



COCA-COLA x VIEUX-PORT SUMMER 2024 CONTEST

Contest Rules

The contest is organized by the Old Port of Montréal Corporation (OPMC) and sponsored by Coca-Cola Canada Bottling Limited, runs from **July 25, 2024, to October 31, 2024**, inclusively.

I. ELIGIBILITY

This contest is open to residents of Canada ages 18 and over. Those ineligible to enter this contest are employees, agents, and representatives of the Old Port of Montréal Corporation, its advertising and promotional agencies, the suppliers of the prizes, products, and services related to this contest, and any other party directly related to this contest as well as all members of their immediate families (siblings, children, parents), their legal or common-law spouses, and anyone living with these employees, agents, or representatives.

II. TO ENTER

For a chance to win:

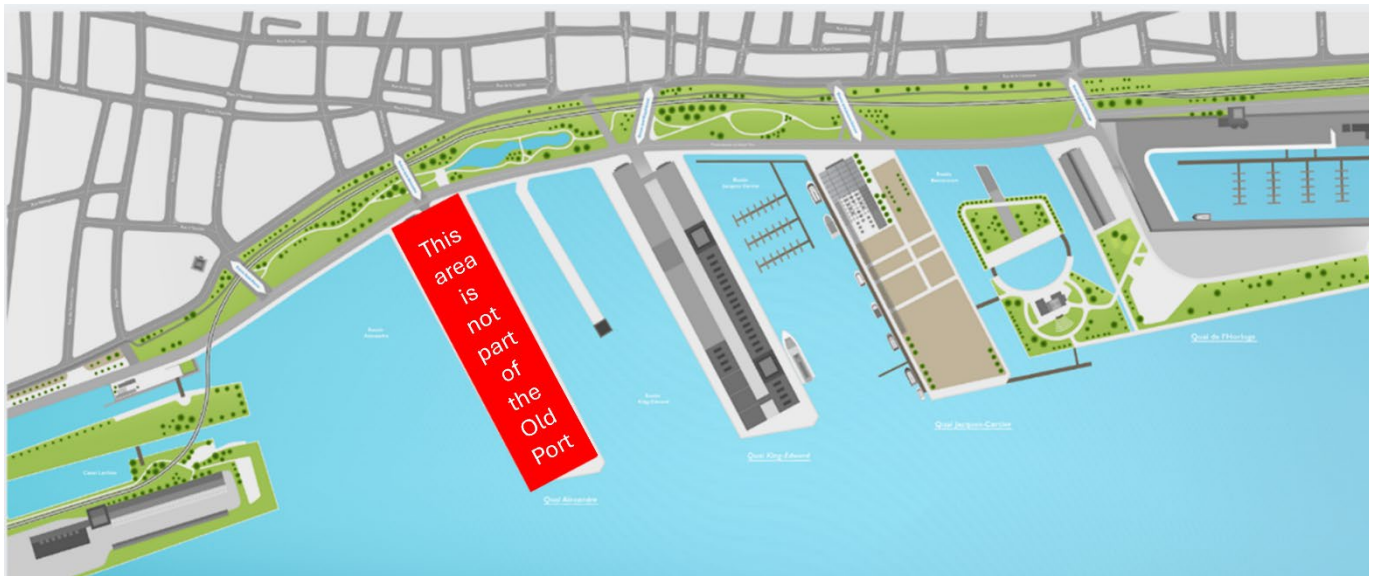
1. You must post on Instagram at **least one (1) photo of yourself with a Coca-Cola® brand bottle** on site at the Old Port of Montréal:
 - a) The photo must feature at least one (1) person, i.e. the contestant with a *clearly visible Coca-Cola® product in the photo.*



- b) The photo must be taken on the “lands” considered part of the Old Port (see the coloured area in the map below, excluding the red area), that is, between the bike path that runs along De la Commune Street and the river. The photo must be taken on the site of the Old Port or in a Coca-Cola place of purchase (restaurant or activities) on the Old Port site. The site must be recognizable

in the background (e.g. Quays, promenade, Ferris wheel, Clock Tower, etc.). You'll find Coca-Cola on sale at several locations on the Old Port site, including:

- At food trucks in the Coca-Cola zone at the Jacques Cartier Quay entrance
- At the bistro at La Grande Roue de Montréal
- At the bistro at Clock Tower Beach
- At Marché des Éclusiers
- At Eaux Douces at the Jacques Cartier pavilion
- In all vending machines located on the Old Port site.
- At La Bonbonnière boutique
- At Mary's Popcorn boutique
- Aboard the Petit Navire
- Aboard the Bateau-Mouche
- At SOS Labyrinthe
- At Voiles en Voiles adventure park
- At the Studio Phi café (inside the building of the Horizon of Khufu experience)
- At Café Macchiato



c) The photo must have been taken this summer (2024).

2. You must identify the Old Port:

- a) By adding a caption to your photo using the **following hashtag**: #CocaColaOldPort2024
- b) By tagging your photo with @Vieuxportmtl and @Cocacolaquebec

These identifying markers are required to validate the contest entry and to allow the winner to be contacted if their photo is selected.

3. Photos must be submitted during the following periods:

- For the July prize: Between July 25 and August 13, 2024
- For the August prize: Between August 14 and August 31, 2024
- For the September prize: Between September 1 and September 30, 2024

- For the October prize: Between October 1 and October 31, 2024.
- 4. No restriction on the number of entries (i.e., photos) per person.
- 5. Photos can be taken with any device and all photos are accepted (professional camera, smart phone, etc.)
- 6. No entries will be accepted after the end of the contest period for any reason whatsoever. Entries recorded after 11:59pm on October 31, 2024, will not be considered.

III. ALLOCATION OF PRIZES

1. **One draw will be held every month to select a winner for the prize tied to the prize period in question, which are:**
 - For the July prize, in play from July 25 to August 13, one (1) winner will be drawn on August 14, 2024.
 - For the August prize, in play from August 14 to August 31st, one (1) winner will be drawn on September 2, 2024.
 - For the September prize, in play from September 1st to September 30th, one (1) winner will be drawn on October 1st, 2024.
 - For the October prize, in play from October 1st to October 31st, one (1) winner will be drawn on November 4, 2024.
2. This contest will have a total of four (4) winners, that is, one (1) winner per month between July and October 2024.
3. Representative of the OPMC will contact the winners by private message on Instagram. Winners will have five (5) days to respond to the OPMC representatives and provide them with valid contact information, failing which the contest entry will be cast aside and an alternate winner will be selected instead.
4. To be officially named a contest winner, the person whose name is drawn must correctly answer a math skills-testing question during a phone call from an OPMC representative. (Such person thereafter called collectively or individually the “Winner,” subject to other conditions outlined in these contest rules.)
5. The selected Winner will receive the prize associated with the prize period during which they posted their photo on Instagram.

IV. DESCRIPTION OF THE PRIZES

1. The Winner will receive their prize from the OPMC. Their prize will be sent by postal mail within twenty (20) business days following the date the Winner will have provided their mailing address.
2. The monthly prizes are:
 - July: Two (2) tickets to Cirque du Soleil’s 2024 *Kurios* show (\$256 value)
 - August:
 - Two (2) cruise tickets for Le Petit Navire (\$68.42 value)
 - Two (2) adventure park tickets for Voiles en Voiles (\$110 value)
 - September:
 - Two (2) tickets for La Grande Roue de Montréal (\$63.24 value)
 - Two (2) tickets to SOS Labyrinthe (\$46 value)

- October:
 - Two (2) tickets for La Grande Roue de Montréal (\$63.24 value)

V. GENERAL CONDITIONS

1. The Winner clears the Old Port of Montréal Corporation as well as its subsidiaries, franchisees, parent companies, affiliates, sponsors, employees, agents, and representatives from any damages of any kind including, but not limited to, arising from any accident, injury, death, delay, setback, loss of enjoyment, aggravation, disappointment, anxiety or hindrance they may incur, be they mental or physical in nature, stemming from the acceptance or use of the prize.
2. The prize must be accepted as described in these contest rules and may not be substituted or exchanged for any other prize.
3. The parties on behalf of whom this contest is held shall assume no liability of any kind should their inability to act arise from any fact or situation outside their control, an inoperable line of communication, a strike, a lockout, or any other labour conflict in their place of business or in the places of business of the organizations and/or businesses whose services are retained for the purposes of this contest.
4. Anyone participating in this contest agrees to follow the official contest rules and respect the decisions made by authorized representatives which are irrevocable and binding in every respect.
5. Any dispute relating to the organization or course of a promotional contest can be heard by the RACJQ (Régie des alcools, des courses et des jeux du Québec) for adjudication. A dispute relating to the awarding of a prize can only be heard by the RACJQ for the purposes of resolving the dispute.
6. The organizers of this contest reserve the right, at their entire discretion, to cancel, terminate, modify or suspend this contest, in whole or in part, should the presence of any virus, computer bug, unauthorized human or other interference outside the control of the organizers potentially compromise or impact the administration, security, impartiality, or otherwise normal course of the contest, pending the approval of the RACJQ as applicable.
7. Prizes cannot be exchanged for cash and cannot be extended.
8. IN CASE OF CANCELLATION, for any reason whatsoever, prizes cannot be carried forward. No compensation will be offered.
9. The organizers shall not assume any responsibility for any claims, losses, damages, fees, or expenses stemming from any accident, injury, death, or any hindrance of a mental or physical nature.
10. By taking part in this contest, participants authorize the OPMC and its representatives to use, as needed, their name, photograph, image, voice, place of residence and/or statements related to the prize for promotional purposes without remuneration of any kind.
11. These contest rules are published on the Old Port website:
<https://www.oldportofmontreal.com/event/coca-cola-x-old-port-contest>