

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. THE MILWAUKEE PUBLIC MUSEUM #INNERALIEN SWEEPSTAKES. How To Enter: To enter, you must have or create a Twitter, Facebook or Instagram account. When you join Twitter, Facebook or Instagram, you are indicating that you have read and agree to the Terms of Service and Privacy Policy for Twitter, Facebook and/or Instagram. Membership to Twitter.com, Facebook.com and Instagram.com is free.

To enter the Sweepstakes, on October 21, 2014 at 12:01 AM (CST) through November 11, 2014 at 11:59 PM (CST), Follow or Like the Milwaukee Public Museum on Twitter, Facebook or Instagram. Upload a photo or video with an explanation of your inner alien with the hashtag #INNERALIEN and tag the Milwaukee Public Museum, CW18 and My24. In the event the Museum does not receive any eligible entries, the Museum has the right to cancel the Sweepstakes. Winners Selection: Two (2) winners will be selected by a panel of judges from the Museum on or about November 12, 2014. Odds of winning will depend upon the total number of eligible entries. In the event the winner doesn't respond to the Museum's notification or does not accept the prize within five (5) business days of notification, the prize will be deemed forfeited and an alternate winner will be selected.

Prizes: Package 1: Your photo or video will appear in a commercial spot for the Museum on CW18, My24 and their social media sites. A Family 4 Pack of admission tickets to see *Alien Worlds and Androids* at the Museum. Estimated Retail Value: \$380. **Package 2:** Your photo or video will appear in a commercial spot for the Museum on CW18, My24 and their social media sites. A Family 4 Pack of admission tickets to see *Alien Worlds and Androids* at the Museum. Estimated Retail Value: \$380.

Winner(s) Notification: Winner(s) will be notified via a Twitter, Facebook or Instagram posting on or about November 12, 2014. Winners must pick up prizes at the Milwaukee Public Museum, 800 W. Wells Street, Milwaukee, WI 53233 during business hours.

2. The Milwaukee Public Museum, Milwaukee Television LLC, Sinclair Broadcast Group, Inc. and Sinclair Television Group, Inc. are not responsible for any liabilities arising directly or indirectly from the award or use of the prize.

3. In claiming your prize, you acknowledge that The Milwaukee Public Museum, Milwaukee Television LLC, Sinclair Broadcast Group, Inc. and Sinclair Television Group, Inc. have the right to publicize your name, character, likeness, photograph, voice and the fact that you are the winner for promotional purposes without financial remuneration.

4. ENTRIES: Persons submitting videos and photos must be at least 14 years old. One entry per photo or video, individuals may enter as many times as they'd like **THE MILWAUKEE PUBLIC MUSEUM #INNERALIEN SWEEPSTAKES** (referred to as the "Promotion"). Proof of submission does not constitute proof of receipt. The Museum is not responsible for late, incomplete, or inaccurate entries. If there is a dispute as to the identity of an online entrant, the prize will be awarded to the authorized account holder of the email address. The "authorized

account holder” is defined as the natural person to whom the email address is assigned by an internet service provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

5. ELIGIBILITY: Open to legal residents of Wisconsin who are 14 years old or older. Employees of the Milwaukee Public Museum, Milwaukee Television LLC, their parents, affiliates and subsidiaries, participating advertising and promotion agencies, and prize suppliers (and members of their immediate family and/or those living in the same of household of each such employee) are not eligible.

6. CONDITIONS OF PARTICIPATION: Entrants must have valid e-mail address and it is entrant’s responsibility to update the Milwaukee Public Museum of any change in e-mail address. Expenses not specifically included in prize description and all taxes are the sole responsibility of the winner. Each prize is awarded “as is” with no warranty or guarantee, either express or implied outside of manufacturer’s limited warranty. No transfer, assignment or substitution of a prize permitted, except The Museum reserves the right to substitute prize for an item of equal or greater value in the event an advertised prize is unavailable. All federal, state, provincial and local laws and regulations apply. The Winner is required to comply with any and all applicable federal, state, provincial, and local laws, rules and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely the winner’s responsibility. If the actual retail value of any winner’s prize is \$600 or more, the winner must complete a W9 form and supply The Museum with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of the winner (or, if a minor, in the name of his/her parent or legal guardian) for the actual value of the prizes received. The Museum shall have no responsibility or obligation to the winner or potential winner who are unable or unavailable to accept or utilize Prizes as described herein. Entrants agree to be bound by the terms of these Official Rules and by the decisions of the Milwaukee Public Museum which are final and binding on all matters pertaining to **THE MILWAUKEE PUBLIC MUSEUM #INNERALIENSWEEPSTAKES**

7. Milwaukee Public Museum and Sinclair Broadcast Group, INC cannot be held liable for any lost or stolen entries, prizes or contest information. Station is not responsible for any computer or electronic malfunction, server unavailability, technological glitch, or human error relating to this contest and/or the use of short-code.

8. Milwaukee Public Museum reserves the right to make rules and contest changes and change the aforementioned contest dates.

9. This contest is subject to all applicable laws and regulations and is void where prohibited. The Milwaukee Public Museum, Sinclair Broadcast Group, Inc., Sinclair Television Group, Inc., Milwaukee Television LLC, Twitter, Instagram, and Facebook, accept no responsibility or liability in connection with any injuries, losses or damages of any kind caused by or resulting from the acceptance, possession or use of any prize awarded hereunder.