

13 FISHING LUCKY SWEEPSTAKES

PRIZES:

Prize #1: One (1) 13 Fishing prize pack

Prize #2: One (1) 13 Fishing prize pack

Grand Prize (one winner):

- **1 x 13 Fishing prize pack**
- **1 x \$200 Cabela's gift card**

Official Sweepstakes Rules

1. NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING.

2. ELIGIBILITY: Not open to residents of Quebec. In order to be eligible to enter into the Sweepstakes, an entrant must be a legal resident of Canada, who is at least the age of majority in his/her province or territory of residence at the time of entry.

3. Employees, representatives and agents of Cabela's and Bass Pro Shops Canada, Inc. and its parent companies, subsidiaries, affiliates, contractors, distributors, retailers, advertising and promotion agencies, and any others engaged in the development, production, execution or distribution of this Sweepstakes as well as the immediate family members of the aforementioned persons (parents, children, siblings and/or spouse, regardless of where they live) and anyone with whom they are domiciled, whether related or not, are not eligible to participate in this Sweepstakes. **VOID WHEREVER PROHIBITED BY CANADIAN LAWS.**

4. The same person cannot win more than weekly daily prize. The same person can win one weekly prize and the grand prize.

5. CONTEST PERIODS:

Prize #1 Sweepstakes period: This Sweepstakes will begin at 12:01 a.m. Central Time on January 6, 2022 and end at midnight Central Time on January 12, 2022 **(the "Prize #1 Sweepstakes Period")**.

Prize #2 Sweepstakes period: This Sweepstakes will begin at 12:01 a.m. Central Time on January 13, 2022 and end at midnight Central Time on January 19, 2022 **(the "Prize #1 Sweepstakes Period")**.

Grand Prize Sweepstakes period: This Sweepstakes will begin at 12:01 a.m. Central Time on January 6, 2022 and end at midnight Central Time on January 19, 2022 **(the "Grand Prize Sweepstakes Period")**.

6. ENTRY METHODS:

One way to enter:

1. Upload a photo to social using the hashtag #13FishingLuck to enter.

7. PRIZES: Three (3) winners will be awarded in total. Two (2) weekly prize winners and One (1) grand prize winner. Prizes are non-transferable and non-assignable. No cash alternative nor substitute to the prize will be offered,

however, Sponsor reserves the right, at its sole discretion, to substitute a prize of equal or greater value if the advertised prize is not available. EACH PRIZE WILL BE MADE AVAILABLE ONLY TO THE IDENTIFIED WINNER.

Prize #1: January 13, 2022 draw date – ONE WINNER

This draw date involves the random selection of ONE winner who will receive a prize package including:

- 1 x 13 Decal White Small 5"x 5" (estimated retail value \$3.00)
- 1 x 13 Catch & Release Decal Med Green 9"x 9" (estimated retail value \$4.00)
- 1 x Flash Bang-GloStk Refill Kit Multi-Clr- 3Pk (estimated retail value \$1.28)
- 2 x 13 Fishing Promo Toque (estimated retail value \$40.00)
- 1 x Wicked Ice Hornet Combo 26" ML (estimated retail value \$103.19)
- 1 x Wicked Ice Combo 28"M (estimated retail value \$70.94)

- 1 x Flash Bang Jig Rtl Spn-Cosmc Prc-3/8oz 3Pk (estimated retail value \$10.31)

- 1 x Flash Bang Jig Rtl Spn-FireTiger-3/8oz 3Pk (estimated retail value \$10.31)
- 1 x Flash Bang Jig Rtl Spn-Goldn Shnr-3/8oz 3Pk (estimated retail value \$10.31)
- 1 x Flash Bang Jig Rtl Spn-Radactv Pkl-3/8oz 3Pk (estimated retail value \$10.31)
- 1 x Flash Bang Jig Rtl Spn-Unicorn Trs-3/8oz 3Pk (estimated retail value \$10.31)
- 1 x Origami Blade-FlutterSpn-Perch-3/16oz (estimated retail value \$7.73)
- 1 x Origami Blade-FlutterSpn-Radactiv Pckl-3/16oz (estimated retail value \$7.73)
- 1 x Origami Blade-FlutterSpn-Shiner-3/16oz (estimated retail value \$7.73)
- 1 x Origami Blade-FlutterSpn-UnicornTears-3/16oz (estimated retail value \$7.73)

- 1 x B.A.M.F. (PanfishPlastics) Purple Rain-6pk (estimated retail value \$4.50)
- 1 x B.A.M.F. (PanfishPlastics) RadioActv Pckl-6pk (estimated retail value \$4.50)
- 1 x B.A.M.F. (PanfishPlastics) Snozberry-6pk (estimated retail value \$4.50)
- 1 x B.A.M.F. (PanfishPlastics) Panfish Whsky Sr-6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) Bubble Gum -6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) Black Magic -6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) RadioActv Pckl -6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) White No. 1 -6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Bubble Gum-6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Black Magic-6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Cherry Bomb-6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Greenhead -6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Purple Rain-6pk (estimated retail value \$4.50)

- 1 x Coconut Crab (PanfishPlast) PF Whsky Sr-6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Bubble Gum -6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Potentially Prpl -6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Radioactive Pckl -6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Panfish Whisky Sr-6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) Bubble Gum -6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) RadioActv Pkl-6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) Snozberry -6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) Pnfsh Whsky Sr-6pk (estimated retail value \$4.50)
- 1 x Sneak - Panfish Plastics - Bubble Gum - 6Pk (estimated retail value \$4.50)

- 1 x Sneak - Panfish Plastics - Radioactv Pickle -6Pk (estimated retail value \$4.50)

Prize #2: January 20, 2022 draw date – ONE WINNER

This draw date involves the random selection of ONE winner who will receive a prize package including:

- 1 x 13 Decal White Small 5"x 5" (estimated retail value \$3.00)
- 1 x 13 Catch & Release Decal Med Green 9"x 9" (estimated retail value \$4.00)
- 1 x Flash Bang-GloStk Refill Kit Multi-Clr- 3Pk (estimated retail value \$1.28)
- 2 x 13 Fishing Promo Toque (estimated retail value \$40.00)
- 1 x Wicked Ice Hornet Combo 26" ML (estimated retail value \$103.19)
- 1 x Wicked Ice Combo 28"M (estimated retail value \$70.94)

- 1 x Flash Bang Jig Rtl Spn-Cosmc Prc-3/8oz 3Pk (estimated retail value \$10.31)
- 1 x Flash Bang Jig Rtl Spn-FireTiger-3/8oz 3Pk (estimated retail value \$10.31)
- 1 x Flash Bang Jig Rtl Spn-Goldn Shnr-3/8oz 3Pk (estimated retail value \$10.31)
- 1 x Flash Bang Jig Rtl Spn-Radactv Pkl-3/8oz 3Pk (estimated retail value \$10.31)
- 1 x Flash Bang Jig Rtl Spn-Unicorn Trs-3/8oz 3Pk (estimated retail value \$10.31)
- 1 x Origami Blade-FlutterSpn-Perch-3/16oz (estimated retail value \$7.73)
- 1 x Origami Blade-FlutterSpn-Radactiv Pckl-3/16oz (estimated retail value \$7.73)
- 1 x Origami Blade-FlutterSpn-Shiner-3/16oz (estimated retail value \$7.73)
- 1 x Origami Blade-FlutterSpn-UnicornTears-3/16oz (estimated retail value \$7.73)

- 1 x B.A.M.F. (PanfishPlastics) Purple Rain-6pk (estimated retail value \$4.50)
- 1 x B.A.M.F. (PanfishPlastics) RadioActv Pckl-6pk (estimated retail value \$4.50)
- 1 x B.A.M.F. (PanfishPlastics) Snozberry-6pk (estimated retail value \$4.50)
- 1 x B.A.M.F. (PanfishPlastics) Panfish Whsky Sr-6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) Bubble Gum -6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) Black Magic -6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) RadioActv Pckl -6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) White No. 1 -6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Bubble Gum-6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Black Magic-6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Cherry Bomb-6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Greenhead -6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Purple Rain-6pk (estimated retail value \$4.50)

- 1 x Coconut Crab (PanfishPlast) PF Whsky Sr-6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Bubble Gum -6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Potentially Prpl -6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Radioactive Pckl -6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Panfish Whisky Sr-6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) Bubble Gum -6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) RadioActv Pkl-6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) Snozberry -6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) Pnfish Whsky Sr-6pk (estimated retail value \$4.50)
- 1 x Sneak - Panfish Plastics - Bubble Gum - 6Pk (estimated retail value \$4.50)

- 1 x Sneak - Panfish Plastics - Radioactv Pickle -6Pk (estimated retail value \$4.50)

Grand Prize: January 20, 2022 – ONE WINNER

This draw date involves the random selection of ONE winner who will receive a prize package including:

- 1 x \$200 Cabela's gift card
- 1 x 13 Decal White Small 5"x 5" (estimated retail value \$3.00)
- 1 x 13 Catch & Release Decal Med Green 9"x 9" (estimated retail value \$4.00)
- 1 x Flash Bang-GloStk Refill Kit Multi-Clr- 3Pk (estimated retail value \$1.28)
- 4 x 13 Fishing Promo Toque (estimated retail value \$80.00)
- 1 x Wicked Ice Hornet Combo 26" ML (estimated retail value \$103.19)
- 1 x Wicked Ice Combo 28"M (estimated retail value \$70.94)

- 2 x Flash Bang Jig Rtl Spn-Cosmc Prc-3/8oz 3Pk (estimated retail value \$20.61)

- 2 x Flash Bang Jig Rtl Spn-FireTiger-3/8oz 3Pk (estimated retail value \$20.61)
- 2 x Flash Bang Jig Rtl Spn-Goldn Shnr-3/8oz 3Pk (estimated retail value \$20.61)
- 2 x Flash Bang Jig Rtl Spn-Radactv Pkl-3/8oz 3Pk (estimated retail value \$20.61)
- 2 x Flash Bang Jig Rtl Spn-Unicorn Trs-3/8oz 3Pk (estimated retail value \$20.61)
- 2 x Origami Blade-FlutterSpn-Perch-3/16oz (estimated retail value \$15.45)
- 2 x Origami Blade-FlutterSpn-Radactiv Pckl-3/16oz (estimated retail value \$15.45)
- 2 x Origami Blade-FlutterSpn-Shiner-3/16oz (estimated retail value \$15.45)
- 2 x Origami Blade-FlutterSpn-UnicornTears-3/16oz (estimated retail value \$15.45)

- 1 x B.A.M.F. (PanfshPlastics) Purple Rain-6pk (estimated retail value \$4.50)
- 1 x B.A.M.F. (PanfshPlastics) RadioActv Pckl-6pk (estimated retail value \$4.50)
- 1 x B.A.M.F. (PanfshPlastics) Snozberry-6pk (estimated retail value \$4.50)
- 1 x B.A.M.F. (PanfshPlastics) Panfish Whsky Sr-6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) Bubble Gum -6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) Black Magic -6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) RadioActv Pckl -6pk (estimated retail value \$4.50)
- 1 x Bernie (PanfishPlastics) White No. 1 -6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfshPlast) Bubble Gum-6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfshPlast) Black Magic-6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfshPlast) Cherry Bomb-6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfshPlast) Greenhead -6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfshPlast) Purple Rain-6pk (estimated retail value \$4.50)

- 1 x Coconut Crab (PanfshPlast) PF Whsky Sr-6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Bubble Gum -6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Potentially Prpl -6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Radioactive Pckl -6pk (estimated retail value \$4.50)
- 1 x Jeffrey (PanfishPlastics) Panfsh Whisky Sr-6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) Bubble Gum -6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) RadioActv Pkl-6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) Snozberry -6pk (estimated retail value \$4.50)
- 1 x Mini Quatro (PanfishPlastics) Pnfsh Whsky Sr-6pk (estimated retail value \$4.50)
- 1 x Sneak - Panfish Plastics - Bubble Gum - 6Pk (estimated retail value \$4.50)

- 1 x Sneak - Panfish Plastics - Radioactv Pickle -6Pk (estimated retail value \$4.50)

- 1 x FreeFall XL Omen Ice Combo 28" M - LH Retrieve (estimated retail value \$193.50)
- 1 x FreeFall XL Omen Ice Combo 28" M - R H Retrieve (estimated retail value \$193.50)
- 1 x Rdtve Pk Ice C 27 M-FF Gh w/ NEW L Wdw+Tckl Stk-LH (estimated retail value \$167.70)

- 1 x Black Betty Inline Ice Reel 1:1 GrRatio -LH+RH (estimated retail value \$51.60)
- 1 x Widow Maker Ice Rod 32" M -Ev.Eng-2 RS (estimated retail value \$90.30)

- 1 x Coconut Crab (PanfishPlast) RadActvPckl -6pk (estimated retail value \$4.50)
- 1 x Coconut Crab (PanfishPlast) Snozberry -6pk (estimated retail value \$4.50)

- 1 x Sneak - Panfish Plastics - Greenhead -6Pk (estimated retail value \$4.50)
- 1 x Sneak - Panfish Plastics - Purple Rain -6Pk (estimated retail value \$4.50)

Total value of the sweepstakes is \$2,275.75 CAD.

8. CLAIMING PRIZES:

An entry will be selected by random drawing taking place at 25 De Baets St, Winnipeg, MB R2J 4G5 on each of the following dates, for each of the following prize packages:

1. Prize 1: January 13, 2022
2. Prize 2: January 20, 2022
3. Grand Prize: January 20, 2022

The winner does not need to be present to win. Odds of winning will depend on the number of eligible entries received. The selected entrant will be notified by Instagram direct message, or within the comment on the photo entry.

To claim the prize, the selected entrant must follow the directions provided on the notice. As a condition of being awarded the prize, except where prohibited by law, the selected entrant may be required to execute and deliver a signed affidavit confirming eligibility, acceptance of these Official Contest Rules, release of liability, and/or a publicity release. By participating in this Sweepstakes, each entrant agrees and understands that Sponsor's decisions concerning this Sweepstakes are final and binding. The prize is non-refundable, nonredeemable for cash, non-transferable, non-assignable and non-endorsable. The selected entrant is required to comply with any and all applicable federal, provincial and local laws, rules and regulations. Except where prohibited, the selected entrant will be sent a confirming letter, the mathematical skill-testing question and an affidavit of eligibility, a release of liability and/or a publicity release within three (3) business days of being selected. In order to be declared a winner, the selected entrant must correctly answer the skill-testing question as well as sign and return the affidavit of eligibility, the release of liability and/or the publicity release within three (3) business days of receipt of confirming letter. If a selected entrant cannot be contacted within three (3) business days of the first attempt to contact him/her or if he/she fails to correctly answer the skill-testing question, where applicable, or if he/she fails to sign and return the affidavit of eligibility, the release of liability and/or the publicity release within the required time period, an alternate entrant will be selected in his/her place at random from among all eligible entries received.

9. SKILL-TESTING QUESTION: The selected entrant must correctly answer a mathematical skill-testing question, unaided (by electronic or mechanical device or otherwise) prior to being awarded the prize.

10. PUBLICITY RELEASE: Except where prohibited by law, the winner agrees that Cabela's and Bass Pro Shops Canada and/or its agents may use the winner's name, picture/portrait, likeness and voice, for advertising and promotional purposes without further consideration, notification or permission.

11. GENERAL RULES OF PARTICIPATION: This Sweepstakes is subject to all applicable federal, provincial and local laws. By participating, entrants agree to be bound by these Official Sweepstakes Rules and the

decisions of Sponsor and waive any right to challenge the decision of the Sponsor regarding any claim of ambiguity in the Sweepstakes or these Official Rules, whose decision shall be binding. To the extent permitted by law, Cabela's and Bass Pro Shops Canada and its parent companies, affiliates, subsidiaries, retailers, agencies as well as each of their respective officers, directors, employees, representatives and agents (collectively, the "**Releasees**"), shall not be liable for distorted, incomplete, illegible, undelivered, damaged, or lost entries; and/or any delays or disruptions beyond their reasonable control. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sponsor. If for any reason this Sweepstakes is not able to be conducted as planned, including, but not limited to, by reason of tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and/or randomly draw from those entries received up to the cancellation/suspension date. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING LEGAL FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. SPONSOR RESERVES THE RIGHT TO DISQUALIFY ANY PERSON FROM THE CONTEST AND FROM ANY FUTURE SWEEPSTAKES FOR ANY VIOLATION OF THESE RULES OR ACTIONS IMPACTING THE INTEGRITY OR FAIRNESS OF THIS OR OTHER SWEEPSTAKES CONDUCTED BY SPONSOR.

12. **SPONSOR:** The 13 Fishing Lucky Sweepstakes is sponsored by Cabela's and Bass Pro Shops Canada, 25 De Baets St., Winnipeg, MB R2J 4G5 ("**Sponsor**"). And is by no way sponsored or affiliated with Facebook or Instagram.

13. **DISCLAIMER:** Entrants are solely responsible for their own actions relating to this Sweepstakes, including, without limitation, their participation in the Sweepstakes and their acceptance and/or use or misuse of a prize. By participating in this Sweepstakes, all entrants agree to release, defend and hold harmless the Releases from and against any liability arising, directly or indirectly, in connection with the Sweepstakes and/or use or misuse of the prize or elements thereof.

14. **PRIVACY:** Entries submitted as part of this Sweepstakes will become the property of Cabela's and Bass Pro Shops Canada, upon submission and will not be returned to entrants. Personally identifiable information submitted by entrants as part of this Sweepstakes will be collected, held, used and/or disclosed for the purpose of administration of the Sweepstakes in accordance with the Cabela's and Bass Pro Shops Canada Privacy Policy available at <http://www.cabelas.ca/pages/privacy>. The Sweepstakes entry serves as the entrant's authorization, if the entrant so consents, to receive future marketing communication from Cabela's and Bass Pro Shops Canada, as provided on entry. In the event that the entrant consents to receiving marketing communications and chooses to opt out of future marketing communication, he/she may email info@cabelas.ca requesting to opt out; or alternatively mailing an opt-out request to Cabela's and Bass Pro Shops Canada, Attn: Privacy Officer, 25 De Baets St., Winnipeg, MB R2J 4G5.

15. **WINNER LIST:** The name of the winner of this Sweepstakes will be made available upon written request by mailing a self-addressed and stamped request to Cabela's Retail Canada Inc., Attn: Cabela's and Bass Pro Shops 13 Fishing Lucky Sweepstakes Winner List, 25 De Baets St., Winnipeg, MB R2J 4G5 to be received no later than January 31, 2022.

MTL01: 2962420: v2

CONTRACT ADMINISTRATOR

REVIEWED/APPROVED

CABELA'S LEGAL DEPT.

LEGAL # C.2016.08589