If not collected within 30 days, the Sponsor reserves the right to withhold the prize for a future use.

Prize winners must make arrangements with the Sponsor to collect the prize. If they are unable to personally collect the prize, they may designate an alternate person to do so.

Prize winners and/or their designated alternate must produce proof of ID to collect the prize.