



## **COLORADO LOTTERY SOCIAL MEDIA PROMOTIONAL GIVEAWAY GUIDELINES**

### **I. OVERVIEW**

These guidelines shall govern the Colorado Lottery **Social Media Promotional Giveaways** to be conducted by the Colorado Lottery.

To enter a drawing:

- A. No purchase required.
- B. Comment or post a photo on the post for the specific Social Media Promotional Giveaway.
- C. Use a specific hashtag in the comment area for the specific Social Media Promotional Giveaway.
- D. See the Colorado Lottery's Social Media Website for more details.

### **II. PURPOSE**

- A. To determine the eligibility of individual players.
- B. To ensure the integrity of the Colorado Lottery is maintained at all times.
- C. To ensure the drawing is conducted in strict compliance with these guidelines and selecting winners in the Colorado Lottery **Social Media Promotional Giveaways** are determined as impartially and randomly as practical.
- D. To ensure compliance to all applicable Colorado Lottery Statutes, Rules, and Regulations.

### **III. PRIZE(S)**

- A. The prize(s) description will be listed in the initial post for the specific Social Media Promotional Giveaway.
- B. Prize(s) is equal to or less than one hundred twenty dollars (\$120).

### **IV. DRAWING DATES, TIMES AND LOCATIONS**

- A. The entry period will be listed in the initial post.
- B. The drawing will be held at a time and location to be determined by the Marketing Media Relations Specialist or designee.
- C. Promotion and drawing dates may be modified at the discretion of the Marketing Media

Relations Specialist or designee.

**V. ELIGIBILITY**

- A. No purchase is required.
- B. Comment, upload a photo, or use a specific hashtag on the Colorado Lottery Social Media Promotional Giveaway's specific post.
- C. Only one comment per Social Media Account for each Social Media Promotional Giveaway is allowed.
- D. Entrants in the Colorado Lottery **Social Media Promotional Giveaway** hereby releases, indemnifies and hold harmless the Social Media Host, its owners, officers, officials, agents and or employees, from any and all claims, demands, losses, and liability arising out of or related in any way to participation in this promotion.
- E. The Colorado Lottery Social Media Promotion is in no way sponsored, endorsed or administered by, or associated with the Social Media Host.
- F. In order to be considered a valid entry into the Colorado Lottery **Social Media Promotional Giveaway**, the following criteria must be met:
  - Contestant must have an active account.
  - Prize can only be won by a single living individual and must provide full name, phone number, proof of age, and email address.
  - In some promotions, contestants may need to complete an entry form in addition to entering the giveaway on the social media posting.
  - Contestant acknowledges the promotion is in no way sponsored, endorsed, administered by, or associated with the Social Media Host.
- G. An entry is ineligible if the person whose name contained in the entry is ineligible to receive a Colorado Lottery Prize as referenced in C.R.S. 44-40-113 (5) or pursuant to Colorado Lottery Rules. Prize eligibility is subject to any and all applicable statutes, rules, and regulations regarding participation in Colorado Lottery Games.
  1. The following persons are not eligible to participate in the drawings:
  2. Members of the Commission or their Immediate Families;
  3. Employees of the Lottery or their Immediate Families, except when authorized by the Director for investigative purposes. But, in no event shall such persons be entitled to payment of a Prize;
  4. Any employee of a Vendor or an employee of a Vendor's subcontractor whose job responsibilities could reasonably pose a risk to the Lottery, including but not limited to, employees whose job duties include the marketing, development, operation, or security of a Lottery product or related system;
    - i. Any Immediate Family member of a an employee referenced above; and
  5. Persons who operate Drawing equipment during a Drawing or officially witnesses a Drawing and members of their Immediate Family.
- H. Individuals must be at least 18-years of age to win.
- I. A prize may have restrictions, such as "must reside in the state of Colorado". If this is

the case, the restriction(s) will be listed on the initial post.

- J. The Colorado Lottery has no liability for entries submitted incorrectly or submissions not received by the database provider.
- K. The Colorado Lottery Director or designee will make all final decisions regarding the eligibility of submissions and/or participants.
- L. Any attempt to deliberately damage the Colorado Lottery Social Media Website or undermine the legitimate operations of the Colorado Lottery **Social Media Promotion** is a violation of criminal and civil laws. Should such an attempt be made, the Colorado Lottery reserves the right to disqualify any portion of, or the entire registration database.

## VI. HANDLING AND STORAGE OF ENTRIES

- A. Entries received by the database provider will be compiled and stored in a database.
- B. A unique number will be assigned to each entry.
- C. After the eligibility deadline for each drawing has expired, the database provider will secure the database such that no further entries are recorded.

## VII. DRAWING SUPPLIES AND PERSONNEL

A vendor contract with Woobox allows interaction with the Colorado Lottery's Social Media Website to collect campaigns/posts associated with a specific **Social Media Promotion**.

### A. SUPPLIES:

- 1. Random Number Generator (computer program or alternate method) provided by Woobox.
- 2. Software to capture screens.
- 3. Drawing checklists and certification forms.
- 4. Database containing all of the entries to be included in the specific Colorado Lottery **Social Media Promotional giveaway** during the drawing eligibility period.

### B. PERSONNEL:

The Drawing Team will consist, minimally, of a Marketing Media Relations Specialist or designee and an additional Lottery Employee Witness.

#### 1. Marketing Media Relations Specialist Responsibilities:

- a. Ensure all necessary equipment and supplies are available and in good working order.
- b. Ensure that all required personnel are present, briefed and prepared to conduct the drawing.
- c. Ensure that all required documents, checklists, and certification forms are completed in a timely manner.
- d. Supervise staff in their drawing assignments.
- e. Using a random number generator, select the winning entry and alternates.

- f. Halt the drawing if anything improper is observed.
- g. Approve continuation of the drawing once an observed problem is corrected.

2. Lottery Employee Witness Responsibilities:

- a. Observe all aspects of the drawing, ensuring that nothing has been compromised.
- b. Assist in examination and validation of each entry.
- c. Oversee verification of winner identification and eligibility.
- d. Halt the drawing if anything improper is observed.

**VIII. DRAWING PROCEDURES**

- A. The Drawing Team will assemble at the drawing site on the date and time determined by the Marketing Media Relations Specialist or designee.
- B. Each drawing may not proceed until the appropriate personnel described in Section VII.B. are present.
- C. The drawings are open to the public.
- D. The Drawing Team will verify the random number generator is operating properly.
- E. The database will consist of uniquely numbered entries that include registration information for the person that submitted the entry.
- F. The Marketing Media Relations Specialist or designee shall utilize a random number generator to select entries within the "from-to" range (lowest unique number to highest unique number) of the range. The entry shall be based on information obtained from the contracted provider's database.
- G. The winning entry/entries and alternate entries will be selected during the drawing process. The Marketing Media Relations Specialist or designee will determine the number if alternate entries to be selected at the time of the drawing.
- H. Once the random numbers have been selected, the Marketing Media Relations Specialist or designee will determine and verify the entry corresponding to the first (1<sup>st</sup>) selected random number and thus the winner and alternates for the drawing. A printout of the winner and alternates shall be printed for placement into the drawing file.
- I. Should it be necessary for the Lottery to conduct a subsequent drawing after the official drawing, the Drawing Team will re-assemble.
- J. Should any member of the Drawing Team observe the occurrence of anything unusual during the drawing process that cannot be immediately corrected and may affect the validity of the drawing, that member may immediately halt the drawing proceedings. The Drawing Team shall attempt to resolve the issue and continue the drawing. In absence of a resolution, the Marketing Media Relations Specialist or designee shall attempt to contact the Colorado Lottery Director, Deputy Director, Security Director, and/or Marketing Director, in that order. The decision of the contacted Director is final. Should the decision of the Director be to halt the drawing, the Drawing Team shall immediately secure the entry database, equipment, and supplies until the drawing can re-commence. An Incident Report must be completed by the Marketing Media Relations Specialist or designee and included with the drawing forms.

- K. Following completion of the drawing, the Drawing Team will prepare all necessary documentation for record retention purposes.


**IX. DETERMINATION OF WINNER**


- A. A reasonable attempt will be made to contact the person contained in the entry. If an entry is deemed preliminarily eligible at the time of the drawing, but the Colorado Lottery is unable to contact the person for any reason (e.g. email address is incorrect or no longer viable) within two (2) business days of the Colorado Lottery sending an email notification to claim the prize unless there are different instructions in the initial post, the winner's prize will be forfeited and the next available alternate will be contacted. This process will continue until all prizes are awarded, there are no more alternates, or the deadline to claim the prize passes. At the discretion of the Marketing Relations Specialist, the timeframe may be extended.
- B. Should a winning entry be deemed ineligible for any reason, the winner's prize will be forfeited and the First Alternate shall replace it as the winning entry. This entry will then be subjected to the same eligibility requirements, and should it too be deemed ineligible, replaced by the Second Alternate. This process will be repeated until an entry has been determined eligible and certified as the winner.
- C. The Lottery Director or designee shall make all final decisions regarding the eligibility of entries and/or participants.


**X. FULFILLMENT OF PRIZES**

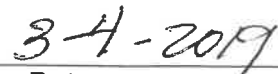
- A. Prize winner eligibility in the Colorado Lottery **Social Media Promotional Giveaway** is subject to any and all applicable State of Colorado Statutes, Rules, and Regulations regarding participation in Colorado Lottery Games.
- B. The Colorado State Lottery will notify the winner via a social media post or message.
- C. The winners(s) will have to private message the Colorado Lottery through Social Media with their email address, date of birth, and phone number within 24 hours of notification for prize fulfillment.
- D. A prize containing live Colorado Lottery Tickets(s) will only be mailed to a Colorado residential address or can be picked up at one (1) of the four (4) Colorado Lottery Offices.
- E. By entering the Colorado Lottery Social Media Promotional Giveaway, you are allowing the Colorado Lottery to use your name and image as a potential advertisement to create goodwill and promotion of new lottery products.

The foregoing drawing guidelines for all Colorado Lottery **Social Media Promotional Giveaways** are approved as of the date indicated below.

  
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Juslena Trujillo, Drawing Manager

  
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Tom Seaver, Senior Director

  
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Date

  
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Date