

The ART Agency | Palm Tree Festival Giveaway Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

Sponsor. This Palm Tree Festival Giveaway (the "Promotion") is sponsored by The ART Agency ("Sponsor"), 2927 Turtle Head Peak Dr Las Vegas, NV US 89135.

Promotion Period. The Promotion begins August 13, 2026 at 5:00 PM ET and ends August 21, 2026 at 11:59 PM ET (the "Promotion Period"). Sponsor's computer is the official time-keeping device. Entries submitted outside the Promotion Period are not eligible.

Eligibility. The Promotion is open to legal U.S. residents who are currently enrolled in an accredited college or university and are at least 18 years old (19 in AL and NE; 21 in MS) as of the date of entry. Employees of Sponsor and their immediate family or household members are not eligible.

How to Enter.

During the Promotion Period, complete all of the following for one (1) entry:

- Follow The ART Agency on Instagram [@theart.agency]
- Follow The ART Agency on TikTok [@theart.agency]
- Comment the name of your college or university on the official giveaway post
- Tag three (3) friends in the comments of that post

Bonus entry. Share the official giveaway post to your Instagram Story during the Promotion Period for one (1) additional entry. Maximum of two (2) total entries per person. One account per person; using multiple or fake accounts will result in disqualification.

Prize. One (1) winner receives four (4) 2-Day General Admission (GA) tickets to the Palm Tree Music Festival taking place Saturday, October 10 and Sunday, October 11, 2026, at the Santa Barbara Polo & Racquet Club (3300 Via Real, Carpinteria, CA) (the "Event"), providing access to both days of the Event. Approximate Retail Value (ARV): \$1,716.00 USD, based on current 2-Day GA pricing of \$429.00 per ticket as of the date of these Official Rules. This prize is valid only for the Event on the dates listed above; it is not valid for any other Palm Tree Music Festival date or location and cannot be exchanged for a different show. Transportation to and from the Event is NOT included and is the sole responsibility of the winner. The prize is non-transferable and non-refundable and may not be exchanged for cash or substituted, except by Sponsor, which may substitute a prize of equal or greater value if the stated prize becomes unavailable. All other costs not expressly listed (including lodging and incidentals) are the winner's responsibility.

Taxes. All federal, state, and local taxes on the prize are the sole responsibility of the winner. Sponsor may require the winner to complete a W-9 and may issue an IRS Form 1099 as required by law.

Winner Selection & Notification. One (1) winner will be chosen in a random drawing from all eligible entries on or about August 21, 2026. Odds of winning depend on the total number of eligible entries received. The winner will be notified by direct message from The ART Agency's verified Instagram account and must respond within five (5) business days of notification. Failure to respond in time, or inability to verify eligibility, may result in disqualification and selection of an alternate winner.

Winner Verification.

Before receiving the prize, the winner must:

- Provide proof of current college enrollment (valid student ID or active .edu email address);
- Provide a valid government-issued photo ID as proof of age and identity; and
- Sign and return an affidavit of eligibility, liability release, and (except where prohibited by law) publicity release within five (5) business days of receipt.

Winning is contingent upon verification. An entrant is not a winner, and no prize is owed, until verification is complete.

Prize Redemption. Tickets will be issued to the winner electronically no later than 3 days before the Event. Because the prize is tied to a single fixed-date Event (October 10–11, 2026), no rain checks, date changes, or transfers to a different Palm Tree Music Festival show will be accommodated. If the winner is unable to attend, the prize will be forfeited, and Sponsor may select an alternate winner or award a substitute prize of equal or greater value in its sole discretion.

Event Cancellation or Postponement. The Event is owned and operated by third parties not affiliated with Sponsor. If the Event is cancelled, postponed, or relocated for any reason, Sponsor's sole obligation, and the winner's sole remedy, is the award of a substitute prize of equal or greater value, and Sponsor will have no further liability to the winner or any guest.

Event Admission. Tickets are subject to the terms and admission policies of the festival and venue. Under the Event's admission policies, every attendee, including the winner's guests, must present a valid physical government-issued photo ID at the Event entrance. Sponsor is not responsible for any ticket holder who is denied admission for failure to comply with the Event's policies.

Publicity Release. Except where prohibited, accepting the prize grants Sponsor permission to use the winner's name, school, social media handle, likeness, photographs, and statements for promotional, advertising, and publicity purposes in any media, without further notice or compensation.

Privacy. Information collected for this Promotion is used solely to administer the giveaway and verify the winner. Entrant information will be deleted after the Promotion concludes, except winner documentation and records required for legal or compliance purposes, which may be retained for up to three (3) years. Entrant information is handled in accordance with Sponsor's privacy policy, available at [PRIVACY POLICY URL].

General Conditions & Release. By entering, entrants agree to these Official Rules and to the decisions of Sponsor, which are final and binding. Entrants release Sponsor and its affiliates, and their respective officers, employees, and agents, from any liability, injury, loss, or damage arising from participation in the Promotion or acceptance or use of the prize, including travel to or attendance at the Event. Sponsor is not responsible for lost, late, incomplete, or misdirected entries or for technical failures of any kind.

Sponsor Rights. Sponsor reserves the right to cancel, suspend, modify, or terminate the Promotion if fraud, technical failure, or any other factor impairs its integrity or proper functioning, as determined by Sponsor in its sole discretion, and to disqualify any entrant who tampers with the entry process or violates these Official Rules.

Platform Disclaimer. This Promotion is not sponsored, endorsed, administered by, or associated with Instagram, TikTok, or Palm Tree Festival. By entering, entrants release Instagram and TikTok from any liability related to this Promotion.

Governing Law. This Promotion is governed by the laws of the State of Nevada, without regard to conflict-of-law principles. Any disputes will be resolved in the state or federal courts located in Clark County, Nevada, and entrants waive any right to a jury trial and to participate in any class or representative action.

Winner List; Official Rules. To request the winner's name, contact The ART Agency at marketing@theartagency.com within thirty (30) days after the Promotion concludes. These Official Rules are available at [RULES URL] and via a link in the Official Post throughout the Promotion Period.