

**1. DESCRIPTION:** The American Royal Association (“Sponsor”) is hosting its ProRodeo from April 30 to May 2, 2026. The American Royal will be giving away one Grand Prize Package with Coors Banquet Swag Pack and Two VIP Tickets to be redeemed on either April 30<sup>th</sup> or May 1<sup>st</sup>. VIP Tickets include a behind the scenes tour of the rodeo, a second row VIP box seat, Cowboy Hospitality Room access (food and drinks before the Rodeo), special commemorative VIP lanyard, and a drink ticket for the Tailgate Beer Garden outside.

Two Runner Up Prizes will be awarded, consisting of two general admission ProRodeo Tickets per prize. Tickets may be redeemed at any of the performance of the rodeo.

**2. ELIGIBILITY:** No purchase necessary. Subject to all applicable Federal, state, and local laws. Void where prohibited. Must be 21 on day of entry to enter. Must not be present to win.

**3. CONTEST PERIOD:** The contest dates will run until Monday, April 20, 2026 at 11:59 PM CST. Winners will be selected on April 21, 2026. The prizes may be redeemed once subject to the date restrictions in the description.

**4. HOW TO ENTER:** You may enter by scanning the QR code on Coors Banquet posters or at [https://americanroyal.formstack.com/forms/rodeo\\_giveaway](https://americanroyal.formstack.com/forms/rodeo_giveaway). By entering, you agree to these Official Rules. By accepting a prize, you give the American Royal Association your permission (except where prohibited) to use your name, likeness, and statements for publicity purposes without additional compensation, including display of your name on the website, in social media postings, and other marketing materials related to the Contest. All entries must be received by April 20, 2026 at 11:59 PM CST.

**5. DRAWINGS:** One (1) Grand Prize winner and two (2) Runner Up Prizes will be selected in a random drawing from among all eligible entries received during the Contest Period. The drawings will be held in the State of Missouri and will be conducted by Sponsor whose decision is final and binding. Subject to verification of eligibility and compliance with these Official Rules, the potential winners will be declared official winners of the Contest. If winner(s) has not responded by April 26, 2026 at 11:59 PM CST, the person will be disqualified, and new winner(s) will be selected on April 27, 2026. All non-winning entries from will not carry-over to or be eligible for any subsequent contest or prize.

## **6. PRIZES:**

One Grand Prize Package with Coors Banquet Swag Pack and Two VIP Tickets to be redeemed on either April 30<sup>th</sup> or May 1<sup>st</sup>. VIP Tickets include a behind the scenes tour of the rodeo, a second row VIP box seat, Cowboy Hospitality Room access (food and drinks before the Rodeo), special commemorative VIP lanyard, and a drink ticket for the Tailgate Beer Garden outside.  
Estimated Value: \$450

Two Runner Up Prizes will be awarded, consisting of two general admission Pro Rodeo Tickets. Tickets may be redeemed at any of the performance nights of the rodeo. Value: \$70 each.

Prizes must be claimed by April 26, 2026 and redeemed in 2026.

**7. ODDS:** The odds of winning a prize are 1/the total number of entries received during the applicable Contest Period.

**8. GENERAL RULES:** All entries become the property of Sponsor and will not be returned. Released Parties (as defined below) assume no responsibility for lost, late, stolen, delayed, damaged, misdirected, undelivered, illegible, incomplete entries, prize claims, or mail. Released Parties are not responsible for typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prizes or in any Contest-related materials, or the cancellation or postponement of any event. Except where prohibited, by accepting a prize, winners' consent to the use by Sponsor of their names and/or photographs for advertising and publicity purposes in any and all media now or hereafter known throughout the world in perpetuity without limitation and without additional compensation, notification, or permission. By participating in this Contest, each entrant accepts and agrees (i) to be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects, and (ii) to release Sponsor and each of its respective partners, subsidiaries, affiliates, and advertising and promotion agencies, and the respective directors, officers, employees, and agencies of the foregoing (collectively, the "Released Parties") from any and all liability of any injuries, losses, or damages of any kind caused by participating in this Contest or resulting from acceptance or use/misuse of the prize. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Contest, violates the Official Rules, or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person.

**9. DISPUTES:** Each entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this Contest, or any prizes awarded, shall be resolved individually, without resorting to any form of class action, and any judicial proceedings shall take place in a federal or state court within the state of Missouri; 2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with the laws of the State of Missouri, without giving effect to any choice of law or conflict of law, rules, or provisions (whether of the State of Missouri, or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Missouri. IN NO EVENT SHALL SPONSOR OR THE OTHER RELEASED PARTIES BE LIABLE TO ANY ENTRANT OR WINNER FOR DAMAGES THAT EXCEED THE VALUE OF THE PRIZE TO BE AWARDED TO ANY INDIVIDUAL ENTRANT IN THIS CONTEST.

**10. WINNERS LIST:** For a list of winners, send a self-addressed stamped envelope to: "American Royal Rodeo VIP Package Winner", 1701 American Royal Court, Kansas City, MO 64102. Requests must be received within thirty (30) days after the final Contest Period.

**11. SPONSOR:** The Sponsor of the Contest is the American Royal Association, 1701 American Royal Court, Kansas City, MO 64102. Questions can be directed to [Donate@AmericanRoyal.com](mailto:Donate@AmericanRoyal.com).