



O is Open Sweepstakes

Official Rules

1. Sponsor

The “O Is Open” Sweepstakes (the “Sweepstakes”) is sponsored by the Downtown Lincoln Association, 206 S. 13th St., #101, Lincoln, NE 68508 (“Sponsor”).

2. Eligibility

The Sweepstakes is open only to legal residents of the following Nebraska counties who are 19 years of age or older as of the date of entry: Lancaster, Seward, Saline, Gage, Saunders, Butler, York, Jefferson, Johnson, Otoe, Cass, Sarpy, Douglas, Washington, and Dodge.

Employees, officers, board members, and contractors of the Sponsor and of participating businesses, and their immediate family members and members of the same household, are not eligible. Void where prohibited or restricted by law.

3. Promotion Period

The Sweepstakes begins at [12:00 a.m. Central Time on August 13 and ends at [11:59 p.m. Central Time on October 15 (the “Promotion Period”). The Sponsor’s clock is the official timekeeper for the Sweepstakes.

4. How to Enter

There are two ways to enter. Each method is free, and every eligible entry has an equal chance of winning. No purchase is necessary through any method.

- In person: During the Promotion Period, visit any participating business, or the Sponsor’s office at 206 S. 13th St., #101, Lincoln, NE 68508, to complete a free entry form. No purchase is required to submit an entry form.
- By mail: Hand-print your full name, mailing address, email address, phone number, and date of birth on a 3” x 5” card and mail it in a stamped envelope to: O Means Open Sweepstakes, Downtown Lincoln Association, 206 S. 13th St., #101, Lincoln, NE 68508.

Limit one (1) entry per person per calendar day per location, regardless of entry method. Mail-in entries must be postmarked during the Promotion Period and received within [7] days after the end date. Postage costing no more than the rate for a first-class letter is not considered under Nebraska law. Entries that are incomplete, illegible, tampered with, or generated by automated means are void. All entries become the property of the Sponsor and will not be returned.

5. Prizes

Four (4) prizes will be awarded. Each prize is a Downtown Lincoln gift card with an approximate retail value (ARV) of \$250. Total ARV of all prizes: \$1,000. Each eligible entrant may win up to \$1000. Prizes are non-transferable and may not be exchanged or redeemed for cash except at the Sponsor's discretion. No substitution except by the Sponsor, who may substitute a prize of equal or greater value. Odds of winning depend on the total number of eligible entries received.

6. Winner Selection and Notification

Four (4) winners will be selected in a random drawing from among all eligible entries received, on or about October 20. The drawing will be conducted by the Sponsor whose decisions are final and binding on all matters relating to the Sweepstakes. Winners will be notified by email or phone within [5] business days of the drawing. If a selected winner cannot be contacted within [7] days, is found to be ineligible, or declines the prize, the prize may be forfeited and an alternate winner drawn from the remaining eligible entries.

7. Winner Conditions

As a condition of receiving a prize, a winner may be required to sign and return an affidavit of eligibility and a liability release, and, where lawful, a publicity release. Each prize has a value below the \$600 federal information-reporting threshold; however, all federal, state, and local taxes on any prize are the sole responsibility of the winner.

8. Publicity

Except where prohibited by law, acceptance of a prize constitutes the winner's consent for the Sponsor to use the winner's name and city of residence for promotional purposes without further notice or compensation.

9. Limitation of Liability

By entering, participants agree to release and hold harmless the Sponsor, participating businesses, and their respective officers, directors, employees, and agents from any liability for any loss, harm, or injury arising from participation in the Sweepstakes or the acceptance, use, or misuse of any prize. The Sponsor is not responsible for lost, late, misdirected, incomplete, or technically corrupted entries.

10. Disputes and Governing Law

The Sweepstakes is governed by the laws of the State of Nebraska. All material terms (eligibility, methods of entry, odds of winning, and prize information) are disclosed in these Official Rules in accordance with the Nebraska Prize Promotions Act and the Nebraska Consumer Protection Act.

11. Winners List

To request the names of the winners, send a stamped, self-addressed envelope to the Sponsor at the address above after October 25.

This Sweepstakes is not sponsored, endorsed, or administered by, or associated with, any social media platform.