1. PROMOTION DESCRIPTION. The Kellogg’s™ Battle of the Bowls Sweepstakes (“Sweepstakes”) is an online entry Sweepstakes that begins on 10/2/23 at 12:00:00 AM (ET) and ends on 10/29/23 at 11:59:59 PM (ET) (“Promotion Period”). The Sweepstakes consists of four (4) Weekly Sweepstakes (the “Weekly Sweepstakes”) and a Grand Prize Sweepstakes (the “Grand Prize Sweepstakes”). Each Weekly Sweepstakes will consist of a Weekly Entry Period (“Weekly Entry Period”) to receive entries each Week of the Sweepstakes. For purposes of this Sweepstakes, a “Weekly Entry Period” is defined as a consecutive seven (7) day period of time during the Promotion Period starting at 12:00:00 AM (ET) on a Monday and ending seven (7) days later at 11:59:59 PM (ET) on a Sunday. Non-winning Weekly Sweepstakes entries will automatically rollover to any remaining Weekly Entry Period(s). Any unawarded Weekly Sweepstakes prizes may rollover to any remaining Weekly Sweepstakes drawings, at Sponsor's sole discretion. All eligible Weekly Sweepstakes entries will automatically be submitted into the Grand Prize Sweepstakes. For purposes of this Sweepstakes, a “Day” is defined as a consecutive twenty-four (24) hour period during the Promotion Period starting at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Kellogg Company (“Sponsor”), which shall be final and binding in all respects. Methods of entry, prize descriptions and other related details are more fully described below.

2. HOW TO ENTER A WEEKLY SWEEPSTAKES. During the Promotion Period, visit the dining hall at a participating college and/or university that stocks Kellogg’s® Ready-To-Eat Cereal products; and then look for the Kellogg’s® Sweepstakes display that will include a QR Code. Scan the QR code with your web-enabled mobile device or go directly to https://reply4info.com/kelloggs/battle_of_the_bowls (“Website”) and then follow the instructions at the Website to complete the online registration form and enter the Sweepstakes. As part of the entry process, entrants will have the opportunity to vote for their favorite Kellogg's® cereal. Entries must be received by 11:59:59 PM (ET) on the Sunday of the respective Weekly Entry Period in order to be included into that Weekly Sweepstakes drawing. Non-winning Weekly Sweepstakes entries will automatically rollover into any remaining Weekly Sweepstakes drawing(s).
HOW TO ENTER THE GRAND PRIZE SWEEPSTAKES. All eligible Weekly Sweepstakes entries will automatically be submitted into the Grand Prize Sweepstakes.

Only fully completed entries will be accepted. Limit one (1) entry per person/email address per Day in the Sweepstakes. Kellogg Company ("Sponsor") is not responsible for lost, late, misdirected, illegible, incomplete, damaged or mutilated entries. No mechanically reproduced, altered, forged, or facsimile entries will be accepted. All entries become the property of Sponsor and will not be returned. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants.

3. ELIGIBILITY. Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at the time of entry. Employees of Kellogg Company, Aramark, their respective parent companies, affiliates, subsidiaries, suppliers, advertising and promotion agencies and entity connected with the production and distribution of this Sweepstakes (collectively, the “Promotion Entities”) and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each are not eligible to participate.

4. RANDOM DRAWING AND WINNER NOTIFICATION. For each Weekly Sweepstakes, ten (10) Weekly First Prize winners, twenty-five (25) Weekly Second Prize winners and twenty-five (25) Weekly Third Prize winners will be randomly drawn on or about the next business day following the end of the respective Weekly Entry Period by Sponsor or its designee, whose decisions are final, from among all eligible entries received. Four (4) Grand Prize winners will be selected in a random drawing on or about 10/31/23 from among all eligible entries received during the Promotion Period by Sponsor or its designee, whose decisions are final and binding. All prize winners will be notified by phone, mail and/or email at Sponsor’s discretion. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within three (3) business days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners in accordance with the above procedure, after which the prize may go unawarded if it remains unclaimed. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected.
5. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: Four (4) Grand Prizes are available. Grand Prize consists of one (1) $500 Visa gift card (ARV $500 each winner). Gift card is subject to the terms and conditions associated with its use. Forty (40) Weekly First Prizes are available (ten (10) Weekly First Prizes each Week). Weekly First Prize consists of one (1) $100 Amazon.com gift card (ARV $100 each winner). Gift card is subject to the terms and conditions associated with its use. One hundred (100) Second Weekly Prizes are available (Twenty-five (25) Weekly Second Prizes each Week). Weekly Second Prize consists of one (1) Kellogg’s® branded cereal T-shirt (ARV $8.32 each winner). One hundred (100) Weekly Third Prizes are available (Twenty-five (25) Weekly Third Prizes each Week). Weekly Third Prize consists of one (1) pair of Kellogg’s® branded cereal Sunglasses (ARV $3.31 each winner). Total ARV of all prizes is $7,163.00. Odds of winning a Grand Prize Sweepstakes prize depend on number of eligible entries received for the Promotion Period. Odds of winning a Weekly Sweepstakes prize depend on number of eligible entries received for the respective Weekly Entry Period. Unclaimed prizes will go unawarded. All applicable federal, state, and local taxes on any prize are the sole responsibility of the prize winner. Limit one (1) Grand Prize or one (1) First Prize and one (1) Weekly Second Prize or Third Prize per person in the Sweepstakes.

6. GENERAL: No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Subject to all federal, state and local laws/regulations. By entering Sweepstakes, entrants agree to release and hold harmless, Kellogg Company, Aramark, the participating colleges & universities, their respective foodservice facilities, their respective related companies, parents, subsidiaries, limited liability companies, affiliates, franchisees, directors, officers, employees, assigns and their respective agents and agencies and the Promotion Entities (“Released Parties”) from and against any claim or cause of action arising out of participation or attempt to participate in the Sweepstakes or receipt or use of any prize. Entrants and winners (i.e. entrants that accepts a prize) release and agree to indemnify and hold the Released Parties harmless against any and all claims and liability out of acceptance, possession, use or misuse of prize, or participation in this Sweepstakes. Released Parties will have no liability whatsoever for any injuries, losses or damages of any kind resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, unless prohibited by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer
or in administration of the Sweepstakes. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects.

7. LIMITATIONS AND RELEASES. Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. The Released Parties are not responsible for lost, late or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict an participant’s ability to enter the Sweepstakes, including any injury or damage to participant’s or any other person’s phone, or other matter relating to or resulting from participating in this Sweepstakes or downloading any materials in the Sweepstakes. The Released Parties are not liable or responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, or terrorism.

If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes; and/or to award any remaining prizes from among all eligible non-suspect entries received from all methods combined up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

9. WINNER’S LIST. For names of winners of prizes valued at $25 or more, send a self-addressed, stamped envelope by 1/15/24 to: Kellogg’s™ Battle of the Bowls Sweepstakes, Attn: Winner’s List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner’s list to be available after 11/15/23.

10. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016. ©, ™, © 2023 Kellogg NA Co.

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