

## **“Join Our Pack Label Contest”**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.**

### **1. Sponsor**

The contest is sponsored by Journeyman Distillery (“Sponsor”).

### **2. Eligibility**

Open only to legal residents of the United States who are 21 years of age or older at the time of entry. Employees, affiliates, distributors, agencies, and immediate family members of Sponsor are not eligible to participate.

### **3. Contest Period**

The contest begins on June 1, 2026 at 12 A.M. EST and ends on December 31, 2026 at 11:59 P.M. EST (“Contest Period”).

### **4. How to Enter**

Participants may enter by submitting:

- One (1) photo of their dog (up to 5 images)
- Dog’s name and Breed
- Short written bio/story
- Contact information

Entries must be submitted via form submission at [journeyman.com/K9](http://journeyman.com/K9) during the Contest Period.

Limit one (1) entry per person/dog unless otherwise stated.

### **5. Entry Requirements**

By entering, participants confirm:

- They own or have permission to use the submitted photo
- The dog is not depicted in a harmful, abusive, or unsafe manner
- The submission does not infringe upon third-party rights
- Content is not offensive, defamatory, or inappropriate

Sponsor reserves the right to disqualify entries that violate these requirements.

### **6. Winner Selection**

Winner(s) will be selected by Sponsor based on criteria including:

- Creativity
- Originality
- Story/personality
- Overall brand fit

Odds of winning depend on the number of eligible entries received.

## **7. Prize**

Winner will receive:

- Their dog featured on a limited-edition label/product and/or promotional materials.

## **8. Publicity Release**

By entering, participants grant Sponsor permission to use submitted names, dog names, photos, likenesses, and entry materials for promotional, advertising, and marketing purposes without additional compensation, unless prohibited by law.

## **9. Intellectual Property**

Entrants retain ownership of their submitted photos; however, by entering, participants grant Sponsor a non-exclusive, royalty-free, worldwide license to use, reproduce, modify, publish, and display submitted materials in connection with the contest and related promotions.

## **10. Alcohol Compliance**

This promotion is intended only for individuals 21+. Alcohol is not awarded where prohibited by law. Sponsor encourages responsible consumption.

## **11. Limitation of Liability**

Sponsor is not responsible for:

- Lost, late, incomplete, or misdirected entries
- Technical failures
- Unauthorized intervention
- Printing or typographical errors

Sponsor reserves the right to cancel, suspend, or modify the contest if necessary.

## **12. Governing Law**

The contest is governed by the laws of the State of Michigan, without regard to conflict of law principles.

## **13. Winner Notification**

Winner will be contacted via the information provided at entry. If winner does not respond within 14 days, Sponsor may select an alternate winner.

#### **14. Humane Cause Tie-In**

A portion of proceeds from related product sales may be donated to local animal welfare organizations. Donation details will be published separately.