

Meet Alessia Cara In New York City

OFFICIAL CONTEST RULES AND REGULATIONS

NO PURCHASE NECESSARY

HOW TO ENTER

Beginning at 12 AM Eastern Time (“ET”) on Aug 20th, 2018, entrants can enter the “**Meet Alessia Cara In New York City**” (the “Contest”) by going to the contest page on Universal Music Canada’s website, www.umusic.ca/contests, and then by streaming Alessia Cara’s song “Growing Pains”, available on Spotify. Signing in through Spotify will immediately give the entrant ten (10) digital ballots to be used in the draw. Five (5) digital ballots will be given out to the entrant for every stream thereafter; or for a no purchase option, by going to www.umusic.ca/contests and filling out the online contest form. By filling out the form, entrant receives one (1) digital ballot to be used in the draw. Entries must include all requested information to be eligible. Any use of automated devices is prohibited.

The sponsor of this Contest is Universal Music Canada Inc. (the “Sponsor”).

CONTEST CLOSING DATE: To be eligible to win the Contest, entries must be received no later than 11:59 PM ET on Aug 29th, 2018 (the “Contest Closing Date”).

GRAND PRIZE

There will be one (1) grand prize package (the “Grand Prize Package”) available to be won. The Grand Prize Package consists of:

- Two (2) tickets to see Alessia Cara perform in New York, NY on September 7th, 2018;
- A Meet & Greet with Alessia Cara at the show (**pending the artist teams and will be confirmed closer to the date of show**);
- Round trip economy airfare for two (2) persons to New York, NY (the “Destination”) from and returning to the Canadian international airport that is closest to the winner’s place of residence, with exact dates to be determined by the Sponsor;
- Two (2) nights’ standard accommodations for two (2) persons, based on double occupancy; at a hotel in the Destination to be selected by the Sponsor in its sole discretion

The selected entrant for the Grand Prize Packages (the “Winner”) and his or her guest shall be responsible for ground transportation to and from the concert venue, gratuities, all meals, applicable taxes, incidentals and any and all other expenses not specified in the above description of the Grand Prize Package. Winner and guest must follow all instructions of the Sponsor and facility staff or participation in the Grand Prize Package may be forfeited, in whole or in part. Winner and guest must travel together and depart from the same location. All required documentation for the Grand Prize Package will be sent directly to the Winner’s home only after the Winner has met the eligibility requirements outlined in these Contest Rules and Regulations and the Official Contest Declaration and Release Forms have been signed by the selected entrant and the Winner’s guest, and returned to and received by Universal Music Canada Inc. by email to “**Meet Alessia Cara In New York City**”, c/o at umcdigital@umusic.com.

Approximate retail value of the Grand Prize Package is FOUR THOUSAND CANADIAN DOLLARS (\$4,000.00 CDN). The Grand Prize Package as described is subject to availability, may not be exchanged for cash, is non-transferable, non-refundable, may not be sold, and must be accepted “as awarded”, by Universal Music Canada Inc. (the “Sponsor”). At their election, and in the event the Grand Prize Package, or any portion thereof, cannot be awarded as described in these Official Rules, the Sponsor reserves the right to substitute a prize of equivalent or greater retail value. Sponsor will not be responsible if weather conditions or other factors beyond Sponsors’ reasonable control prevents the Grand Prize or part of the Grand Prize Package from being fulfilled. The Sponsor will not be responsible if artist team declines Meet & Greet aspect of the Grand Prize. Further, the Sponsor assumes no liability or responsibility whatsoever should the Winner or his/her guest be denied entry to the concert venue for any reason whatsoever. Grand Prize must be taken on the dates specified by the Sponsor in its sole discretion or the prize will be forfeited.

THE DRAW

Contest judges at the Universal Music Canada offices located at 2450 Victoria Park Avenue, Suite 1, Toronto, Ontario M2J 5H3, will make a random draw for the Grand Prize Package on Aug 30th, 2018 from all eligible entries received on or before the Contest Closing Date. The first attempt to contact a selected entrant by telephone will be made within

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one (1) business day of the draw date. To win the Grand Prize Package and be declared the “Winner”, the selected entrant will be required to correctly answer a mathematical skill-testing question, without assistance or mechanical or electronic aid. The Winner of the Grand Prize Package must also sign a declaration and release form discharging and releasing the Sponsor and its partners from any and all claims for damages, losses or injuries resulting from the Contest, confirming compliance with the Contest Rules, and acceptance of the Grand Prize Package as awarded (a “Declaration and Release Form”). If a selected entrant cannot be notified and the skill-testing question cannot be administered within one (1) business day of the first attempt to contact the selected entrant, the entrant will be disqualified, and an alternate entrant will be selected. The Winner’s traveling companion shall also be required to sign a Declaration and Release Form. Signed Declaration and Release Forms must be returned by email to: **“Meet Alessia Cara In New York City”** c/o at umcdigital@umusic.com. Failure to complete and return the Declaration and Release Form before attending the concert will result in the Grand Prize Package being forfeited and another entrant being selected.

The chances of being selected in the Contest draw depend upon the total number of eligible entries received.

All decisions of the judges are final in all matters relating to this Contest.

ELIGIBILITY

The Contest is open to all residents of Canada, excluding the province of Quebec, who have reached the age of majority in their province of residence, with the exception of: employees of the Sponsor, their respective parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, and any other parties engaged in the development, production or distribution of the Contest materials, or those living in the same household as any of the above. Entrants under the age of majority are eligible to win the Grand Prize Package provided that the winning entrant’s parent or legal guardian accepts the Grand Prize on his/her behalf. The parent or legal guardian must also accompany the minor for the duration of the Grand Prize.

GENERAL CONDITIONS

All Contest entries become the property of the Sponsor and no correspondence will be entered into except with selected entrant(s).

By entering the Contest, entrants consent to the use of their name, city of residence and image on videotape and/or photograph in any publicity carried out by any one or all of the Sponsor with respect to this Contest, without further notice or compensation.

By entering this Contest electronically and voluntarily providing your personal information, entrants consent and agree to the Sponsors’ collection and use of the entrant’s information for the administration of this Contest and agree to Sponsors’ use of entrant information for the purpose of contacting entrant in relation to this Contest. For the avoidance of doubt, entrants are providing information to the Sponsor, not Facebook, Twitter, Instagram, and any social media platform not aforementioned (the “Social Media Platforms”).

By participating in this Contest, entrants acknowledge compliance with, and agree to be bound by, these Contest Rules and Regulations, including eligibility requirements. Entrants release and hold harmless the Sponsor, Social Media Platforms, their respective parent, related and affiliated companies, subsidiaries, members, dealers, advertisers, franchisees, promotional agencies and each of their respective directors, successors, sponsors, partners, licensees, officers, subsidiaries, agents, employees, artists, advisors, assignees, and all others associated with the development and execution of the Contest, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims and demands, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach and liability for physical injury, death, or property damage which the entrants or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the entrant’s participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of a Grand Prize Package awarded.

The Sponsor are not responsible for incorrect or inaccurate entry information which may affect a person’s ability to participate in the Contest or be awarded a prize, including but not limited to human error, technical malfunctions, lost or delayed entries for any reason, mail failures, omission, or any combination thereof, and entries which fail to fully

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comply with these Contest Rules and Regulations. No responsibility will be taken by the Sponsor for lost, delayed, mutilated or misdirected entries or Declaration and Release Forms.

Sponsor agrees that it shall collect, assemble, obtain, hold and use electronic addresses and related information for the purposes identified in this Agreement and in full compliance with Canada's Anti-Spam Legislation, including all regulations enacted thereunder from time to time ("CASL"). Sponsor is prohibited from sharing and will not share, publish or sell any electronic addresses and/or e-mail lists containing electronic addresses provided by or collected or obtained by Sponsor for the purpose of this Contest.

(a) Sponsor agree to maintain records of CASL compliance, including but not limited to: (i) sufficient and reliable evidence of the collection of, or other basis for, consent; (ii) the withdrawal of consent; (iii) the inclusion and proper functioning of unsubscribe mechanisms; and (iv) the inclusion of any required disclosures in communications, as applicable. Sponsor further, at its expense and upon thirty (30) days prior written notice, appoint its own personnel or an independent third party to inspect, audit and verify that Sponsor use of electronic addresses and related information complies with the terms of this Contest and CASL;

The Sponsor reserve the right, in their sole discretion; to cancel or suspend this Contest without notice should any cause beyond the reasonable control of the Sponsor corrupt the security or proper administration of the Contest. Any attempt to deliberately undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Entries are subject to verification and will be declared invalid if they are forged, falsified, altered or tampered with in any way.

The Contest is subject to all applicable Federal, Provincial and Municipal laws.

The Contest is in no way sponsored, endorsed, administered by or associated with any Social Media Platforms.