

## Contest Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAW AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

1. Eligibility: Lucky Dog Calendar Photo Contest (the “Contest”) is open to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Be Green Pro and other companies associated with the promotion of the Contest, and their respective parents, subsidiaries, affiliates and advertising and promotion agencies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to federal, state and local laws and regulations.

2. Sponsor: The Contest is sponsored by Be Green Pro, located at 1300 Capitol Dr. Oconomowoc, WI 53066.

3. Agreement to Official Rules: Participation in the Contest constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon being compliant with these Official Rules and fulfilling all other requirements set forth herein. The top 12 photos selected from the Contest will be featured in the 2026 Lucky Dog Calendar. Photos will be placed in an order that is chosen by Be Green Pro.

4. Contest Period: The Contest Period begins on July 19th, 2025 at 12:00 am CST and ends on August 9th, 2025 at 11:59 pm CST (the “Contest Period”). Entries submitted before or after the Contest Period will be disqualified. Submissions will be accepted for the duration of the Contest Period using any of the following methods: Online.

The Be Green Pro staff will select 36 photos based on the following criteria:

- Your dog(s) are the primary focus of this outdoor seasonal photo, no people are featured in the image.

- 8MP camera quality or better (minimum 2400px:2400px, no required aspect ratio for submission, landscape orientation preferred).
- Final file will be cropped square (1:1 aspect ratio) by the Lucky Dog Calendar editing team.
- Max file size of 10 MB per image submission (PNG, JPEG or HEIC file formats).
- Any images submitted require the submitter to obtain the original photographer's written approval to be printed in the Lucky Dog Calendar, with all proceeds going to the non-profit selected.
- Your compelling story of 50 words or less answering the prompt "What makes your dog(s) lucky?"

Be Green Pro will post the selected 36 photos on Facebook along with the submitted prompt answers for public voting. Public voting begins on 8/26/2025 at 5:00 am CST and ends on 9/16/2025 at 11:59 am CST. One like equals one vote. Photos will be placed in consecutive voted order. If there is the same number of votes across multiple entries for the 12th photo position, these tied entries will be placed in a tie-breaker vote. The Be Green Pro staff votes to break the tie to determine the 12<sup>th</sup> photo position from the following criteria:

- Photo that appears least similar to the other top 12 winning photos in framing, content, or season.
- Most compelling story submitted.

The Be Green Pro staff will vote once for the tie-breaker voting, tallying the most staff likes (7 votes in total).

5. How to Enter Online: This method of entry is available on the (<https://www.begreen.pro/>) homepage banner link. Click the green banner, navigate to the Lucky Dog Photo Contest page of the Be Green Pro website, fill out required entry information and submit your image. One entry per dog featured, unlimited entries per person, per email address and per household for the duration of the Contest Period, regardless of method of entry. Entries

received in excess of the stated limitation are void. All entries become the property of Sponsor upon submission and will not be acknowledged or returned.

6. Prize Drawing: The 12 winners will be contacted by phone and email prior to the public announcement on Facebook and Instagram on 9/24/2025. The 12 photos with the most votes will be awarded 12 spots on the 2026 calendar, with the top voted photo as the calendar cover.

7. Winner Notification The potential winners will be notified by email and phone. The Sponsor will attempt to notify the potential winner on about September 22, 2025. If the potential winner(s) cannot be contacted within five (5) days after the date of the first attempt to contact him/her, the Sponsor may select an alternate potential winner in his/her place from the remaining non-winning, eligible entries.

8. Prizes: Each of the twelve lucky winners will receive bragging rights for having a lucky dog, placement of their dog photo in the 2026 Lucky Dog Calendar and a choice between a \$15 Amazon gift card or a \$15 gift card from Lucky Mutts Bakery dog bakery in Oconomowoc.

9. General Conditions: In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, bug, worm, or unauthorized human intervention or other technical problem, or in the event the Contest is unable to run as planned for any other reason, as determined by Sponsor in its sole discretion, either (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules or (b) terminate the Contest and, in the event of termination, award the prize at random from among the eligible, non-suspect entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to damage the website or undermine the legitimate operation of the Contest may

be a violation of criminal and civil law, and should such an attempt be made, the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

10. Release and Limitations of Liability: By participating in the Contest, entrants agree to release and hold harmless the Sponsor, and each of their respective parents, subsidiaries, affiliated, advertising and promotion agencies, other companies associated with the Contest, and each of their respective officers, directors, employees, shareholders, representatives, and agents (the Release Parties) from and against any claim or cause of action arising out of participation in the Contest or receipt or use of the prize (including any travel or activity related thereto), including, but not limited to: (a) any technical error associated with the Contest, including lost, interrupted or unavailable Internet Service Provider (ISP), network, server, wireless service provider, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone cellular tower or cable transmissions, lines or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (b) unauthorized human intervention in the Contest; (c) mechanical network, electronic, computer, human, printing or typographic errors; (d) application downloads, (e) any other errors or problems in connection with the Contest, including, without limitation, errors that may occur in the administration of the Contest, the announcement of the winner, the cancellation or postponement of the event and/or the flyover, if applicable, the incorrect downloading of the application, the processing of entries application downloads or in any Contest-related materials; or (f) injury, death, losses or damages of any kind to persons or property which may be caused, directly or indirectly, in whole or in part, from entrants participation in the Contest or acceptance, receipt or misuse of the prize (including any travel or activity related thereto). Entrant further agrees that in any cause of action, the Released Parties liability will be limited to the cost of entering and participating in the Contest, and in no event shall be limited to the cost of entering and participating in the Contest, and in no event shall the entrant be entitled to receive attorney's fees or monetary compensation. Release Parties are also not responsible for any incorrect or

inaccurate information, whether caused by the site users, tampering, hacking or by any equipment or programming associated with or utilized in the Contest. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct or indirect damages.

11. Disputes: Except where prohibited, each entrant agrees that any and all disputes claims and causes of action arising out of or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Wisconsin. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, entrants' rights, and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Wisconsin, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than Wisconsin.

12. Privacy Information collected from entrants is subject to Sponsor's privacy policy  
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