



**HERSHEY'S CHOCOLATE WORLD ATTRACTION  
101 CHOCOLATE WORLD WAY, HERSHEY, PA 17033**

**HERSHEY'S WORLD'S LARGEST PARTY PACK GIVEAWAY  
Official Rules**

NO PURCHASE IS NECESSARY TO ENTER. VOID WHERE PROHIBITED.

**Overview:** The Hershey Company ("Sponsor") is offering the HERSHEY'S WORLD'S LARGEST PARTY PACK GIVEAWAY ("Giveaway") to tour operator companies or bus companies (each a "Tour Company" and collectively, the "Tour Companies") that serve the Hershey, Pennsylvania area. For the Giveaway, the top three Tour Companies that register and complete during the Giveaway Period (defined below) the most bus tour visits to the HERSHEY'S CHOCOLATE WORLD Attraction located in Hershey, Pennsylvania (the "Attraction"), in accordance with these Official Rules, will receive "HERSHEY'S WORLD'S LARGEST PARTY PACK" ("Giveaway Prize"), as described below.

**Eligibility:** Except where prohibited by law, the Giveaway is open ONLY to: (a) Tour Companies serving the Hershey, Pennsylvania area; and (b) individual tour guides, tour operators or bus drivers (each a "Driver/Guide") of Tour Companies that visit the Attraction. Each Driver/Guide must be an employee or designated agent of the Tour Company at the time of registering a visit on behalf of the Tour Company at the Attraction. Employees, officers, and directors (including immediate family members and members of the same household) of Sponsor and any other entities directly associated with the design or execution of this Giveaway are not eligible to participate. Other eligibility requirements and conditions of participation are set forth below in these official rules for the Giveaway ("Official Rules"). Participation in this Giveaway constitutes an entrant's full and unconditional agreement to, and acceptance of, these Official Rules. All federal, state, municipal, and local laws and regulations apply. **Void where prohibited.**

**Giveaway Period:** The Giveaway begins at 9:00 AM Eastern Time ("ET") on November 1, 2018 and ends at 6:00 PM ET on March 28, 2019 ("Giveaway Period").

**Giveaway Prize Description:** Each Giveaway Prize will include the following: (a) a World's Largest HERSHEY'S Milk Chocolate Bar, (b) a World's Largest JOLLY RANCHER Candy Box, (c) ROLO® Chocolates [32 oz.], (d) REESE'S Peanut Butter Cups [16 oz.], (e) KISSES Milk Chocolates [16 oz.], and (f) KIT KAT® Bars [32 oz.]. Approximate Retail Value ("ARV") of each Giveaway Prize: \$103.44.

**How to Enter and Register a Visit:**

- a. Prior to and during the Giveaway Period, Tour Companies may enter by contacting Attraction Group Sales to register for the Giveaway and to inform Sponsor in advance of scheduled visits to the Attraction that are planned to occur during the Giveaway



Period. Tour Companies may contact Attraction Group Sales by: (1) calling 717-520-8981 or (2) emailing at [GROUPSALES@HERSHEYS.COM](mailto:GROUPSALES@HERSHEYS.COM); and

- b. In order to receive credit for each "Registered Visit," the Tour Company's Driver/Guide must register upon arrival for each visit to Hershey's Chocolate World Attraction on a week day (Monday through Thursday) during the Giveaway Period. The Tour Company's Driver/Guide must sign the Group Sales log on behalf of the Tour Company at Hershey's Chocolate World Group Sales Check-In. Only visits that occur on a week day (Monday through Thursday) during the Giveaway Period will be eligible to be considered a "Registered Visit" for purposes of this Giveaway. A Driver/Guide may be asked to provide identification or proof of affiliation with the Tour Company at the time of check-in.

**Award of Giveaway Prize:** The three Tour Companies with the highest number of Registered Visits during the Giveaway Period will receive the Giveaway Prize. The Giveaway Prize will be awarded and delivered to the winning Tour Companies within 30 days after the end of the Giveaway Period.

**Passenger Giveaway Item:** In addition to receiving credit for a Registered Visit for the Giveaway, when a Driver/Guide checks-in on behalf of the Tour Company at the Attraction on a week day during the Giveaway Period, the Driver/Guide will also receive one free HERSHEY'S Milk Chocolate Bar (1.55 oz.) for each passenger visiting the Attraction as part of the Driver/Guide's tour group. Visits to the Attraction on Fridays, Saturdays, and Sundays during the Giveaway Period are not eligible to receive the passenger Giveaway item and do not count towards the total number of Registered Visits.

**Entry Conditions:** All Registered Visits must be completed during the Giveaway Period to be eligible for the Giveaway. Visits must originate through HERSHEY'S CHOCOLATE WORLD Attraction Group Sales and, to receive credit for a Registered Visit and to receive the passenger giveaway items, the Driver/Guide must register the visit by checking-in at the Attraction upon arrival. The more visits a Tour Company schedules and completes at the Hershey's Chocolate World Attraction, the more opportunities to check-in and receive Registered Visits for the Tour Company. Sponsor is not responsible for incorrect transcription of Tour Company or visit information, or for any human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failure, or any telephone network, computer equipment, software, inability to access any website or online service, or any other error or malfunction.

**Conditions:** Each Giveaway Prize is non-transferrable, non-exchangeable, and non-refundable, has no cash value, and must be accepted by the Tour Company as awarded. Sponsor is not responsible for any loss or damage to the Giveaway Prize.

**General Rules:** By Entering, each Tour Company and each Driver/Guide agrees that: (a) he or she will abide by and be bound by these Official Rules; and (b) Sponsor, its affiliates, are not responsible for, and shall be released and held harmless from, any claims, injuries, death, losses or damages of any kind resulting from participation or inability to participate in the



Giveaway, or the awarding, acceptance, use, misuse, possession, loss or misdirection of a Giveaway Prize. Entrants further agree that Sponsor is not responsible for: (a) any typographical or other errors in the printing of the promotion materials associated with the Giveaway; (b) any error, omission, interruption, defect or delay in operation or transmission at any website; (c) failure of any Visit to be received or acknowledged by Sponsor due to technical problems, human error or traffic congestion on the Internet or at any website; (d) communications line, hardware and/or software failures; or (e) damage to any computer (software or hardware) resulting from participation in the Giveaway.

If, for any reason, the Giveaway is not capable of running as planned by reason of damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, strikes, industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles, or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine, or otherwise affect the administration, security, viability, or proper conduct of the Giveaway, Sponsor reserves the right in its sole and absolute discretion to modify these Official Rules, and/or to cancel, terminate, modify or suspend all or any part of the Giveaway. If the Giveaway is terminated by Sponsor as set forth above, Sponsor will post notice of such termination on its Website.

**Use of Data:** To the extent personal information is submitted in connection with the Giveaway, such information will be treated in accordance with these Official Rules and Sponsor's Privacy Policy (as may be amended), currently available at [https://www.thehersheycompany.com/en\\_us/home/privacy-policy.html](https://www.thehersheycompany.com/en_us/home/privacy-policy.html); provided, that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail.

**Applicable Laws and Jurisdiction:** Except where prohibited, by participating, each Entrant agrees that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrants and Sponsor, shall be governed by and construed exclusively in accordance with the laws of the Commonwealth of Pennsylvania without giving effect to any principles of conflicts of law of any jurisdiction and that: (a) any and all disputes, claims, and causes of action arising out of or in connection with this Giveaway, or any Giveaway Item awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within Dauphin County, Pennsylvania; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Giveaway, and in no event will Entrant be entitled to receive attorneys' fees or other legal costs; and (c) under no circumstances will Entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, 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.

**Sponsor:** The Hershey Company, 100 Crystal A Drive, Hershey, PA 17033.

<[https://www.hersheys.com/chocolateworld/en\\_us/locations/hershey/groups/groups-giveaway.html](https://www.hersheys.com/chocolateworld/en_us/locations/hershey/groups/groups-giveaway.html)>.