

**OFFICIAL RULES OF KENTUCKY DERBY FESTIVAL
KROGER'S FEST-A-VILLE VIP TICKETS
NO PURCHASE NECESSARY
PRESENTED BY KENTUCKY BEEF COUNCIL**

1. **To participate:** Visit any of the 40 Kroger stores in the Louisville areas and purchase any fresh ground beef item and receive a coupon at checkout, on the bottom of your receipt. The message includes an entry code to register online for a chance to win VIP tickets to a Waterfront Jam Concert at Kroger's Fest-a-Ville or BeerFest presented by American Founders Bank.

To participate: No purchase necessary to participate in the Kentucky Derby Festival, Inc. VIP Concert or BeerFest Sweepstakes Presented by Kentucky Beef Council. A free entry may be picked up at the Kentucky Derby Festival office, 1001 South Third Street, Louisville, KY 40203. Limit one per person per day. Kentucky Derby Festival office open from Monday – Friday 9a-5p Only.

2. **Sweepstake Timeline:** Sweepstake runs from midnight Sunday, March 13th through midnight on Friday, April 15th, 2016.

3. **Prizes:** Enter your coupon code on the designated website: <http://kdf.org/beef> to determine if you are a winner. One code contains a winning message that will admit you and a guest into a VIP area for a Waterfront Jam concert at Kroger's Fest-a-Ville or one code contains a winning message that will admit you and a guest into BeerFest. (odds and ARV of winning)

4. **To claim Prize:** If your code contains a winning message, you may redeem it at the Kentucky Derby Festival Welcome Center located at Waterfront Park on designated prize night. For BeerFest winning ticket please redeem in front of BeerFest venue on Wednesday, May 4th located in Kroger's Fest-a-Ville Pavilion area. For the Waterfront Jam concert the dates are as follows: Thursday, April 28th - Friday, May 6th.

5. **Participants are solely responsible** for timely registration for the Kentucky Derby Festival, Inc. VIP Concert and BeerFest Sweepstakes Presented by Kentucky Beef Council. Participants waive all claims against the Kentucky Derby Festival for lost or stolen coupon codes.

7. **You must be 21 years of age** or older to participate in the Kentucky Derby Festival, Inc. VIP Concert and BeerFest Sweepstake Presented by Kentucky Beef Council.

8. **Winners** grant Festival permission to use their names and photos in advertising and publicity without additional compensation.

9. **Persons in any one of the following categories are not eligible to participate:**

Employees, directors or agents of the Festival or persons engaged in any way with the production or development of the Kentucky Derby Festival, Inc VIP Concert and BeerFest Sweepstake Presented by Kentucky Beef Council promotion; and the immediate family or members of the household of any ineligible person.

10. **Other rules,** regulations, restrictions and qualifications may apply to particular prizes. (winner responsible for picking up prize and transportation to event)

11. **Interpretation of rules** of the Kentucky Derby Festival, Inc. VIP Concert Sweepstake Presented by Kentucky Beef Council shall rest solely with the Festival whose decision will be final for all purposes.

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Select Kroger Stores: