



"Big Gig Giveaway" Contest Official Rules

No purchase necessary to enter. Sweepstakes runs from 12:01am CST May 11, 2026 through 11:59 pm CST June 7, 2026 and is open to legal residents of Wisconsin and Illinois, age 18 or older. Void in all other locations and wherever else prohibited by law.

Employees, officers and contractors (including immediate family members and members of the same household) of Cousins Subs Systems, Inc. ("Administrator", "Cousins Subs") and Milwaukee World Festival, Inc. ("Sponsor", "Summerfest", "MWF"), its affiliated companies, subsidiaries, distributors, dealers, retailers, vendors, advertising and promotion agencies, and any and all other companies associated with this Sweepstakes are not eligible to participate.

HOW TO ENTER

Sweepstakes Entry: To enter, visit www.cousinssubs.com/bigbiggiveaway, complete the entry form in its entirety, and submit (the "Entry"). Entries must be received between 12:01am CST May 11, 2026 through 11:59 pm CST June 7, 2026.

Limit:

One (1) Entry per person per 24 hours during the Sweepstakes period regardless of whether entrant has more than one email address and regardless of method of submitting an Entry. Any attempt by any participant to obtain more than 1 entry per day by using multiple/different email addresses, Devices, identities, registrations or logins, or any other methods will void that participant's entries and that participant may be disqualified from the Sweepstakes. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by that entrant. In the event of a dispute as to any entry, the authorized account holder of the Device or email address used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Otherwise, the "authorized account holder" of a Device is the natural person in whose name the Device has been issued and the services are billed. Potential winners may be required to show proof of being the authorized account holders. All entries become the property of the Sponsor and will not be acknowledged or returned.

Collection and use of personally identifiable information will be in accordance with the Sponsor's Privacy Policy located at <http://www.cousinssubs.com/privacy-policy>. The information provided will only be used for the purposes of this Sweepstakes and as otherwise permitted by Sponsor's privacy policy <http://www.cousinssubs.com/privacy-policy>. Any questions, comments or complaints regarding this Sweepstakes should be sent to: Cousins Subs, N83 W13400 Leon Road, Menomonee Falls, WI 53051.

WINNING

Nine (9) random Grand Prize entries will be selected by June 10, 2026 to win the respective prize packages below. The prize drawing will be selected from all entries received, under the supervision of Milwaukee World Festival, Inc. / Cousins Subs. Odds of winning will depend on the total number of eligible entries received. All entries become property of Cousins Subs.

PRIZE/APPROXIMATE RETAIL VALUE ("ARV")/ODDS

Grand Prize: Nine (9) Grand Prizes are available to be won. Each prize package includes:

VIP Package to one show at the American Family Insurance Amphitheater (listed below) based upon entrant's input upon submission, containing two (2) American Family Insurance Amphitheater tickets, two (2) Captain's Deck passes, one (1) parking pass, one (1) \$50 Summerfest Store gift card, two (2) Founders Club passes, one (1) \$50 Cousins Subs gift card, one (1) \$25 Cousins Subs cash voucher valid at Cousins Subs venue on Summerfest grounds and one (1) one-night hotel stay.

- o June 18, 2026: Megan Moroney
- o June 19, 2026: Don Tolliver
- o June 20, 2026: Carín León
- o June 25, 2026: Ed Sheeran
- o June 26, 2026: Cody Johnson w/Jessie Murph
- o June 27, 2026: Post Malone w/Carter Faith
- o July 2, 2026: Muse
- o July 3, 2026: Alex Warren
- o July 4, 2026: Jelly Roll w/Tyler Hubbard

The average ARV of one Grand Prize is: \$737.00

The Total ARV of all prizes to be awarded is: \$6,624.00



Odds of winning will depend upon the total number of eligible entries received.

Prizes are non-transferable and no cash redemption or substitution will be allowed, except at the sponsor's sole discretion. All taxes, title and license are the responsibility of the winners at time prize is delivered. All prizes will be awarded.

Claiming Prizes: The winner will be contacted via phone and/or email and will be asked to contact Cousins Subs to redeem the prize. Grand Prize winners must sign and return a 1099. Milwaukee World Festival, Inc. / Cousins Subs will mail/deliver winners prize upon notification and completion of required forms (Social Security Number is required).

Conditions: Submission of entry constitutes entrant's agreement to abide by Official Rules, indicates permission to use winner's name and likeness for editorial, advertising, and publicity purposes, without further compensation, and confirms their agreement to release Cousins Subs, Inc. and Milwaukee World Festival, Inc., its employees, affiliated companies, and their officers and directors from any and all claims or liability in connection with their participation in this promotion. Entries void if obtained outside authorized channels. This Sweepstakes is void where prohibited and/or restricted by law.

Independent Sweepstakes Administer: This promotion is being administered by Cousins Subs, N83 W13400 Leon Road, Menomonee Falls, WI 53051, who is responsible for overseeing the awarding of prizes offered, and whose decisions are final regarding the conduct of this promotion.

Milwaukee World Festival, Inc, and Cousins Subs reserves the right to amend the rules to any Sweepstakes at any time. Rules are subject to change without notice. Cousins Subs may modify or terminate the Sweepstakes at any time without prior notice.

Winners List: For a written list of the winners' names and addresses, please send a self-addressed, stamped, business-size envelope by December 31, 2026, to: Cousins Subs Big Gig Giveaway Sweeps Request, N83 W13400 Leon Road, Menomonee Falls, WI 53051

LIMITATION OF LIABILITY

YOU UNDERSTAND AND AGREE THAT YOU SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE SWEEPSTAKES OR SPONSOR. IN NO EVENT WILL FACEBOOK, TWITTER, SPONSOR, ADMINISTRATOR, OR THEIR PARENTS, AFFILIATES, SUBSIDIARIES, AND RELATED COMPANIES, OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AGENTS, SUCCESSORS AND ASSIGNS (COLLECTIVELY, THE "RELEASEES") BE RESPONSIBLE FOR ANY CLAIMS, ACTIONS, DEMANDS, LOSSES, LIABILITIES, DAMAGES, COSTS AND EXPENSES (INCLUDING, ATTORNEYS' FEES) OF ANY KIND, INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE, ARISING OUT OF YOUR PARTICIPATION IN THE SWEEPSTAKES, THE ACCEPTANCE, POSSESSION, USE, MISUSE, LOSS OR MISDIRECTION OF THE PRIZE, PARTICIPATION IN ANY SWEEPSTAKES RELATED ACTIVITIES OR ACCESS TO AND USE OF ANY INTERNET SITE. ENTRANTS AGREE TO RELEASE, DEFEND, INDEMNIFY, DISCHARGE AND HOLD HARMLESS THE SPONSOR AND ADMINISTRATOR FROM ANY SUCH CLAIMS, ACTIONS, DEMANDS, LOSSES, LIABILITIES, DAMAGES, COSTS AND EXPENSES, INCLUDING, WITHOUT LIMITATION FROM ANY DAMAGE, INJURY, DEATH, LOSS OR OTHER LIABILITY EITHER AT LAW OR EQUITY WHETHER KNOWN OR UNKNOWN, ASSERTED OR NOT ASSERTED THAT MAY ARISE FROM OR IN ANY WAY RELATE TO YOUR PARTICIPATION IN THE SWEEPSTAKES OR THE AWARDING, ACCEPTANCE, USE OR MISUSE OF ANY PRIZE. WITHOUT LIMITING THE FOREGOING, THE SWEEPSTAKES, THE PRIZE AND MATERIALS ARE PROVIDED "AS-IS" WITHOUT ANY WARRANTY OR REPRESENTATION OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR

A PARTICULAR PURPOSE AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.



All entrants agree to hold harmless and indemnify the Sponsor and Milwaukee World Festival, Inc., including its Member Teams, and their respective parent companies, agencies, subsidiaries, affiliates, directors, officers, governors, employees, and agents against any and all liability, damages, or causes of action (however named or described), arising out of either (i) the entrant's participation in this promotion, or (ii) the receipt and use of a Prize. Entrants agree that any dispute, lawsuit, or controversies regarding the sweepstakes shall be resolved individually, without resort to any form of class action.

Milwaukee World Festival, Inc. Disclaimer: Entrance to the festival grounds is at your own risk. Milwaukee World Festival, Inc. (MWF), a not-for-profit corporation, is immune from liability for injuries to persons or property at or on the Henry Maier Festival Park (the "Site") pursuant to Wisconsin Statute 895.52.

Admission tickets are valid for one day only. Not for sale or resale. No Refunds. Tickets obtained from unauthorized sources may be lost, stolen, or counterfeit tickets and if so are void. MWF reserves the right to deny admission or eject any person violating MWF's rules, local, state, or federal laws or whose conduct is deemed illegal, disorderly or offensive by management.

Persons entering the Site hereby consent to having their names, images and/or likeness, writing, biographical information or recordings of their voices captured or reproduced in any medium, forever and throughout the world, for editorial, educational, promotional, publicity, advertising or any other purpose by MWF, or its affiliates, respective successors and assigns, contractors, partners or the media. Performers, programs, dates and times are subject to change without notice. MWF reserves the right to limit access to any stage to prevent hazardous overcrowding. Sale or distribution of any materials without the written consent of MWF could result in ejection or arrest. Audio and/or video recording is prohibited on the Site unless approved in writing by artists' management and MWF.

Persons entering the Site may be subjected to search for illegal or unauthorized items which are expressly forbidden on the Site and subject to confiscation. Illegal or unauthorized items include, but are not limited to: backpacks, large bags, other carry-ins, outside food or beverages, glasses, cans or bottles, alcoholic beverages, pets, video equipment, recording devices, laser pointers, lawn chairs, skateboards, inline skates, wagons, kites, Frisbees, weapons or objects that could be used as weapons, illegal drugs, any holder such as a cooler, picnic basket or tote bag that is used to carry receptacles containing food or beverages.

Notice: Pursuant to Wisconsin Statute 943.13(1m) (c) 3, individuals may not enter or remain, at Henry Maier Festival Park, while carrying a firearm, or with that type of firearm, at any "Special Event". A "Special Event" is defined in Wisconsin Statute 943.13 (1e) (h). Special Events include, but are not limited to, Summerfest, PrideFest, Polish Fest, Festa Italiana, German Fest, African World Festival, Warped Tour, Irish Fest, Mexican Fiesta, Indian Summer, American Family Insurance Amphitheater concerts, and other events, as posted at entrances to Henry Maier Festival Park.

The following additional items are not permitted in the American Family Insurance Amphitheater: strollers, umbrellas, professional grade cameras and video equipment, unless the headline performer has authorized.

MWF reserves the right (s), to expand this list without notice. Additional prohibited items may be posted at the entrances to the Site.

Summerfest, the Summerfest "Smile" logo, "Big Gig", and "The World's Largest Music Festival" are registered trademarks of Milwaukee World Festival, Inc., and are used with prior written permission. Participation in the Sweepstakes does not give Entrants permission to use these registered trademarks.