

## Key to Wyn Official Rules

**CONSUMER DISCLOSURE: NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Key to Wyn (the "Promotion") consists of a sweepstakes (the "Sweepstakes"), an online instant win game (the "Instant Win Game"), as well as a tap instant win game (the "Tap Instant Win Game").

The Sweepstakes and Instant Win Game are open only to legal residents of the fifty (50) United States (including District of Columbia) and Puerto Rico who are at least eighteen (18) years old at the time of entry.

The Tap Instant Win Game is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry. **Residents of Puerto Rico are not eligible to play the Tap Instant Win Game.**

Employees, officers, and representatives of Wyndham Vacation Resorts Inc., WorldMark by Wyndham, Shell Vacations, LLC., and Margaritaville Vacation Club by Wyndham, Inc., Merkle Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. **The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.** Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Wyndham Vacation Resorts Inc., WorldMark by Wyndham, Shell Vacations, LLC., and Margaritaville Vacation Club by Wyndham, Inc. (collectively known as "Sponsors"), Corporate Address: 6277 Sea Harbor Drive, Orlando, FL 32821. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Promotion begins on September 30, 2020 at 12:00 a.m. Eastern Time ("ET") and ends on December 29, 2020 at 11:59 p.m. ET (the "Promotion Period"). For purposes of this Promotion, a "week" begins each Wednesday and ends the following Tuesday.

#### **4. How to Enter:**

##### **The Sweepstakes and Instant Win Game:**

During the Promotion Period, visit [www.keytowyn.com](http://www.keytowyn.com) (the "Website") and complete and submit the registration form including a valid email address. You automatically will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

**The Tap Instant Win Game:** During the Promotion Period, there are two (2) ways to play the Tap Instant Win Game, as outlined below. **Residents of Puerto Rico are not eligible to play the**

### **Tap Instant Win Game.**

- a. **Mobile Device:** Once you locate a Tap Instant Win Game advertisement at either a participating Wyndham Resort Concierge desk, Wyndham sponsored event, email or social advertisement there will be a quick response (“QR”) code. Utilize your mobile device and scan the QR code and/or follow the provided URL, where you will be asked to follow the links and instructions to complete and submit the registration form including a valid email address. Upon completion, find a Key to Wyn station to have an agent tap your mobile device against the provided stamp. You will automatically receive one (1) Tap Instant Win Game play. The Tap Instant Win Game results will be instantly displayed. Potential winners of the Tap Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Tap Instant Win Game.
  
- b. **Alternate Method of Entry:** Visit [https://wyndham.promo.eprize.com/tap/?affiliate\\_id=oamoe](https://wyndham.promo.eprize.com/tap/?affiliate_id=oamoe) and follow the links and instructions to complete and submit the registration form, including a valid email address. Once you submit the form, you will automatically receive one (1) Tap Instant Win Game play and proceed to the Tap Instant Win Game page. Follow the links and instructions to play the Tap Instant Win Game. The Tap Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Tap Instant Win Game.

**Limit:** Each entrant may enter the Sweepstakes and play the Instant Win Game one (1) time per day during the Promotion Period; each entrant may play the Tap Instant Win Game two (2) times per day during the Promotion Period, regardless of method of entry. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

**Additional Sweepstakes Entries:** There are eight (8) ways to earn additional Sweepstakes entries, as outlined below.

- a. **Take a Personality Test:** After you register or log into the Website, you may take the provided personality test. By completing the personality test, you will earn ten (10) additional Sweepstakes entries. **Limit:** You may receive ten (10) entries during the Promotion Period via this method.
  
- b. **View Featured Content of the Week:** After you register or log into the Website, you may view the featured destination. By viewing the featured destination, you will earn one (1) additional Sweepstakes entry. **Limit:** You may receive one (1) entry per week via this method.
  
- c. **Answer a Poll or Trivia Question:** After you register or log in to the Website, you may answer either the provided poll or trivia question. By answering the poll or trivia question,

you will earn one (1) additional Sweepstakes entry. Limit: You may receive one (1) entry per week via this method.

- d. Share via Twitter: After you register or log in to the Website, you may click on the tweet button to tweet about the Promotion. The tweet will contain a unique link to the Promotion. For each friend that registers for the Promotion through the unique link, you will earn three (3) additional Sweepstakes entries. Limit: You may receive up to nine (9) entries during the Promotion Period via this method.
- e. Share via Facebook: After you register or log in to the Website, you will be invited to share the Promotion on your Facebook wall. The wall post will contain a unique link to the Promotion. For each friend that registers for the Promotion through the unique link, you will earn three (3) additional Sweepstakes entries. Limit: You may receive up to nine (9) entries during the Promotion Period via this method.
- f. Complete a Survey: During the Promotion Period, you may be invited to complete a survey.\*\* The survey will be sent via email. Once you complete the survey, follow the links and instructions to visit the Website. By completing the survey and clicking on the provided link, you will earn ten (10) additional Sweepstakes entries.

\*\*To earn bonus entries without completing the survey, visit the Website, click on the "Don't have a survey? [Click here](#)" button in the footer of the Website and follow the follow the links and instructions. By clicking on the button, you will earn ten (10) additional Sweepstakes entries.

Limit: You may earn ten (10) entries per week either by completing a survey or via the alternate method as described above.

- g. Update Profile: After you register or log into the Website, you may update your profile. By updating your profile, you will earn five (5) additional Sweepstakes entries. Limit: You may receive five (5) entries during the Promotion Period via this method.
- h. Twitter and Instagram: To participate, you will need to have a Twitter and/or Instagram account (each a "Social Account"). Creating each Social Account is free but is subject to the applicable terms and conditions (<http://twitter.com/tos>) or (<http://instagram.com/about/legal/terms/#>). **Posting on Instagram requires a mobile device and therefore message and data rates may apply.** If entering via a mobile device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Your account settings on the Social Account you use to enter must be set to "unprotected" and/or "public" in order for your Tweets or comments to Sponsor's posts are viewable by Sponsor.

During the Promotion Period, take the following actions to earn bonus entries: (a) Look back on the photos from your great travel adventures and choose a favorite to post ("Photo"); or (b) While you're at the Sponsor's resort, take a photo of you sporting your wristband and show us how you're enjoying your stay ("Photo"). Tweet/post your Photo on Twitter or Instagram and use the caption to tell us what bucket list item you will cross off your list if you win the Grand Prize. Be sure to include the hashtags #KeytoWyn #Sweepstakes to qualify. The Photo and your caption (including hashtags) will be collectively referred to as your submission ("Submission").

Your Submission need not include any reference, positive or negative, to Sponsor's products or services. Retweets, Instagram stories, and Instagram posts where the hashtag is included in a comment rather than the caption of the original post will not be deemed entries.

Your Submission must be your original work. If you include the names or likenesses of other individuals, you must have their permission to be included and to grant the rights set forth in Section 5. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor, Administrator, or any other person or party, or contain material that is unlawful in any way. The Submission must not contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission. Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion. You automatically will receive five (5) additional entries into the Sweepstakes for your qualified Submission. Released Parties (as defined in Section 10, below) are not responsible for lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions or failure to receive Submissions due to limitation of third-party social network platforms all of which will be void. Limit: You may receive up to fifteen (15) entries during the Promotion Period via this method.

**5. Sponsor's Use of Submissions:** Tweeting/Posting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

**6. Sweepstakes/Instant Win Game/Tap Instant Win Game:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winner, from all eligible entries on or around January 4, 2021. Instant Win Game: Two hundred seventy-three (273) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. For the Instant Win Game First Prize there will be three (3) random, computer-generated winning times per calendar day. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated. Tap Instant Win Game: Nine thousand one hundred and one (9,101) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. For the Tap Instant Win Game First Prize there will be one hundred (100) random, computer-generated winning times per calendar day. If you are the first player to play the Tap Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

**7. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.**

**8. Verification of Potential Winners:** Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes Grand Prize winner will be notified by email, phone or via the Social Account used to enter by @ClubWyndham. The potential Sweepstakes Grand Prize winner and Tap Instant Win Game Prize winner (parent/legal guardian if winner is a

minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of the Sweepstakes Grand Prize or Tap Instant Win Game Prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries/plays. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Instant Win Game First Prizes and Tap Instant Win Game First Prizes will not be awarded. Grand Prize(s) will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion; First Prizes will be fulfilled within 24 hours after the confirmed win.

## **9. Prizes:**

**Sweepstakes Prize:** ONE (1) SWEEPSTAKES GRAND PRIZE: A 7 day/6-night stay at Club Wyndham Park City (spacious one bedroom suite with a king bed, a queen sleeper sofa in the living room, and full kitchen; maximum occupancy is four (4); and \$1,500 in airfare credit (terms and conditions apply). Approximate Retail Value ("ARV"): \$5,500.00. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

**Instant Win Game Prizes:** TWO HUNDRED SEVENTY-THREE (273) INSTANT WIN GAME FIRST PRIZES: A \$5.00 Amazon.com Gift Card. Restrictions apply, see [amazon.com/gc-legal](https://amazon.com/gc-legal). ARV: \$5.00. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

**Tap Instant Win Game Prizes:** ONE (1) TAP INSTANT WIN GAME GRAND PRIZE: A \$1,000.00 Amazon.com Gift Card. Approximate Retail Value ("ARV"): \$1,000.00. NINE THOUSAND ONE HUNDRED (9,100) TAP INSTANT WIN GAME FIRST PRIZES: A \$5.00 Amazon.com Gift Card. ARV: \$5.00. Restrictions apply, see [amazon.com/gc-legal](https://amazon.com/gc-legal). Odds of winning a Tap Instant Win Game prize depend on the number of prizes available divided by the number of eligible Tap Instant Win Game plays. Limit: One (1) Tap Instant Win Game prize per person.

**For All Prizes:** No cash equivalent and all prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$ 53,365.00.

**10. Release:** By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, Facebook, Inc., Twitter Inc., Instagram, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

**11. Publicity:** Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**12. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, Instant Win Game or Tap Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes, Instant Win Game or Tap Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes, Instant Win Game or Tap Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**13. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, Instant Win Game play or Tap Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**14. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**15. Entrant's Personal Information:** Information collected from entrants is subject to the

Sponsor's Privacy Policy <https://clubwyndham.wyndhamdestinations.com/us/en/privacy-notice>.

**16. Winner List:** For a winner list, visit <http://bit.ly/2NK9aQS>. The winner list will be posted after winner confirmation is complete.

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This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter, Facebook or Instagram.