



Sweepstakes Name:  
2020/21 Bluebird Backcountry Season Pass Giveaway

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

**Eligibility.** This 2020/21 Bluebird Backcountry Season Pass Giveaway Sweepstakes (“Sweepstakes”) is open to all natural persons who are at least 18 years old at time of entry.

**Entry Period.** This Sweepstakes begins on 9/4/2020 at 12:01 AM MDT and ends on 9/16/2020 at 11:59 PM MDT (“Entry Period”).

**How to Enter.** During the Entry Period, subscribe to Bluebird Backcountry email newsletter at [www.bluebirdbackcountry.com](http://www.bluebirdbackcountry.com) to be successfully entered into the Sweepstakes. If you have already subscribed to the email newsletter list, you will automatically be entered to win.

**Limitations on Entries.** LIMIT ONE ENTRY PER PERSON PER EMAIL ADDRESS. No third party entry or entry through any sweepstakes service is permitted. Any person who attempts or otherwise encourages the entry of multiple or false contact information under multiple identities or uses any device or artifice to enter or encourage multiple or false entries, as determined by Sponsor, will be disqualified. Use of robotic entry devices is strictly prohibited.

**Prize.** One (1) Prize will be awarded, which consists of: One (1) 2020/21 Bluebird Backcountry Season Pass and One (1) Black Diamond JetForce Tour 26L Avalanche Airbag Pack, size M/L. Approximate retail value of the Grand Prize is \$1,500.

**Drawing.** Winner will be selected in a random drawing taking place on 9/17/2020 at Sponsor’s principal place of business, from among all eligible entries collected during the Entry Period plus existing and active email subscribers. The drawing will be conducted by Sponsor, whose decisions and interpretations on all matters relating to the Sweepstakes and these Official Rules are final and binding in all respects. Sponsor reserves the right to disqualify any entrant or winner and may refuse to award a prize to a person who is not eligible or has violated a rule, gained unfair advantage in the Sweepstakes, or obtained winner status using fraudulent means. If there is a dispute about the identity of an entrant, prize will be awarded to the natural person to whom the email address is assigned by the internet service provider responsible for the domain associated with the submitted email address. If winner is found to be ineligible or not in

compliance with Sweepstakes rules, winner will be disqualified and an alternate winner will be awarded the prize in a separate random drawing. Winner will be notified by email. Inability of Sponsor to contact winner by telephone within seventy two (72) hours after selection, may result in disqualification of winner and an alternate winner may be selected in a random drawing at Sponsor's discretion. Prize may be picked up on mountain at Bluebird Backcountry or shipped to a U.S. address.

**Odds.** The odds of winning will depend on the number of eligible entries received, according to the eligibility requirements in the Sweepstakes.