

## #CHEESETOASTSELFIE PROMOTION 2018

### OFFICIAL RULES FOR SIZZLER'S CHEESE TOAST SELFIE PROMOTION (CONTEST + SWEEPSTAKES)

**I. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS PROMOTION ("PROMOTION"). MAKING A PURCHASE DOES NOT IMPROVE YOUR CHANCES TO WIN.**

Sizzler's Promotion runs on Sizzler Cheese Toast Microsite at [sizzlercheesetoast.com](http://sizzlercheesetoast.com) and in participating restaurant locations from 12:00 AM Pacific Daylight Time (PDT) on 9/1/18 to 11:59 PM PDT on 9/30/18 ("Promotion Period").

**1. Eligibility:** Sizzler's Cheese Toast Selfie Contest and Sweepstakes (the "Promotion") is open to legal residents of the 50 United States, 18 years of age and older as of date of entry. Employees of Sizzler® ("Sponsor") and its respective parents, divisions, affiliates, subsidiaries, and promotional or marketing agencies, and their immediate family members (parent, child, sibling, and spouse) and persons living in the same households of each (whether related or not) are not eligible. Void in Puerto Rico and where prohibited by law. The Promotion is subject to all applicable federal, state and local laws and regulations.

**2. Agreement to Official Rules:** Participation in this Promotion constitutes entrant's full and unconditional agreement to these Official Rules and Administrator's decisions, which are final and binding in all matters related to this Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**3. Timing:** The Promotion begins on September 1, 2018 at 12:00 AM PDT and the last submission of photos or videos will be October 1, 2018 at 11:59PM PDT (the "Promotion Period"). The Promotion includes both a Contest and a Sweepstakes. The Promotion consists of 3 phases as outlined in the chart below and the Sweepstakes occurs during the voting period for the Contest:

Contest Submission from the week of:	Contest Judging, Final Determination, and Announcement:	Sweepstakes + \$100 Sizzler GIFT CARDS Delivery:
9/1/18-9/6/18	9/7/18	9/12/18
9/7/18 -9/13/18	9/14/18	9/19/18
9/14/18 - 9/20/18	9/21/18	9/26/18
9/21/18 - 9/27/18	9/28/18	10/3/18
9/28/18 - 9/30/18	10/1/18	10/8/18

## #CHEESETOASTSELFIE PROMOTION 2018

**4. How to Enter the Contest:** During the contest Submission Phase, please visit [sizzlercheesetoast.com](http://sizzlercheesetoast.com) and follow the instructions to participate. The instructions of how to enter the Promotion will also be provided in all “participating restaurants” of this Promotion. The list of participating restaurants can be found on [sizzlercheesetoast.com](http://sizzlercheesetoast.com). Entrants will be asked to take a picture or video of themselves and Sizzler’s Cheese Toast or their own personal version of Sizzler Cheese Toast (if they cannot access Sizzler Cheese Toast at a local restaurant). Upload that picture or video onto Facebook, Instagram, or Twitter. Add in their caption or tweet (Twitter specific terminology) “Sizzler Contest” and hashtag “#cheesetoastselfie”. Contestants may enter one time per day by Facebook, Instagram, or Twitter ID. **Any attempt to obtain more than one entry per day per Facebook, Instagram, or Twitter ID by using different or multiple identities, log-ins, any automated entry system, or any other method is prohibited and will result in disqualification.**

### Guidelines:

- The Submission must be your own work
- The Submission content must be true
- The Submission cannot have been submitted previously in a promotion of any kind or in previous weeks

### Content Restrictions:

- The Submission must not include any private information of a third party such as name, address, phone number, or email address;
- Entrant must have permission from all recognizable individuals included in the Submission (if any) to use their names and likenesses or information about their life. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor;
- The Submission must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not contain text not created by entrant, except that the entrant may quote or paraphrase something that the person highlighted in the submission said or wrote with their permission;
- The Submission must not contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to create and upload a Submission in this Contest;
- The Submission must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;
- The Submission must not contain any material not created by entrant;
- The Submission must not contain material that Sponsor deems to be inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;

## #CHEESETOASTSELFIE PROMOTION 2018

- The Submission must not contain material that Sponsor deems to promote bigotry, racism, hatred or harm against any group or individual or to promote discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to state law.

### II. Contest Drawings:

**5. Contest Judging Phase – Weekly Winner(s) Determination:** During the Contest Judging Phase, a panel of Sizzler Administrators, determined by Sizzler USA in its sole discretion, will select the Weekly Winner amongst entrants with the highest-scoring Submissions (the "Weekly Winner") from among all eligible Submissions received based on the following criteria:

- Relation to Promotion Theme (25%);
- Creativity/Originality (25%);
- Quality of Submission (25%);
- Emotional Appeal of Submission (25%)

In the event of a tie, the entrant whose Submission received the highest Emotional Appeal of Submission score, as determined by the Administration judges, will be deemed the applicable Promotion Winner. Sizzler® reserves the right to select fewer than 5 winners, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. Sizzler also reserves the right to select up to two (2) winners in one week if a winner of a previous week fails to respond to the Winner Form ([http://www.sizzlercheesetoast.com/winners\\_form.php](http://www.sizzlercheesetoast.com/winners_form.php)) within 24 hours upon Sizzler contacting that entrant.

**6. Weekly Drawings** - starting on 9/1/18 and ending on 10/1/18 at or about Noon PDT, drawings will determine the (1) winner for the week. Example; Friday 9/7 Drawing will determine winner of Week #1 of the promotion (9/1). **Entries do not cumulate for the weekly drawings; drawings are from each week's entries only.** The odds of winning depend upon the total number of eligible entries received each week. Eligible entrants may only win one weekly prize. Once selected as a winner, participant has 24 hours to respond to our [sizzlercheesetoast.com](http://www.sizzlercheesetoast.com) website under the Cheese Toast Selfie section. You will be required to fully complete the required information: first/last name, email address, street address, city, state, zip code. The information you provide goes to Sizzler. If the winner of any week fails to respond within 24 hours, Sizzler has the right to choose another winner for that week or have two (2) winners for the following weeks to come up until the end of the promotion timeline.

## #CHEESETOASTSELFIE PROMOTION 2018

**7. Prizes - A total of (5) Gift Cards with the value of \$100 each will be awarded along with “Mystery Prizes”. Mystery Prizes can consist of the following:**

- Cheese Toast T-Shirt
- Cheese Toast Hat
- Cheese Toast Sticker

No substitution or transfer of prize permitted. Any expenses relating to the acceptance and use of the prize not specified are the sole responsibility of the winners. Taxes or other assessments on prizes are the sole responsibility of the winners.

**8. Privacy:** Your participation in this Promotion constitutes your consent for Sponsor and Administrator to use your personal information only for the purpose of administering the Promotion and awarding the prizes, unless you have opted to receive e-mail communications from Sponsor. For Sizzler’s Privacy Policy, please visit <https://www.sizzler.com/privacy-policy>

**9. General:** All entries are subject to verification prior to awarding a \$100 Gift Card and ‘Mystery Prizes’. By entering, participants release and hold harmless Sponsor, Facebook, Instagram, Twitter, Administrator and their parents, subsidiaries, affiliates, directors, officers, employees and agents from all and any injury, damage, loss, expense, accident, delay, inconvenience, or irregularity arising out of or relating to any Prize won in this Sweepstakes, even if caused by the negligence of Sponsor. Sponsor is not responsible for printing or typographical errors in any Sweepstakes-related materials; for lost, stolen, late, misdirected, damaged, incomplete, illegible, or postage-due mail; or for transactions that are lost or fail to enter the processing system, are processed, reported, or transmitted late, or are lost for any reason including computer, telephone, paper, or any other malfunction including human error. Sponsor, at its sole discretion, reserves the right to cancel or modify this Sweepstakes, in whole or in part, at any time without notice if fraud or technical failures (including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, or any other causes beyond the control of Sponsor and Administrator) or any other reasons whatsoever interfere with its conduct as contemplated by these Official Rules. If the Sweepstakes is cancelled for any reason before completion of the Promotion Period, all entries received up to the point of termination will be included in a random drawing to award the Prizes. Submitted materials become the sole property of Sponsor and will not be returned. By entering, you accept and agree to these rules and the decisions of Sponsor and the Administrators, which shall be final and binding in all respects relating to this Sweepstakes.

ANY ATTEMPT TO DELIBERATELY DAMAGE THE ENTRY SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SIZZLER RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS’ FEES) TO THE FULLEST EXTENT

## #CHEESETOASTSELFIE PROMOTION 2018

OF THE LAW.

**11. Force Majeure:** The failure of Sponsor and Administrator to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities — outside of the control of the Sponsor and Administrators (excepting compliance with applicable codes and regulations) — or other force majeure event will not be considered a breach of these Official Rules.

**12. Winners' Names:** Each winner's first initial, last name, city, and state will be provided upon request. For the names of the winners, send a self-addressed, stamped envelope to be received by 10/5/18 to: Sizzler's Cheese Toast Selfie Winners, 25910 Acero Road, Suite 350, Mission Viejo, CA 92691. Winning a Prize is subject to the full terms and conditions of these Official Rules and a name on the winner's list does not guarantee winning.

Entrants acknowledge that this Promotion is in no way sponsored, endorsed, administered by or associated with Facebook, Twitter, and Instagram and hereby release Facebook, Twitter, and Instagram of all liability and claims in connection with this Promotion.

---

**Sponsor:** Sizzler USA, Inc., 25910 Acero Road, Suite 350, Mission Viejo, CA 92691

© 2018 Sizzler U.S.A.