

Moments That Matter Sweepstakes

Official Rules

No Purchase Necessary to Win/A Purchase Will Not Increase Your Chance of Winning

Sweepstakes begins November 1, 2023 at 12:00 AM CST

Sweepstakes ends November 30, 2023 at 11:59 PM CST

(The "Entry Period") Sponsor's computer is the official timekeeping device for this Sweepstakes.

1. **ELIGIBILITY:** The Moments That Matter Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (except New York, New Jersey, Rhode Island, and Florida) who are 18 years of age or older at the time of entry, including Shoptikal LLC d/b/a Shopko Optical ("Shopko Optical") employees. Void where prohibited by law. Employees of the Green Bay Packers, the NFL and their immediate family and household members, their advertising and promotion agencies, and any entities or individuals associated with the development, fulfillment of or supply to this Sweepstakes are ineligible to enter or win.
2. **HOW TO ENTER SWEEPSTAKES:** During the Entry Period, there are two (2) methods to enter for Entrants:
 - A. On your public Instagram or Facebook account, you may enter by completing the following three steps: (i) post a photo or video of a moment your sight matters to you with a caption explaining why you are thankful for your sight; and (ii) use the hashtags #MomentsThatMatter and #Sweepstakes (Shopko Optical employees must also include the hashtag #EyeWorkHere); and (iii) tag Shopko Optical's Instagram page (@shopko_optical) or Shopko Optical's Facebook page (@ShopkoOptical) on the respective platform you are entering on. If entering via mobile device, standard data charges from your wireless carrier may apply. One (1) entry per person for the entire Entry Period.
 - B. To enter without posting a photo or video ("Mail-in Entry"): Print your name, address, phone number & email address on a 4"x6" card and mail to: Shopko Optical, #MomentsThatMatter Sweepstakes Entry, 700 Pilgrim Way, Green Bay, WI 54304. Mail-In Entries must be postmarked by the last day of the Sweepstakes Period. One (1) Mail-In Entry per person.Entrants may not enter through both methods.
3. **AGREEMENT TO OFFICIAL RULES:** Participation in the Sweepstakes constitutes Entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of Shopko Optical, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein in a timely manner.
4. **DRAWING:** On or about Wednesday, December 6, 2023, Sponsor will select the name of the grand prize winner in a random drawing of all eligible entries received during the Entry Period for the grand prize. Employees of Shoptikal LLC are not eligible to win the grand prize. The Sponsor will conduct a separate drawing of all Shopko Optical employee eligible entries for the employee prize winner on or about Tuesday, December 5, 2023. The potential winner from each drawing will be notified via a direct message on the social platform they used to enter the sweepstakes, or by phone for mail-in entries. Potential Winner will have 48 hours to respond. If no response is received within the above given time frame, the potential winner will be disqualified, and an alternate will be selected. The odds of winning a prize depends on the number of eligible entries received during the entry period.
5. **PRIZE:** One (1) grand prize winner will receive their choice of either: (1) a \$1,000 Visa gift card; or (2) one (1) autographed Green Bay Packers item. One (1) employee prize winner will receive one (1) autographed Green Bay Packers item. The winners are responsible for any applicable federal, state, provincial, territorial, and local taxes, including sales, income and any other taxes, and for any additional activation or carrier fees, or fees related to winners' use of the prizes. Prizes are not redeemable for cash; nor are they transferable or substitutable unless otherwise mentioned. Approximate retail value of grand prize up to: \$1,000; employee prize: \$650.
5. **GENERAL:** Shopko Optical reserves the right to cancel, suspend, and/or modify the Sweepstakes if any fraud, or other technical problem corrupts the administration, security, participation in the Sweepstakes as determined in its sole discretion. All Instagram and Facebook terms and conditions apply. This Promotion is in no way sponsored, endorsed, or administered by or associated with Instagram and Facebook and each Entrant hereby releases each of those parties from any and all liability in connection herewith.
6. **RELEASE AND LIMITATIONS OF LIABILITY** By participating in the Sweepstakes, Entrants agree to release and hold harmless Sponsor, its officers, directors, employees, agents, and Instagram and Facebook (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any

The Sweepstakes is sponsored by Shoptikal LLC d/b/a Shopko Optical, 700 Pilgrim Way, Green Bay, WI 54304

prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

7. **DISPUTES:** Except where prohibited, Entrant agrees that any and all disputes, claims, and causes of action arising out of, or connected with, the Sweepstakes 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 State of Wisconsin. 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 Shopko Optical in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Wisconsin.
8. **PRIVACY:** All information that is submitted by Entrants as part of this Sweepstakes will be treated in accordance with Shopko Optical's Privacy Policy. The privacy policy can be accessed at the following website: shopko.com/policies/.

When you participate in the Sweepstakes via Mail-in Entry, your personal information may be used by us and/or our contractors to send e-mail notices, or verify and ship a prize and otherwise as necessary to fulfill program requirements. It may also be shared with our vendors who co-sponsor a contest and our other retail partners only for the express purposes of our original intent. By signing up to participate in such programs, you agree that Shopko Optical may use all information acquired by Shopko Optical as a result of your participation in such program. Entrants agree to be bound by the terms of these official rules and consent to use of their contact information for future communications, including promotional communication, special offers, surveys, contests, sweepstakes, and other similar communications without compensation or permission unless you specifically opt out. To "opt-out" from such communications, email socialmedia@shopko.com. Shopko Optical will not sell or rent your contact information to any third party.

9. **PUBLICITY/PROMOTION:** Participation in the Sweepstakes constitutes Entrant's consent for Sponsor and its designees to use Entrant's name, likeness, and photo or video and caption for promotional purposes in any media without consideration and grant Shopko Optical the right and permission to copyright and use, re-use, and/or publish and re-publish photographic, print media in conjunction with own or fictitious name or in color or black and white or otherwise made available through any media, including social media, at studios or elsewhere for art, advertising trade, promotional purposes or any other lawful purpose whatsoever without restrictions and without further compensation.
10. **WINNER:** To obtain the name of the Winners, email socialmedia@shopko.com by Sunday, December 31, 2023. The Winners' names will not be made available until after the Winners have been determined and notified.