

CENTURY OF CELEBRATION SWEEPSTAKES Official Rules

VOID WHERE PROHIBITED. NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

If you participate in the Century of Celebration Sweepstakes ("Sweepstakes") with a computer or a smart phone, message and data rates may apply; you should contact your Internet and wireless providers for pricing details.

This Sweepstakes is sponsored by the National Cherry Blossom Festival, Inc., 1275 K Street, NW, Suite 1000, Washington, DC 20005 ("NCBF," "we" or "us"). The Sweepstakes prize is provided by NCBF.

By participating in the Sweepstakes, you agree to comply with these Official Rules. We will not consider any entry that does not comply with these Official Rules.

1. **Eligibility:** To enter the Sweepstakes, you must be at least 18 years old and a United States citizen or legal resident. You may not enter if you: a) reside in Tennessee; b) are an NCBF or affiliate companies employee, officer or director; c) work for an advertising agency or legal advisor to NCBF or affiliate companies; or d) are an immediate family member of or living in the same household as the persons in b) and c) above.

2. **Sweepstakes Period:** The Sweepstakes begins on April 11, 2026 at 12:01 am EDT and ends at 11:59 pm EDT on June 30, 2026 ("Entry Period").

3. **How to Enter:** You may enter the Sweepstakes by:

- Going to <https://nationalcherryblossomfestival.org/national-cherry-blossom-festival-century-of-celebration-sweepstakes/> ("Entry Site").
- Entering the information into the required fields. You must include all the required information to be a valid entry ("Entry").
- Clicking "submit."

We will consider your Entry only if: a) you provide all the required Entry information; b) you submit your Entry; and c) we receive your Entry during the Entry Period. Once you submit your Entry, you may not delete, cancel or modify that Entry.

By entering the Sweepstakes, you represent and warrant that you are eligible and that your Entry contains accurate information.

4. **Number of Entries.** You may submit:

- One Entry for yourself, as detailed in Section 3 above;
- One additional Entry for each of your friends who enter the Sweepstakes and use your unique referral link.
- One additional Entry if you already follow the National Cherry Blossom Festival on Instagram (@cherryblossfest) or start following anytime during the Entry Period. Must provide a valid Instagram Handle in the indicated field in order for National Cherry Blossom Festival to confirm and award additional Entry.

5. **Winner Selection and Notification.** We will select, at random, one winner from all eligible Entries ("Winner"). Your odds of winning depend on the total number of eligible Entries that we receive. The Winner selection is final, and we will not entertain any correspondence about that selection.

If you are the Winner, the National Cherry Blossom Festival will notify you by email ("Award Letter"). We are not responsible or liable for late, lost, misdirected, or unsuccessful efforts to notify you.

The Winner will be required to sign and return a publicity consent and release before the Winner receives the Prize detailed in Section 6 below. The Winner's consent and release, when signed, will allow us, without

additional compensation, to use the Winner's name, voice or likeness irrevocably, perpetually and worldwide for any purpose and in any media (known or later developed), and to release the Winner's name to anyone requesting information about the Winner. If the Winner does not claim the Prize or fails to return to us a signed publicity consent and release within five calendar days of Winner's receipt of the Award Letter, we may award the Prize to another person.

6. Prize and Approximate Retail Value. The Prize consists of:

- a. Reimbursement up to \$4,500 for up to Four round trip coach airfare for up to four people between the major gateway airport closest to winner's residence and the major gateway airport closest to the National Cherry Blossom Festival Parade®. If the winner resides within 250 miles of the National Cherry Blossom Festival Parade ("Parade") airfare will not be provided;
- b. Round trip ground transportation for up to four people between the major gateway airport closest to the National Cherry Blossom Festival Parade and the hotel and Parade (which may be effectuated via a voucher for use with a NCBF-selected transportation vendor with a value not to exceed \$250);
- c. Room accommodations consisting of one standard room (with a maximum of four persons per room) for two nights at a hotel selected by NCBF;
- d. Up to Four Tickets in the Telecast Grandstands for the 2027 National Cherry Blossom Festival Parade; and
- e. One Festival merchandise "swag bag" in winner's hotel room for winner only.

The Prize does not include meals, hotel room service, laundry service, alcoholic beverages, merchandise, souvenirs, telecommunications or wireless network access, tips, gratuities, service charges or taxes. We will not offer an alternative prize, cash equivalent, or other substitute prize. If you win, you may not direct us to give anyone else the Prize.

The estimated retail value of the Prize is \$5,390.

7. Prize Restrictions.

- The Prize vacation must be taken as a three (3) day / two (2) night itinerary that includes Saturday, April 3, 2027 (alternate date: Saturday, April 10, 2027). Prize winner and winner's guests must travel together on the same itinerary.
- The Prize may not be sold, traded, transferred, rescheduled to dates not within the fulfillment period set forth above, or refunded. The Prize is not redeemable for cash.
- Any lost or stolen Parade tickets, vouchers or gift cards will not be replaced.
- The actual value of the Prize may vary depending on point of departure and fluctuations of rates and airfares (if applicable). If the actual value of the Vacation is less than the stated estimated retail value, the difference will not be awarded.
- The Prize winner and guests will be required to execute a liability/publicity/COVID-19 release and waiver form prior to booking of any travel. The winner and guests may each be required to execute and return, where legal, publicity releases, which must be returned with the verification documents requested of winner.
- NCBF, related, affiliated, and subsidiary companies and their respective officers, directors, agents, employees and assigns shall be released and discharged from any and all legal claims, losses, injuries, demands, damages, actions, and/or causes of actions that arise out of and/or in any way related to the prize, the receipt, use and/or enjoyment of the prize and/or the Promotion.
- All applicable taxes apply to the ARV, including applicable state and local taxes. For U.S. citizens and U.S. residents for tax purposes, the Internal Revenue Service ("IRS") requires NCBF to issue and file with the IRS Form 1099-MISC for each recipient of a prize whose value is at least \$2,000. Reporting of any other applicable tax and payment of any applicable tax is the sole responsibility of the Winner.

8. Alternative Winner. If the Winner is unable to make reservations within the required time period or to travel within the date restrictions set forth above, the Winner will forfeit the Prize and we may award the

Prize to an alternative winner. The alternate winner must agree to the Prize Restrictions set forth above.

9. **Privacy.** We collect, store and use information collected from the Sweepstakes in accordance with our Privacy Policy which you may read at <https://nationalcherryblossomfestival.org/privacy-policy/>

10. **General Terms and Conditions.**

- You understand and agree that we and our respective agents and representatives and entities associated with the Sweepstakes are not responsible or liable for:
 - Late, lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible Entries;
 - Electronic, hardware or software program, network, internet, or computer malfunctions, failures, or difficulties of any kind;
 - Failed, incomplete, garbled, or delayed computer transmissions;
 - Any condition caused by events beyond our control; or
 - Any printing or typographical errors in any materials associated with the Sweepstakes.
- We may, in our sole discretion, suspend or cancel Sweepstakes at any time if a computer virus, bug, or other technical problem corrupts the administration, security or proper play of the Sweepstakes.
- These Official Rules are governed by and construed in accordance with the laws of the District of Columbia without giving effect to any choice of law or conflict of law rules or provisions.
- By participating in the Sweepstakes, you will: 1) indemnify and defend us and each of our respective shareholders, agents and representatives and entities associated with the Sweepstakes to the extent permitted by law from any and all losses, damages or claims arising from or related to third party claims related to your Entry; and 2) resolve any dispute that arises between the parties related to the Sweepstakes in District of Columbia courts individually, without resort to any form of class action, and not seek to recover punitive, direct, indirect, incidental or consequential damages, or attorneys' fees or expenses incurred more than \$100.
- We may, in our sole discretion: 1) cancel, terminate, modify or suspend the Sweepstakes or void entries if we believe anything has or will happen that may corrupt the integrity, administration or fairness of the Sweepstakes; or 2) disqualify you if you tamper with or attempt to tamper with the entry process, the Entry Site or the operation of the Sweepstakes or if you violate these Official Rules.
- To obtain the name of the Sweepstakes Winner or a copy of these Official Rules, send a stamped, self-addressed envelope (VT residents need not affix return postage on requests for Official Rules) to 2027 National Cherry Blossom Festival Sweepstakes, 1275 K Street, NW, Suite 1000, Washington, DC 20005 no later than August 26, 2026.