

## LIQUID DEATH

### OFFICIAL RULES OF “LIQUID DEATH X SALT SHED SWEEPSTAKES”

Sponsored by Supplying Demand, Inc. dba Liquid Death (the “*Sponsor*” or “*Liquid Death*”)

NO ENTRY FEE OR MOBILE DEVICE REQUIRED. NO PURCHASE OR OBLIGATION NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW. PURCHASE OR MOBILE PHONE USAGE DOES NOT IMPROVE ONE’S CHANCE OF WINNING. STANDARD TEXT MESSAGE, DATA RATES, TERMS AND CONDITIONS MAY APPLY.

Not sponsored, endorsed or administered by, or associated with Instagram.

THESE TERMS CONTAIN A MANDATORY ARBITRATION PROVISION IN SECTION 17 THAT REQUIRES THE USE OF ARBITRATION ON AN INDIVIDUAL BASIS, PROHIBITS CLASS ACTION CLAIMS, AND LIMITS THE REMEDIES AVAILABLE TO YOU IN THE EVENT OF CERTAIN DISPUTES.

For purposes of the Sweepstakes, all times refer to Central Time (“*CT*”) and the Sponsor’s computer is the official clock. The Liquid Death x Salt Shed(the “*Sweepstakes*”) begins on August 18, 2026 at 12:00 AM CT and ends on September 8, 2026 at 11:59 PM CT (the “*Sweepstakes Period*”).

- 1. Agreement to Official Rules.** By entering or participating in the Sweepstakes, you accept and agree to be bound by these “*Official Rules*” and all terms associated with the Prize (if verified as the Prize winner). All capitalized terms used but not defined herein shall have the respective meaning given to them in terms of the Platform (<https://terms.vtagz.com/>) (the “*Platform Terms*”). In the event of any conflict between these Official Rules, any Sponsor terms of service, the [Platform Terms](#), and any terms of purchase of Sponsor’s products, these Official Rules will govern with respect to the Sweepstakes and disposition of the Prize. You hereby acknowledge and agree that the Prize will be fulfilled by the Sponsor, and that Lunar Solar Group, Inc. (the “*Platform*” and “*Administrator*”) are not responsible for the lack of or delay in fulfillment of the Prize.
- 2. Eligibility.** The Sweepstakes is open only to residents of the states of Illinois or Wisconsin in the United States that are twenty-one (21) years of age or older as of the date of entry. Entrants must have either a valid Social Security number and/or a valid U.S. Individual Taxpayer Identification Number. Employees of Sponsor, Platform, Administrator, and their respective parent companies, affiliates, subsidiaries, officers, directors, advertising, promotion, fulfillment and other coordinating agencies, service providers, prize suppliers, Sponsor’s retailers, Sponsor’s distributors, individuals providing services to Sponsor through an outsourcer or temporary employment agency during the Sweepstakes Period, and their respective immediate family members (i.e. a spouse, domestic partner, child, sibling, or parent) and persons living in the same household (whether related or not), are not eligible to enter or participate in the Sweepstakes. For the avoidance of doubt, persons located in any country to which the United States has embargoed goods or has otherwise applied any economic sanctions are not eligible for participation in the Sweepstakes.
- 3. How to Enter.** If you meet all the requirements as provided in Section 2 herein, you may enter the Sweepstakes. **The number of Sweepstakes entries you may enter during the Sweepstakes Period is limited to one (1).** Any attempt by an entrant to obtain more than the stated number of entries/sweepstakes submissions by using multiple/different phone numbers, identities, registrations, logins, AI generative technology, or any other methods other than as described herein, including, but not limited to, commercial contest/sweepstakes subscription notification and/or entering services, will void that entrant’s entries/sweepstakes submissions or excess submissions, in Sponsor or Administrator’s sole discretion. There is one (1) way you can enter the Sweepstakes (an “*Entry*”):

**Landing Page entry, via URL, QR Code or Email Newsletter:** To enter, participants must visit the official landing page between August 18<sup>th</sup> and September 8<sup>th</sup>, 2026, and sign up by providing your mobile phone number and consent to receive sweepstakes and marketing messages via SMS text from Sponsor/Platform/Administrator. Entrants may access the official landing page via URL at <https://vtagz.com/claim?token=URwHu7Ac>, or QR code in the newsletter for the Salt Shed Fairgrounds in Chicago (the “Salt Shed”) or at the Liquid Death event at the Salt Shed on August 22, 2026.

By completing the sign up, the entrant will receive one (1) Entry into the Sweepstakes. Limit one (1) Entry during the Sweepstakes Period. Any attempt to submit multiple entries, whether by using multiple phone numbers or other methods, may result in disqualification. **NO PURCHASE NECESSARY TO ENTER using this FREE method of entry.**

Standard text messaging and data rates may apply depending on your mobile carrier and service plan. Entrants may stop receiving text messages at any time by texting “STOP” in response to any message. Text HELP for assistance.

Without limiting any other terms of these Official Rules, Sponsor and Administrator each reserve the right to disqualify any Entry (or any entrant), in its sole discretion, if Sponsor or Administrator finds proof or has cause to suspect such entrant’s Entry is fraudulent, deceptive, altered, has been tampered with, or is otherwise deceptive or illegitimate (as determined by Sponsor or Administrator in its sole discretion). The decisions of the Sponsor and Administrator will be final. If entrants use a web-enabled mobile device to participate, data rates may apply (entrants should contact their service provider for data rates/plans).

Proof of submitting an Entry will not be deemed by Sponsor as proof of receipt or entry into the Sweepstakes. All required information must be completed in full, be accurate and valid. The Entry Information must match the information of the entrant that completed the act of physically entering the Sweepstakes. Entrants can enter via the landing page, which may be accessed by the URL set forth above or QR Code in the Salt Shed newsletter or at the Liquid Death event at the Salt Shed described above, however only up to one (1) Entry can be submitted by each entrant.

4. **Prize Drawing:** The ten (10) winners of the Sweepstakes will be chosen at random from among all eligible Entries on or around September 8, 2026. The potential winners will be notified on or around September 10, 2026 at the phone number associated with the selected Entry or such other method specified by Administrator and will be required to answer eligibility questions. Administrator will make three (3) notification attempts within a period of two (2) business days. Potential winners will have three (3) days (or less time depending on the date of the selected show) to respond to the notification. Sponsor reserves the right to make a public announcement announcing the winner in any manner it deems reasonably appropriate (such as via website, social media and/or similar platform). An alternate potential winner will be selected if the initial (or subsequently selected potential winner if the initial potential winner is deemed ineligible): (a) cannot be located; (b) fails to confirm that they are claiming the Prize within three (3) business days of notification of being selected as the potential winner; or (c) fails to comply with or otherwise complete all requirements for eligibility set forth in these Official Rules (collectively, the “**Eligibility Requirements**”). This selection of the winner and notification process shall continue until a winner is confirmed if the alternative winner(s) is/are unable to claim the Prize. The random selection is final and binding. Neither Sponsor nor Administrator assumes any responsibility for undeliverable text messages or communication (e.g., resulting from any form of active or passive filtering by an email/mobile client or for insufficient space in an email/mobile account to receive an email).
5. **Eligibility Requirements:** Potential winner(s) will be required to sign, have notarized, and return an original, unmodified Affidavit of Eligibility, a Liability Release, (where legal) a Publicity Release (collectively “**Affidavit/Release**”), an IRS W-9 Form, a Background Authorization Form, and any other documentation

that Sponsor Administrator requires within five (5) days after receipt by potential winner(s) or such potential winner(s) may be disqualified and an alternate potential winner(s) may be selected. When the Administrator contacts a potential winner and determines that he/she/they has met all Eligibility Requirements of the Sweepstakes, such individual will be declared the “winner” of the Sweepstakes. The Eligibility Requirements include the execution of all required waivers, publicity and liability releases and disclaimers. The winner must complete all of the foregoing within five (5) days following notification of being a potential winner of the Sweepstakes. ANY POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY ADMINISTRATOR, IN ITS SOLE DISCRETION, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL THAT ENTRANT’S ELIGIBILITY AND COMPLIANCE WITH ALL REQUIREMENTS TO CLAIM THE PRIZE HAVE BEEN VERIFIED AND FULFILLED PURSUANT TO THESE ELIGIBILITY REQUIREMENTS, AND THE ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

6. **Prizes:** One (1) grand prize winner and nine (9) runner-up winners are to be awarded a prize from the Sweepstakes (each, the “Prize”).

One (1) grand prize winner will receive two (2) VIP tickets to the winner’s choice of one (1) of the following Salt Shed concerts (subject to availability and subject to change):

- Tucker Wetmore: The Brunette World Tour — Friday, September 18, 2026
- Role Model — Saturday, September 20, 2026
- Malcolm Todd — Tuesday, October 6, 2026

The Grand Prize winner will also receive a coupon for two (2) Liquid Death beverages and \$100 worth of Liquid Death merchandise (total ARV for the grand Prize, \$575).

Nine (9) runner-up winners will be selected to each win two (2) general admission tickets (subject to availability and subject to change) to a select Salt Shed concert (ARV for each runner-up Prize, \$160; \$1,440 total pool of runner-up Prizes):

- September 22 – All Time Low
- September 24 – Two Door Cinema Club
- September 25 – Ravyn Lenae
- September 26 – Thee Sacred Souls, LA LOM & The Womack Sisters
- September 27 – Cavetown with Chloe Moriando
- September 29 – Mon Rovîa
- September 30 – Knocked Loose & Denzel Curry
- October 2 – Joe Russo's Almost Dead
- October 3 – Ministry & Acid Bath with Windhand
- October 4 – The Revivalists with Robert Randolph
- October 6 – Malcolm Todd
- October 7 – Malcolm Todd
- October 8 – Koe Wetzel
- October 9 – MUNA
- October 11 – Interpol with DIIV
- October 16 – Tinashe
- October 17 – Jesse Welles
- October 18 – Movements
- October 22 – Sylvan Esso
- October 23 – Sammy Rae & The Friends
- October 24 – Fruit Bats
- October 25 – Sleeping With Sirens
- October 27 – Dylan Gossett
- October 29 – The Dresden Dolls

- October 31 – Geese
- November 1 – Geese
- November 4 – BOYNEXTDOOR
- November 12 – Charles Wesley Godwin
- November 13 – Palace
- November 14 – The Menzingers
- November 19 – Slow Pulp
- November 20 – Fetty Wap
- November 21 – Beyond Hunger Benefit with Death Cab for Cutie
- November 24 – Sabaton
- November 25 – Turnover
- November 27 – Daily Bread
- November 28 – Daily Bread
- November 29 – Angine de Poitrine
- November 30 – Angine de Poitrine
- December 19 – 93XRT Winter Jam (Ratboys, Friko & Florry)
- December 30 – Greensky Bluegrass
- December 31 – Greensky Bluegrass

**The odds of winning the Prize depends on the total number of eligible Entries received.** Sponsor will not replace the Prize if it is lost or stolen. You agree to provide Administrator and/or Sponsor with any additional information and complete any required tax or other forms relating to your receipt of the Prize.

**Total ARV of the Grand Prize and Runner-up Prizes is \$2,015.**

All expenses associated with the receipt or use of the Prize not specifically mentioned as being included are excluded and are the sole responsibility of the winner, including without limitation, travel, lodging, parking, and/or food. Prize is not transferable. However, Sponsor may, in its sole discretion choose to substitute a Prize (or prize component) of equal or greater value due to unavailability or for any other reason. The Salt Shed may have age restrictions applicable to show attendees. Each winner must ensure that their guest meets such age restrictions, if any. If there are no age restrictions for the show, a winner may invite a minor to attend, provided that the winner is solely responsible for the minor, including their attendance at the show and compliance with these Official Rules.

All federal, state, or other tax liabilities (including but not limited to income taxes) arising from participation in the Sweepstakes or award of any prize will be the sole responsibility of the winner, unless otherwise stated in Section 4. If prize value is \$2,000 or more, winner(s) will be issued an IRS Form 1099-MISC from the Sponsor(s) or Sponsor's designee for the total ARV of the prize won (as stated herein) in the calendar year won.

**7. DISCLAIMERS & LIMITATION OF LIABILITY.**

- (a) NEITHER SPONSOR, PLATFORM NOR ADMINISTRATOR IS RESPONSIBLE FOR (I) LATE, TAMPERED WITH, FORGED, DELETED, LOST, MISPLACED, STOLEN, DESTROYED, DROPPED, INACCESSIBLE, CORRUPTED, JUMBLED, DELAYED, DAMAGED, POSTAGE-DUE, INCOMPLETE, ILLEGIBLE, GARBLED, MECHANICALLY DUPLICATED AND MASS MACHINE PRINTED, MUTILATED, MISDIRECTED OR UNDELIVERABLE ENTRIES, RESPONSES, OR OTHER CORRESPONDENCE, WHETHER BY EMAIL, ADDITIONAL DIGITAL TRANSMISSIONS, POSTAL MAIL OR OTHERWISE; (II) THEFT, DESTRUCTION, UNAUTHORIZED ACCESS TO OR ALTERATIONS OF ENTRY MATERIALS OR ENTRIES; OR (III) PHONE, ELECTRICAL, NETWORK, COMPUTER, HARDWARE, SOFTWARE PROGRAM OR TRANSMISSION MALFUNCTIONS, INCLUDING ANY TECHNICAL OR MECHANICAL ERROR WHEN TRANSMITTING SMS TRANSMISSIONS, PUSH NOTIFICATIONS AND/OR MOBILE ALERTS, FAILURES OR DIFFICULTIES OR ANY TECHNICAL HARDWARE OR SOFTWARE FAILURES

OF ANY KIND, WHICH MAY LIMIT A PERSON'S ABILITY TO PARTICIPATE IN THE SWEEPSTAKES.

- (b) THE PRIZES ARE PROVIDED "AS IS." SPONSOR, PLATFORM AND ADMINISTRATOR SPECIFICALLY DISCLAIM ALL WARRANTIES EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, WHETHER ARISING BY LAW, COURSE OF DEALING, COURSE OF PERFORMANCE, USAGE OF TRADE, OR OTHERWISE. IN NO EVENT WILL SPONSOR NOR ADMINISTRATOR BE LIABLE TO YOU OR ANY THIRD PARTY FOR ANY DIRECT, SPECIAL, INCIDENTAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING LOSS OF USE, DATA, BUSINESS OR PROFITS) ARISING OUT OF OR IN CONNECTION WITH YOUR PARTICIPATION IN THE SWEEPSTAKES, INCLUDING (I) USER ERROR SUCH AS FORGOTTEN PASSWORDS OR INCORRECTLY CONSTRUCTED TRANSACTIONS OR (II) SERVER FAILURE OR DATA LOSS WHETHER SUCH LIABILITY ARISES FROM ANY CLAIM BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT SPONSOR, PLATFORM OR ADMINISTRATOR HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above limitation or exclusion may not apply to you.

8. **Indemnification.** You agree to release, indemnify, defend and hold Sponsor, Platform, Administrator, and such parties' respective parent, affiliates, subsidiaries, directors, officers, employees, sponsors and agents, including advertising and promotion agencies, and assigns, and any other organizations related to the Sweepstakes, harmless, from and against any and all claims, injuries, damages, expenses or losses to person or property and/or liabilities of any nature that in any way arise from participation in the Sweepstakes including, without limitation: (a) any condition caused by events beyond Sponsor's, Platform's or Administrator's control that may cause the Sweepstakes to be disrupted or corrupted; (b) the Prize, or acceptance, possession, or use/misuse or defects of the Prize; (c) participation in the Sweepstakes; (d) human error; and (e) any printing or typographical errors in any materials associated with the Sweepstakes. Sponsor shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience or irregularity that may be caused by or have contributed to (1) any wrongful, negligent or unauthorized act or omission on the part of a Prize supplier (if applicable) or any of its agents, servants, employees or independent contractors, (2) any wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of Sponsor, or (3) any other cause, condition or event whatsoever beyond the control of Sponsor or its parents, subsidiaries and affiliated companies.
9. **Publicity.** Except where prohibited by law, by participating in the Sweepstakes and/or winning the Prize, you irrevocably consent to the use of your name, image, photograph, likeness, biographical information, Entry, statements attributed to you (if true) and any video footage related to the Prize, for Sponsor's and its affiliates' advertising, promotional and/or other commercial and archival purposes in all media now or hereafter known, worldwide and in perpetuity without additional compensation. You also consent to the Sponsor's and Administrator's putting your name on a winner's list. Please note that Administrator, Platform and/or Sponsor may not acknowledge or return any Entries.
10. **Additional Conditions.** Sponsor, Platform and Administrator reserve the right, in their sole discretion, to terminate, modify or suspend the Sweepstakes in whole or in part, if in Sponsor's opinion: (a) the Sweepstakes is not capable of running as planned by reason of the occurrence of any event beyond its control, including, without limitation, fire, flood, epidemic, pandemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications, equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Sweepstakes by any party, or any federal, state, local or government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's, Platform's or Administrator's control; or (b) any other factors beyond Sponsor's reasonable control corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, in all instances without

liability to the entrants. If, for any reason, the Sweepstakes is not capable of running as originally planned, Sponsor will instruct the Administrator to conduct a random drawing and award the Prize from all salvageable eligible Entries received prior to and/or after (as appropriate) the action taken by the Sponsor or award the Prize in a manner that is fair and equitable. Notice of such action by the Sponsor will be posted on the Website. Sponsor, Platform and Administrator also reserve the right to disqualify any entrant or winner, as determined by Sponsor or Administrator, in its sole discretion, who is found to be tampering with the entry process or the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any person attempting to defraud or tamper with the Sweepstakes will be prosecuted and is not eligible for the Prize. The Prize is for personal consumption only and may not be resold or otherwise used for commercial purposes.

11. **Personal Information.** Sponsor, Platform or Administrator may collect personal data about entrants online in accordance with its privacy policies and as may be more specifically set forth in these Official Rules. Please review these Official Rules and Administrator's, Platform's and Sponsor's respective privacy policies, which can be found at <https://privacypolicy.vtagz.com> and <https://liquiddeath.com/policies/privacy-policy>. Entrants understand, agree, and consent that any personally identifiable information provided to the Administrator may be retained and used for the purposes of this Sweepstakes (including as applicable but not limited to any applicable record keeping, tax forms, state registrations, and/or any prize fulfillment related obligations). The Administrator does not and will not sell the personally identifiable information of any entrant or winner. Furthermore, the Administrator will not share or disclose any personally identifiable information to any third-party company or business unrelated to the Sweepstakes.
12. **Rules/Name of Winner:** For the name of the winner or for a copy of these Official Rules, send an email to [winnerslist@vtagz.com](mailto:winnerslist@vtagz.com) with the name of the Sweepstakes and "Winner List" or "Rules" (specify which) in the subject line. All email requests must be received no later than two (2) months after the end date. The Official Rules will be available on the Website, during the entire Sweepstakes. Name of the winner may also be posted on the Website.
13. **Sponsor:** Supplying Demand, Inc. dba Liquid Death 4077 Redwood Avenue, Los Angeles, CA 90066.
14. **Contact.** If you have any questions relating to the Sweepstakes, you may contact Administrator via email at: [moreinfo@vtagz.com](mailto:moreinfo@vtagz.com) with the name of the Sweepstakes and "Question" (specify which) in the subject line.
15. **General Terms.** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of these Official Rules is determined to be invalid or otherwise unenforceable or illegal by a tribunal of competent jurisdiction, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's, Platform's or Administrator's failure to enforce any provision of these Official Rules will not constitute a waiver of that term or any other provision of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof. All federal, state and local laws and regulations apply. These Official Rules and the Sweepstakes in general shall be governed by and construed in accordance with the laws of the State of Delaware without giving effect to any choice of law or conflict of laws rules.
16. **Binding Arbitration.** Except where prohibited by law, you agree that (a) ANY DISPUTE, CONTROVERSY OR CLAIM ARISING OUT OF OR RELATING TO THE SWEEPSTAKES OR THE PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, (b) any dispute, controversy or claim arising out of or relating to the Sweepstakes or any prize awarded shall be resolved by binding arbitration

administered by JAMS ("**JAMS**") in accordance with the rules of JAMS Streamlined (for claims under \$250,000) or the JAMS Comprehensive Arbitration Rules and Procedures (for claims over \$250,000) (the "**JAMS Rules**") then in effect, (c) any arbitration shall be heard by one (1) arbitrator to be selected in accordance with the JAMS Rules, in Los Angeles County, California, (d) unless both you and Sponsor agree in writing, the arbitrator may not consolidate more than one person's claims, and may not otherwise preside over any form of class or representative proceeding, (e) judgment upon any award rendered may be entered in any court having jurisdiction thereof and (f) any award or judgment shall be subject to all limitations and releases set forth in these Official Rules and be limited to actual out of pocket damages, and shall not, in any event, include any punitive, exemplary, consequential or incidental damages, attorney's fees or costs of bringing a claim, or any injunctive or other equitable relief. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. The Parties will share equally in payment of the arbitrator's fees and arbitration expenses and any other costs unique to the arbitration hearing (recognizing that each side bears its own deposition, witness, expert and attorneys' fees and other expenses to the same extent as if the matter were being heard in court).