OFFICIAL RULES: RunVermont x VT Brands "Marathon Ready Bundle" Instagram Giveaway

1. NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A purchase or payment will not increase your chances of winning. Void where prohibited by law.

2. SPONSOR & PARTICIPATING PARTNERS

This promotion is sponsored by RunVermont, a 501(c)(3) nonprofit located at 1 Main Street, Suite 304, Burlington, VT 05401 ("Sponsor").

UnTapped All Natural Athletic Fuel, Darn Tough Vermont, Bag Balm, Vermont Smoke & Cure, Chug Water, Hotel Vermont, M&T Bank Vermont City Marathon & Relay, and Rdy2Run Marathon Training are all located in Vermont and participating partners ("Participating Partners").

3. ELIGIBILITY

This giveaway is open to U.S. citizens residing in the 50 states of the United States and the District of Columbia who are 18 years of age or older at the time of entry, subject to the laws of their legal residence.

Employees, officers, and directors of Sponsor, Participating Partners, and their respective parent companies, affiliates, subsidiaries, advertising and promotion agencies, and the immediate family members (spouse, domestic partner, parent, child, sibling, and their respective spouses, regardless of where they reside) and individuals living in the same household, whether or not related, of such employees, officers, and directors are not eligible to enter or win.

4. PROMOTION PERIOD

- **Entry Period:** January 26, 2026, at 12:00:00 AM EST through February 1, 2026, at 11:59:59 PM EST
- **Winner Announcement:** On or around February 4, 2026

All entries must be received during the applicable Entry Period. Sponsor shall be responsible for the official timekeeping for these promotions.

5. HOW TO ENTER

To enter, complete the following steps during the Entry Period:

Required Entry Actions:

1. **Follow & Tag. Follow or continue to follow** Sponsor and all Participating Partners' Instagram accounts: **@**RunVermont, **@**UntappedMaple, **@**DarnToughVermont, **@**OriginalBagBalm, **@**VTSmoke, **@**Chug_Water, and **@**HotelVermont **and tag** two different individuals in the comments section of the giveaway post. Tagged individuals must have public Instagram accounts. Tags must be genuine recommendations to friends; duplicate, spam, or bot accounts will result in disqualification.
2. **BONUS ENTRY 1 (Optional): Submit your email address** via the link provided in **@**RunVermont's Instagram bio to subscribe to the RunVermont newsletter and, as applicable, the newsletters or mailing lists of the Participating Partners for one additional entry. You must use a valid, working email address.
3. **BONUS ENTRY 2 (Optional): Share the giveaway carousel** to your Instagram Story for one additional entry. Your Instagram account must be public for this entry to be validated.

Entry Limits and Restrictions:

- Limit one standard entry per individual;
- Up to two bonus entries available per individual;
- Maximum of three total entries per individual;
- All entries must be organic, use of bots, macros, scripts, or other automated means is prohibited and entries generated by such means will be disqualified;
- Winning does not disqualify an entrant from entering or winning future giveaways from Sponsor; and
- No other means of entry are accepted.

Verification:

By entering, you authorize Sponsor to verify compliance with each and every entry requirement. Failure to comply with any entry requirement may result in disqualification.

Sponsor reserves the right to disqualify any entry that does not comply with these Official Rules.

6. PRIZES

Fair Market Value (FMV): $1,021

Prizes include:

- One night stay at Hotel Vermont for up to two people on May 23, 2026 (check-in May 23, check-out May 24); subject to availability; room type determined by Hotel Vermont) (FMV: $350)
- UnTapped All Natural Athletic Fuel product package (FMV: $75)
- One M&T Bank Vermont City Marathon full marathon race entry (FMV: $220)
- Rdy2Run Marathon Training Program (FMV: $42.20)
- Darn Tough Socks for Life Package: seven pairs of Darn Tough Vermont socks (FMV: $182)
- Bag Balm product package (FMV: $50)
- Vermont Smoke & Cure meat stick variety pack (FMV: $40)
- One case of Chug Water (FMV: $30)
- One Chug Water Run Club t-shirt (FMV: $25)

Race entry, Rdy2Run Marathon Training Program, and Hotel Vermont reservation are non-transferable and valid for the May 24, 2026, M&T Bank Vermont City Marathon & Relay (entry and training) and May 23-24, 2026, hotel stay only. Hotel Vermont reservation and M&T Bank Vermont City Marathon registration are subject to standard terms and conditions and event waiver.

General Prize Terms:

- Prizes are awarded "as is" with no warranty or guarantee, express or implied.
- No substitution, transfer, or cash equivalent of prizes permitted, except at Sponsor's sole discretion.
- Sponsor reserves the right to substitute prize of equal or greater value.
- Winner is responsible for all federal, state, and local taxes and any other costs not explicitly stated. Sponsor will not issue a 1099-MISC or a W-2 G as the 2026 reporting threshold is greater than the FMV of either prize.
- All prize awards are at Sponsor's sole discretion.
- Race entries are subject to M&T Bank Vermont City Marathon & Relay race policies, including age requirements.

- Any portion of the prize not accepted by the winner will be forfeited.

7. WINNER SELECTION & NOTIFICATION

Winner Selection:

One winner will be selected via random drawing from all eligible entries received during the Entry Period. Random drawing will be conducted by Sponsor or its designated representative within approximately 48 hours after the close of the Entry Period. Odds of winning depend on the number of eligible entries received for each stage.

Winner Notification:

Potential winners will be notified via Instagram direct message or email within approximately 48 hours after winner selection. Potential winners must respond within 72 hours after notification attempt. Failure to respond within the specified time period, return of prize notification as undeliverable, or failure to comply with these Official Rules may result in disqualification and selection of an alternate winner.

Potential winners may be required to complete, sign, and return an Affidavit of Eligibility within seven days of notification. Noncompliance may result in disqualification and selection of an alternate winner.

By entering, winners consent to their first name being announced publicly on @RunVermont's Instagram feed and stories.

8. GENERAL CONDITIONS

- By entering, entrants agree to be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all respects.
- Sponsor reserves the right to disqualify any individual found to be tampering with the entry process, violating these Official Rules, or acting in an unsportsmanlike or disruptive manner.
- Sponsor reserves the right to modify, suspend, or terminate the promotion if fraud, technical failures, or any other factor impairs the integrity of the promotion as determined by Sponsor in its sole discretion.
- In such event, Sponsor may select winners from all eligible entries received prior to such modification, suspension, or termination.
- By participating, entrants release and hold harmless Sponsor, Participating Partners, Instagram, and their respective parents, subsidiaries, affiliates, and each of their

respective officers, directors, employees, and agents (collectively, "Released Parties") from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with the promotion or acceptance, use, or misuse of any prize.

- Entrants agree that Released Parties are not responsible for: (1) any incorrect or inaccurate information; (2) unauthorized human intervention; (3) technical failures of any kind; (4) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, or destruction or unauthorized access to the promotion; or (5) any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any email or entry to be received on account of technical problems or traffic congestion on the Internet or at any website.
- If any provision of these Official Rules, or the application of such provision, shall be held invalid, the remainder of these Official Rules and application of the invalidated provision to other persons shall not be affected.

9. PUBLICITY RELEASE

Except where prohibited by law, entry and acceptance of prize constitute permission for Sponsor and its designees to use winner's name, Instagram handle, photograph, likeness, voice, biographical information, and statements for advertising and promotional purposes in any and all media now known or hereafter devised, worldwide, in perpetuity, without further compensation, notification, or permission.

10. INSTAGRAM DISCLAIMER

This promotion is in no way sponsored, endorsed, administered by, or associated with Instagram, Inc. Entrants understand that they are providing information to Sponsor and not to Instagram. By participating in this promotion, entrants completely release Instagram from any liability. Any questions, comments, or complaints regarding the promotion should be directed to Sponsor, not Instagram.

11. PRIVACY

Information collected from entrants is subject to RunVermont's Privacy Policy available at www.runvermont.org/privacy-policy and will be used for newsletter distribution, promotion administration, and marketing communications in accordance with applicable law. By entering, you consent to Sponsor's collection and use of your personal information as described in these Official Rules and the Privacy Policy.

12. DISPUTES/GOVERNING LAW

Except where prohibited, by entering this promotion, entrants agree 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; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for punitive, incidental, or consequential damages. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules shall be governed by and construed in accordance with the laws of the State of Vermont, without giving effect to any choice of law or conflict of law rules.

13. WINNER'S NAME

For the name of the winner, check Instagram or send a self-addressed stamped envelope within 60 days after February 4, 2026 to: RunVermont c/o Sweepstakes 1, 1 Main Street, Suite 304, Burlington, VT 05401.

14. OFFICIAL RULES

For a copy of these Official Rules, visit www.runvermont.org or send a self-addressed stamped envelope to: RunVermont c/o Sweepstakes 1, 1 Main Street, Suite 304, Burlington, VT 05401.

Last Updated: January 2026