

SPARTANNASH
“BACKYARD BASH”
SWEEPSTAKES

Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF, AND CURRENTLY RESIDING WITHIN, MICHIGAN, NORTH DAKOTA, SOUTH DAKOTA, WISCONSIN, MINNESOTA, NEBRASKA, INDIANA, AND IOWA WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY (19 IN NEBRASKA) AND ONLY VALID IN THE LISTED STATES. VOID WHERE PROHIBITED.

1. NO PURCHASE NECESSARY TO PARTICIPATE OR WIN. You do not have to visit or make a purchase at any of Sponsor’s Stores (as defined below) or the Independent Stores (as defined below) (collectively, Sponsor’s Stores and the Independent Stores shall be referred to as “Participating Stores”) to participate in this Sweepstakes or to win a prize. The Sweepstakes is subject to these Official Rules and all federal, state and local laws, and is void where prohibited by law.

2. PROMOTION PERIOD. The Sweepstakes begins at or about 12:00:01 AM Eastern Time (“ET”) on May 16, 2022 and ends at or about 11:59:59 PM ET on June 4, 2022 (“Promotion Period”). The Sponsor’s computer is the Sweepstakes’ official clock.

3. HOW TO ENTER.

A. Visit Our Website(s): During the Promotion Period, you can be entered in the Sweepstakes by entering your first and last name (required), phone number (required), and e-mail address (optional) in the online entry form located at www.shopfamilyfare.com/Backyard-Bash, www.shopdwfreshmarket.com/Backyard-Bash, www.shopvgs.com/Backyard-Bash, www.familyfreshmarket.com/Backyard-Bash, or shopdanssonsupermarket.com/Backyard-Bash. Entries made by completing the online entry form will be limited to one (1) entry per person (regardless of whether that person has more than one (1) Mobile Device or more than one (1) e-mail address).

B. Mail-In: You can also be entered in this Sweepstakes without visiting or making a purchase at any of Participating Stores by hand printing your full name, street address, phone number, email address (optional), and date of birth on a 3”x5” piece of paper and mailing it in a stamped envelope to: c/o SpartanNash – Backyard Bash Sweepstakes, 850 76TH ST SW, BYRON CENTER, MI 49315-9386 (“Mailed Entries”). During the Promotion Period and subject to the deadlines in Section 6 below, Mailed Entries will be limited to one (1) entry per envelope. No mechanically reproduced Mailed Entries are permitted. Mailed Entries will be valid for drawings occurring on or after the entry deadlines set forth in Section 6 below. Once a Mailed Entry becomes valid, it will remain valid for all subsequent drawings for the duration of the Promotion Period unless such Mailed Entry has previously been selected as a winner for any prize. There is no limit to number of entries through any method.

4. ELIGIBILITY. The Sweepstakes is open only to residents of Michigan, Minnesota, Iowa, Wisconsin, North Dakota, South Dakota, Indiana, and Nebraska who are at least eighteen (18) years of age at the time of entry, nineteen (19) in Nebraska and is only valid in the state of Michigan, Minnesota, Iowa, Wisconsin, North Dakota, South Dakota, Indiana, and Nebraska. Employees (and their families, and members of their households, whether or not related) of SpartanNash Company, including its affiliated companies, Sponsors Stores, and Independent Stores, are not eligible to receive a prize. To learn the identity of a prize winner (available after June 17, 2022), send a self-addressed, stamped envelope to: c/o SpartanNash Backyard Bash, 850 76TH ST SW, BYRON CENTER, MI 49315-9386. All such requests must be received by July 29, 2022 by 12:00:00 PM ET.

5. AGREEMENT TO OFFICIAL RULES AND DECISIONS. By entering in the Sweepstakes, you fully and unconditionally agree to be bound by and accept these Official Rules and the decisions of Sponsor (including, without limitation, decisions regarding eligibility of entries, the selection of participants and winner(s), and the awarding of prizes), which are final and binding in all respects.

6. **GRAND PRIZE.** Sponsor will randomly select a winner for one Grand Prize, a Grocery Gift Card (valid at all participating retailers) valued at \$250.00

B. Prize Delivery And Terms for Grand Prize: TOTAL ARV of the Prize is \$250. Delivery will be made to the street address provided by the winner. No prize substitutions or exchanges will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of any prize. Gift cards, coupons, and checks are subject to rules and restriction of the gift card, coupon or check. All prize details are at the sole discretion of the Sponsor. Winner cannot assign or transfer the prize to another person. All other costs and expenses associated with the acceptance and use of the prize not stated in the prize description above as being provided including, but not limited to, all federal, state and local taxes, insurance, title, and fees, will be the sole responsibility of the winner. If a prize cannot be awarded due to circumstances beyond the control of Sponsor, a substitute prize of equal or greater retail value may be awarded. If a Winner cannot accept a prize, or any portion thereof, as stated, the prize may be forfeited at the sole discretion of Sponsor. The value of the prize represents Sponsor's good faith determination of the maximum retail value thereof. No refunds or credit for changes are allowed. The ARV of any prize is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV/MSRP is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. All taxes on the Prize, if any, and other expenses related to accepting and/or using the Prize not listed in these Official Rules are the sole responsibility of the Winner, who may receive an IRS Form 1099 reflecting the fair market value of the Prize in the name of the Winner for the calendar year in which the Prize was won, if applicable. Winner and guest(s) agree to comply with all venue and location rules and regulations. Failure to do so may result in forfeiture of such portion of prize. Guest(s) must be of legal age of majority in his/her jurisdiction of residence (and at least 18), unless a guest is a child or legal ward of the winner. All other costs and expenses associated with the acceptance and use of the prize not stated in the prize description above as being provided including, but not limited to, all federal, state and local taxes, insurance, luggage fees, meals and beverages, gratuities, incidentals, souvenirs, and all personal expenses of any kind or nature, will be the sole responsibility of the winner. No more than the stated number of prizes will be awarded. PRIZES IS AWARDED "AS-IS" AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. SPONSOR (INCLUDING EACH OF ITS RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES AND AFFILIATES) EXPRESSLY DISCLAIMS ANY AND ALL RESPONSIBILITY AND LIABILITY ARISING FROM USE OR REDEMPTION OF A PRIZE, AS FURTHER SET FORTH IN THESE OFFICIAL RULES, INCLUDING BUT NOT LIMITED TO ANY DAMAGES OR INJURIES SUSTAINED BY A WINNER FOR ANY REASON, INCLUDING FROM ANY PART OF THE PRIZE OR ANY OTHER CAUSE(S) BEYOND SPONSOR'S REASONABLE CONTROL.

C. How to Win. The winner will be selected in a random drawing on or after June 17, 2022. The random drawing will be made from among all eligible entries received during the relevant Promotion Period. You do not need to visit or make a purchase at any of Participating Stores to win. The potential winners of each weekly prize will be notified by a representative of Sponsor via email or phone on or after the day of the drawing. The potential winners must respond to such notification within two (2) calendar days after notification. If a potential winner fails to respond within two (2) calendar days or declines to accept the prize, such potential winner will be disqualified, the applicable entry will no longer be valid, and Sponsor will select an alternate winner from the remaining entries. If, for any reason, more potential winners are notified than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the prizes through a random drawing from among all eligible potential winners so notified.

D. Affidavit and Release. Sponsor may require that each Winner complete an Affidavit of Eligibility and Release of Liability and Publicity along with any required tax information or eligibility documentation, which shall be completed, signed and returned to Sponsor within three (3) business days of receipt by each Winner, or the corresponding Prize may be forfeited, and, at Sponsor's sole discretion, an alternate Prize Winner may be selected from all remaining eligible entrants. In such event, each Winner who failed to return the Affidavit of Eligibility and Release of Liability and Publicity within three (3) business days of receipt immediately forfeits the Prize in full and immediately releases any and all claims against Sponsor for delivery of such Prize. If Winner is determined, by Sponsor, in its sole and absolute discretion, to not be in compliance with these Official Rules, Sponsor may determine, in its sole and absolute discretion, that such Winner has

forfeited the Prize and, at Sponsor's sole discretion, an alternate finalist or Winner may be selected from all remaining eligible entries.

7. **ODDS OF WINNING.** Odds of being selected in any of the random drawings will be determined by the number of entries received.

8. **GENERAL CONDITIONS.** Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Sweepstakes if, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if viruses, bugs, unauthorized intervention, fraud, technical difficulties or failures or any other factor beyond Sponsor's reasonable control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes. In such event, Sponsor reserves the right (but does not have the obligation) in its sole discretion to award the prize at random from among eligible, non-suspect entries received up to the time of suspected impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision of these Official Rules.

9. **RELEASE.** By entering the Sweepstakes, you release Sponsor and its parents, subsidiaries and affiliates and Participating Stores and the officers, directors, employees and agents of each from any and all liability of any kind for any loss, harm, damage, personal injury and/or death, arising out of participation in this Sweepstakes and/or the acceptance, use or misuse of any prize, including the Grand Prize, and grant permission to Sponsor to use your name, street address, city, and state for advertising, trade and promotional purposes in all media without additional compensation or notice wherever lawful. All federal, state and local taxes and fees, if any, and any other expenses on the receipt and use of any prize, including the Grand Prize, are solely the winner's responsibility.

10. **LIMITATIONS OF LIABILITY.** Sponsor and Participating Stores are not responsible for: (a) incorrect or inaccurate transcription of entry information or late, lost, stolen, unintelligible, illegible, damaged, mutilated, altered, incomplete, postage due or misdirected entries or entries received through impermissible or illegitimate channels, all of which will be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, wireless, mobile, texting or computer online systems, networks or lines, telephone, wireless, mobile, texting or computer equipment, website, server provider, network, hardware or software; (c) the unavailability or inaccessibility of any website or service, including, without limitation, telephone, wireless, mobile, texting or computerized service; (d) unauthorized intervention in any part of the entry process or the Sweepstakes; (e) printing, typographical, electronic or human errors which may occur in the offer or administration of the Sweepstakes or the processing of entries; or (f) any injury or damage to persons or property, including but not limited to entrant's computer or wireless device, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes, or from viewing, playing or downloading any material from Sponsor's website(s) or Participating Stores website(s), regardless of whether the material was prepared by Sponsor, Participating Stores, or a third party, and regardless of whether the material is connected to Sponsor's websites or Participating Stores websites by a hypertext link.

11. **PUBLICITY.** Except where prohibited by law, participation in the Sweepstakes constitutes each winner's consent to Sponsor's (and its designees', successors' and assigns') use of your name, biography, likeness, voice, photographs, video, opinions, statements, hometown, state and country for promotional purposes in any manner or media (including, without limitation, online), worldwide, in perpetuity, and without further payment, consideration, notice, review or consent.

12. **DISPUTE RESOLUTION.** You agree that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within Kent County, Michigan, (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim punitive, incidental,

or consequential damages, any other damages other than actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of you and Sponsor in connection with this Sweepstakes, shall be governed by and construed in accordance with the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Michigan or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Michigan.

13. DATA PRIVACY. Information you provide to Sponsor will be used to communicate with you in relation to this Sweepstakes as well as to contact you at a later date with respect to products or services which the Sponsor believes may be of interest to you. Personal information will be handled in accordance with Sponsor's privacy policy available at www.shopfamilyfare.com, www.shopdanssonsupermarket.com, www.familyfreshmarket.com, www.shopdwfreshmarket.com, www.shopvgs.com, www.shopforesthillsfoods.com, https://www.alpinemarketplace.com/shop/privacy_policy, or https://www.neighborhoodfresh.com/privacy_policy.

14. OFFICIAL RULES. THE OFFICIAL RULES ARE AVAILABLE AT THE CUSTOMER SERVICE COUNTER IN EACH STORE LOCATION AND AT SPONSOR'S WEBSITE LOCATED AT WWW.SHOPFAMILYFARE.COM/BACKYARD-BASH, WWW.SHOPDWFRESHMARKET.COM/BACKYARD-BASH, WWW.SHOPDANSSUPERMARKET.COM/BACKYARD-BASH, WWW.SHOPVGS.COM/BACKYARD-BASH, OR WWW.FAMILYFRESHMARKET.COM/BACKYARD-BASH OR BY SENDING A SELF-ADDRESSED POSTAGE-STAMPED ENVELOPE TO SPARTANNASH "BACKYARD BASH SWEEPSTAKES OFFICIAL RULES REQUEST" C/O SPARTANNASH, 850 76TH ST SW, PO BOX 8700, GRAND RAPIDS, MI 49518-8700.

15. WINNERS' LIST. To request the name of the Sweepstakes winner or these rules, send a self-addressed postage-stamped envelope "BACKYARD BASH SWEEPSTAKES" - Winners List Request, c/o SpartanNash, 850 76TH ST SW, BYRON CENTER, MI 49315-9386. Requests must be received by July 29, 2022.

16. SPONSOR. This Sweepstakes is sponsored by SpartanNash Company, 850 76TH ST SW, BYRON CENTER, MI 49315-9386. Sponsor reserves the right to cancel this Sweepstakes at any time and substitute another promotion in its place.

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