

MARTINA McBRIDE

Lady Luck

Women in Country Music

Atlas Experiences
Lady Luck Women in Country Music Featuring Martina McBride
Program Rules

Program Dates: August 24-27, 2025

- 1. ENTRIES:** Players enter and agree to the rules and guidelines set by their participating Lotteries.
- 2. PRIZE DETAILS:** The Lady Luck Women in Country Music featuring Martina McBride Promotion allows players to enter to win a once-in-a-lifetime opportunity to a private concert for a winner and their guest in Pigeon Forge, Tennessee. The Lady Luck Women in Country Music featuring Martina McBride drawings and number of prize winners will vary for each participating Lottery in the multi-judication promotion. Each winner is allowed one (1) guest (guest must be 18 years or older).

- **Prize Details:**

- Round trip economy airfare for two (2) from any North America International Airport to McGhee Tyson Airport in Knoxville, TN
- Dollywood's DreamMore Resort & Spa - Three (3) Night Stay in a Standard Double Occupancy Room from August 24, 2025 – August 27, 2025
- Daily Breakfast Buffet at Dollywood's DreamMore Resort & Spa
- Round Trip Ground Transportation between the McGhee Tyson Airport in Knoxville, TN to Dollywood's DreamMore Resort & Spa
- Round Trip Ground Transportation for all Scheduled Activities
- Martina McBride Private VIP Concert in Dollywood
- Female Spotlight Artist Performance
- Private Welcome Dinner and Entertainment
- Private Southern Barbecue Dinner
- Taste of the Smokies Dinner
- Shuttles to Downtown Gatlinburg, TN
- Dollywood Theme Park One (1) Day Park Pass for Winners and Guest
- Custom Lady Luck Welcome Gift for Each Trip Prize Winner and Guest Valued at Fifty Dollars (\$50)
- Five Hundred Dollars (\$500) Spending Cash for the Winner

- **Random Onsite Prizes:**

- \$500,000 One (1) Guaranteed Grand Prize Winner from all Lottery Winners
- \$10,000 One (1) Guaranteed Winner Per Lottery
- Martina McBride Meet and Greet and VIP Concert Seating (1) Winner and their Guest per Lottery

*Lotteries may elect to add or modify aspects of the prize package based on local laws or rules

State/Province Lottery and Number of Awarded Trips:

1. South Dekota Lottery – **Two (2) Trips**
2. Texas Lottery – **Eighty 80 Trips**

**This list will continue to update as more lotteries finalize their participation in the Lady Luck Women and Country Music featuring Martina McBride promotion.

- 3. PRIZES & FULFILLMENT:** Each Lottery will draw and confirm winners and relay contact information of each winner directly to Atlas Experiences by or before June 1, 2025. Winners will be sent an informational email communication followed by a custom Lady Luck Women and Country Music featuring Martina McBride promotion Winner Pack by direct mail.
- 4. REGISTRATION:** Winners will receive an email with registration instructions directly from the Lady Luck Women and Country Music featuring Martina McBride promotion administrators, Atlas Experiences. Winners will be required to register themselves and their guest by July 24, 2025, in order to finalize travel accommodations. Failure to do so may impact and limit accommodations to Pigeon Forge, TN.

Should guests prefer to do a manual registration, Atlas Experiences will provide a form to complete, which can be mailed or emailed directly to the winner.

Atlas Experiences
55 Park Square Ct. Suite 207
Roswell, GA 30075
support@ladyluckpromotion.com
404.790.6394

- 5. PROXY PROCESS:** Winners that wish to send a proxy to hosted event in their place for the Lady Luck Women and Country Music featuring Martina McBride promotion are permitted based on winning lottery's rules. All participating states can elect to either:
 - Follow the designated proxy process as defined by Atlas Experiences which will be communicated to all participating state lotteries
 - Or follow their own individual states' established proxy process.Once the Proxy and their guest are registered, no further modifications or changes will be permitted past the outlined deadlines.

6. CASH PRIZES & FULFILLMENT:

\$500 Spending Cash: Winners will receive \$500 spending money approximately ninety (90) days *prior* to the event date. The payment will come directly from Atlas Experiences or winner's state lottery depending on agreed upon fulfillment protocol with respective lottery. Any names received by Atlas Experiences after June 1, 2025, will be sent spending cash within thirty (30) days of receiving their name(s) from their state lottery. Spending cash will be fulfilled by check or prepaid gift card.

Cash Prizes during the Lady Luck Women and Country Music featuring Martina Event: The following cash prizes will be randomly selected and awarded based on the selection of winners.

- \$500,000 – One (1) Winner from all participating Lotteries
- \$10,000 – One (1) Winner per Lottery
- Atlas will conduct the draw for \$500,000. For clarity, the participating state and provincial Lotteries are not in any way conducting the draw for \$500,000. The \$500,000 winner will be chosen based on all winner's names provided by participating lotteries and selected by a random drawing.
- The \$10,000 cash prize will be awarded per lottery. Each state will have the winner's names entered in a random drawing, for one (1) winner's name to be chosen per lottery.

Prize Money Fulfillment:

- Final cash prize payments will be issued, dependent on and subject to state-owed debt/child support analysis and Federal tax withholding, as applicable by lottery guidelines.
- Delivery of the cash prize(s) will be dependent on final paperwork received or the delivery timeline in which the checks have been direct mailed.
- All payments will be mailed to the address provided on the claim form submitted to Atlas or State/Provincial Lottery.

Taxes, W2-G's and Claiming/Processing of Cash Prizes:

- Atlas Experiences will notify each lottery of cash prize winners within 48 hours of awarding the cash prize.
- Cash prizes will be awarded by Atlas Experiences or the applicable state lottery. The process of claiming prize and IRS documentation will be dependent upon each individual state lottery's rules.
- Atlas Experiences will award the cash prize to winners via check within thirty (30) days of the event end date, excluding all tax withholdings. No check cash award will be sent unless a W2-G form is signed and completed by the cash prize winner.
- If a winner does not make the trip, the winner will still qualify to win cash prizes during the event.
- If a winner sends a proxy to the event, the cash prize won will still be awarded to the original winner. No cash prizes will be awarded to a proxy.
- All winnings will be adjusted by 24% for federal taxes and any applicable home state taxes.
- W2-G Processed will be processed on the amount reduced for Federal and/or applicable state taxes.

7. SPECIAL REQUESTS:

Upgrading Rooms: Winners may request to upgrade their hotel room, any difference in cost will be the responsibility of the winner and this will depend on the hotel's availability. All requests should be made directly to Atlas Experiences Customer Service.

Pre/Post Room Stays: Winners may request to arrive before the program dates or stay after the program dates (August 24-27, 2025), however, the cost of additional days will depend on the availability of the hotel and the cost will be the responsibility of the winner. Should the winner want to submit a request for a pre- or post-stay, it should be requested directly to Atlas

Experiences via email and is up to the subject to availability. There is no transportation provided for any pre/post stays.

Changing/Upgrading Flights: Any charges incurred for changes to flights once confirmed will be the responsibility of the winner. All changes need to be requested directly to Atlas Experiences Customer Service who will provide options and costing for any requested changes.

Travel Allowance: Should the winner and their guest prefer *not* to fly to the destination, the winner will be awarded a \$600 travel allowance via check or a no fee prepaid gift card, thirty (30) days prior to the event. Should an approved and registered proxy wish to drive, the proxy will receive the travel allowance. Once Atlas Experiences receives the request for a travel allowance in writing they will notify the lottery and will contact the winner upon lottery approval. Travel allowances should be used for any transportation costs to and from the event. No winner will be awarded any additional allowance or will be reimbursed for any travel-related expenses (including, but not limited to parking fees, travel tolls, etc.). All requests for a travel allowance *MUST* be submitted in writing to Atlas Experiences by June 1, 2025. All travel allowances will be reviewed and approval will be provided to all requests.

8. EXPECTATIONS AND EXCEPTIONS:

Behavior: All winners and their guests agree to behavior in accordance with all local laws, venue rules and general acceptable behavior. Failure to comply with the guidelines Atlas Experience and or named representative will have the right to ask a winner and/or guest to be removed from any or all of the activities from August 24-27, 2025. Reentry to remaining activities will be at the discretion of Atlas Experiences. There will be no compensation for missed activities.

No shows/attendance: Should a winner not be able to attend the Lady Luck Women and Country Music featuring Martina McBride promotion from August 24-27, 2025, the winner will still be eligible for any cash prize(s) awarded during the event. Proxies are not eligible to receive any cash winnings. Should a lottery winner win any cash prize(s) during the program, they will be fulfilled within thirty (30) days from the event completion. There will not be any compensation for any portion missed at the event or any part of the entirety of the program.

Bookings (Flights and Rooms): The final deadline for all winners, proxies, and guests to be registered will be July 24, 2025.

Change Requests: Atlas Experiences will do our best to accommodate needs or changes, as requested. Any changes or requests by the winner will need to be submitted in writing to support@ladyluckpromotion.com or in writing mailed to 55 Park Square Court, STE #207, Roswell, GA 30075 by July 24, 2025, to be reviewed. Once the request is reviewed, the winner will be notified if the request is approved or denied.

9. PROGRAM MILESTONES & DEADLINES: The following are the defined program dates and deadlines:

Milestones and Deadlines Winner Information from Lottery

Milestone: June 1, 2025

Deadline: July 24, 2025

Winner/Guest Registration - (to be completed by winner)

Final Attempt - Certified Mail: July 10, 2025 (to unregistered winner)

Deadline: July 24, 2025

Proxy Registration - (to be completed by winner)

Deadline: July 24, 2025

Flight Booking

Start Date: June 1, 2025

Deadline: July 24, 2025

Fulfillment Spending Cash (to be completed by Atlas Experiences)

Start Date: June 1, 2025 (start)

Deadline: July 24, 2025 (based on when we receive winner information)

Please note, the date and location of any events or activities included in the portion of the Lady Luck Women and Country Music featuring Martina McBride prize are subject to change. If any portion of the event is delayed, postponed, or canceled for any reason, in whole or in part, the Winner will be notified of such delays, postponements, or cancelations with all related information to be rescheduled.

10. GENERAL RELEASE: By participating in the Lady Luck Women and Country Music featuring Martina McBride program, each person will be presented a waiver & release to execute during check-in with Atlas Experiences. Such waiver will release Atlas Experiences, its employees or representatives from any liability whatsoever for any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with this giveaway or with the acceptance, possession, or use of any prize. Winner and their guest must comply with all of the rules and regulations of any venue where the event is held. Winner acknowledges that if the Winner and/or his or her Guest behaves in a disorderly or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person at any Event, Winner and/or his or her Guest may be removed from the venue or denied entry (as determined by Atlas Experiences and/or EastCoast Entertainment, (collectively, "Producers") or its designee(s) in their sole and absolute discretion). By accepting any portion of the Lady Luck Women and Country Music featuring Martina McBride trip Prize, the Winner and their guest agree to abide by any terms, conditions, and restrictions stated by Atlas Experiences. This event giveaway is in no way sponsored, endorsed, or administered by, or associated with, Facebook or Instagram™, or any other social media platform, in which Atlas Experiences may submit posts of the Lady Luck Women and Country Music featuring Martina McBride program and its details.

11. PRIVACY: Atlas Experiences is committed to maintaining your trust by protecting any personal information which is collected during the registration process for the Lady Luck Women and

Country Music featuring Martina McBride. Atlas Experiences will not share, sell or reproduce personal information to any third-party organization, unless they are directly associated with the Lady Luck Women and Country Music featuring Martina McBride program or Atlas Experiences. Any third-party vendor or program partner that is used to fulfill prizes, logistics, activities, events, etc. will have access to any submitted personal information of the winners, proxies, and guests (this can include, but is not limited to first name, last name, home address, date of birth, etc.). Any and all contact in relation to this entry process will be in the form of prize notification directly from Atlas Experiences. Winners will be required to provide their full name, date of birth, and a physical mailing address directly to Atlas Experiences for communication purposes regarding program details and information. P.O. boxes will not be accepted.

12. CONTACT INFORMATION: The event administrator is Atlas Experiences with offices at 55 Park Square Ct. Suite 207 Roswell, GA 30075.

CUSTOMER SERVICE:

Phone number: 404.790.6394

Office Hours: Monday-Friday 9AM-5 PM (EST), excluding holidays.

Emails: support@ladyluckpromotion.com

Websites: www.ladyluckpromotion.com and www.txladyluck.com (TEXAS LOTTERY)

Response Times: All emails and calls will be responded to within 48 business hours. Automated responses will be sent during weekends, holidays, or if Atlas Experiences staff is out of office for any reason.

***Atlas Experiences and or participating Lotteries may amend the rules of fulfillment of the event and the rules/guidelines to fulfill such deliverables.