

**El Jimador Tequila  
Reach For The Silver  
Official Rules**

**Markets: Nationwide**

NO PURCHASE NECESSARY. You must be at least 21 years of age and legal resident of the United States. Sweepstakes void wherever prohibited or restricted by law.

SWEEPSTAKES PERIOD: 7/08/2016 to 8/31/2016. All entries must be received by 8/31/2016 at 11:59 pm. EDT when the sweepstakes ends.

**HOW TO ENTER:**

Go to <http://silver.eljimador.com> to enter, complete and submit the form.

Limit one entry per person, per day.

All entries must be received by 8/31/2016 (11:59 pm EDT)

**DRAWING:** There will be Thirty-Four (34) Silver Bar Prize Winners, as determined by the Drawing Schedule Chart found below. Silver Bar Prize winners will be selected in a random drawing from among all timely received eligible entries. Odds of winning depend on the number of eligible entries in Draw period. Silver Bar Prize Winners will be notified by text message and/or phone/and/or email from Red Moon Marketing/el Jimador Tequila within three (3) days of the drawing date. Limit one (1) Silver Bar Prize per person.

Silver Bar Prize Drawing Schedule Chart			
	Sweeps Entry Period <b>Begins</b> 12:01 a.m. EDT, on:	Sweeps Entry Period <b>Ends</b> 11:59 p.m. EDT, on:	Drawing Held On or About:
Drawing 1: Seven (6) Silver Bar Prize Winners	July 8, 2016	August 3, 2016	August 4, 2016
Drawing 2: Seven (7) Silver Prize Winners	July 8, 2016	August 10, 2016	August 11, 2016
Drawing 3: Seven (7) Silver Bar Prize Winners	July 8, 2016	August 17, 2016	August 18, 2016
Drawing 4: Seven (7) Silver Bar Prize Winners	July 8, 2016	August 24, 2016	August 25, 2016
Drawing 5: Seven (7) Silver Bar Prize Winners	July 8, 2016	August 31, 2016	September 1, 2016

There will be One (1) Grand Prize Winner will be selected on or about September 2, 2016, in a random drawing from among all timely received eligible entries (July 8, 2016 – September 1, 2016 (11:59 pm EDT)). Winners will be notified

by text message and/or phone and / or email from Red Moon Marketing/el Jimador Tequila, on or about 9/12/2016. Odds of winning depend on the number of eligible entries received for each drawing during the sweepstakes period

**ELIGIBILITY:** Employees of Brown-Forman, their affiliates, as well as the advertising/promotion agency, and the immediate families and household members of each are not eligible to win. Holders of wholesale or retail licenses and their employees are not eligible.

**PRIZE:** There will be one (1) Grand Prize awarded. Grand Prize consists of one (1) Airstream Sport Series trailer (estimated value \$44,605). There will only be one Grand Prize awarded during the entire promotion period. Grand Prize may need to be collected from a local dealer and tax, license and registration may be required from winner. Winner may need to provide proof of insurance at time of collection.

There will be thirty-four (34) Silver Bar Prizes awarded. Silver Bar Prize consists of one (1) silver bar measuring 100 oz. silver .999. (ARV \$1,784.00 (as of 4/12/2016)).

Total (estimated) value of all prizes is \$105,261.00.

Value of a silver bar may vary according to the value of silver.

Unclaimed prizes may not be awarded.

**Beverage alcohol is not a part of any of the sweepstakes prize.** Taxes, fees, and other costs: Winner shall be solely responsible for any and all federal, state and local income or excise taxes, fees, assessments, registration, licensing, insurance and like charges associated with the Grand prize. No substitution or transfer of prizes permitted. Non-cash prizes cannot be redeemed for cash value. A 1099 will be issued.

**CLAIMING PRIZES/RELEASE:** Potential Silver Bar prize winners will be notified within three (3) days of the drawing date. Potential Grand Prize Winner will be notified by text message and/or email and/or phone from El Jimador on or about 9/12/2016. Potential Winner(s) will have four (4) days from date of notification to respond to the notice affirming acceptance of the prize. Upon acceptance, winner may be required to execute an affidavit of eligibility and liability publicity release. By accepting his or her prize, the winner: (a) releases Brown-Forman/El Jimador, and their affiliated companies and licensed alcohol wholesalers and retailers from any all liability claims, action or proceedings arising out of or for injuries or damages sustained while involved in a promotion activity or connection with the use of the prizes; as well as (b) consents to the use by Brown-Forman for promotional and advertising purposes in connection with this promotion and general use of the images submitted with entries, of his or her name and/or likeness and/or voice without further compensation.

For the name of the winner, please send a self addressed stamped envelope to el Jimador Reach for the Silver, Attn: Winners List, Red Moon Marketing, 7804 Fairview Road, Box #309, Charlotte, NC 28226. Do not send entries to this address.

Sponsor: Brown-Forman Beverages: Louisville KY, 40210

BE REAL, DRINK RESPONSIBLY

Alc. 40% by Vol. (80 proof) Tequila Imported by Brown-Forman, Louisville, KY ©2016