

Official Sweepstakes Rules

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

- 1. Sponsor.** The Trailside Log Cabins Free Weekend Stay Sweepstakes (the “Sweepstakes”) is sponsored and administered by EJ Schwartz Properties LLC d/b/a Trailside Log Cabins (“Sponsor”), 4862 Zachs Lane, Conover, WI 54519. The Sweepstakes is not sponsored, endorsed, administered by, or associated with Facebook, Instagram, or Meta Platforms, Inc.
- 2. Sweepstakes Period.** The Sweepstakes begins at 12:00:00 a.m. Central Time (“CT”) on July 26, 2026 and ends at 11:59:59 p.m. CT on August 8, 2026 (the “Sweepstakes Period”). Sponsor’s designated systems and records are the official timekeeping devices for the Sweepstakes.
- 3. Eligibility.** The Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia who are twenty-one (21) years of age or older at the time of entry. Employees, officers, directors, members, managers, agents, and representatives of Sponsor; Sponsor’s property manager; Sponsor’s advertising, promotion, and administration agencies; and each such person’s immediate family members (spouse, parent, child, sibling, and their respective spouses) and persons living in the same household, whether related or not, are not eligible. Sponsor may require proof of identity, age, residence, and eligibility. The Sweepstakes is subject to all applicable federal, state, and local laws and is void where prohibited or restricted.
- 4. Agreement to Rules.** By entering, each entrant agrees to be bound by these Official Rules and by Sponsor’s decisions, which are final and binding in all matters relating to the Sweepstakes, subject to applicable law. Winning is contingent upon satisfying every requirement in these Official Rules.

5. How to Enter and Earn Entries

During the Sweepstakes Period, an eligible person may receive no more than three (3) total entries using the methods below. No purchase or payment is required for any entry method.

- 5.1 Required DM Entry (one entry).** Using the entrant’s own Facebook or Instagram account, send one direct message to an official Trailside Log Cabins Facebook Page or Instagram account identified in the Sweepstakes post. The message must include the entrant’s full legal name, email address, and telephone number. A person may submit only one DM entry in total, not one on each platform. A duplicate DM entry will not earn another entry.
- 5.2 Follow Bonus (one additional entry).** After submitting a valid DM entry, the entrant may earn one bonus entry by following either the official Trailside Log Cabins Facebook Page or the official Trailside Log Cabins Instagram account identified in the Sweepstakes post. An entrant already following one of those accounts qualifies for the bonus, subject to verification. Following both accounts still earns only one bonus entry. The account used to follow must permit Sponsor to verify the follow through the time of winner verification. If the follow is made from an account other than the account used to send the DM, the entrant must identify that account handle in the DM. No follow bonus will be awarded without a valid DM entry.
- 5.3 Tag Bonus (one additional entry).** After submitting a valid DM entry, the entrant may earn one bonus entry by tagging one other natural person using that person’s valid platform handle. The tagged person does not become an entrant merely by being tagged and receives no entry unless that person separately completes the required DM entry. Multiple tags or tagging multiple people will

not earn more than one bonus entry. Entrants may not tag fake, business, celebrity, automated, or unrelated accounts, and may not tag any person in a deceptive, abusive, or harassing manner.

Entry must comply with applicable platform terms and community standards. Automated, scripted, bulk, incomplete, unintelligible, late, misdirected, fraudulent, or mechanically reproduced entries are void. Proof of sending is not proof of receipt. Sponsor is not responsible for privacy settings, platform filters, outages, transmission errors, or account restrictions that prevent receipt or verification. Each entrant must use accurate information and may not enter for another person. Entries become Sponsor's administrative records and will not be acknowledged or returned.

6. Entry Limits and Identification. Maximum three (3) entries per person for the entire Sweepstakes: one DM entry, one follow bonus entry, and one tag bonus entry. Attempts to exceed the limit through multiple accounts, email addresses, telephone numbers, identities, devices, or other means may result in disqualification of all associated entries. If the identity of an entrant is disputed, Sponsor may deem the entrant to be the authorized account holder of the email address or social-media account associated with the entry, provided that person otherwise satisfies these Official Rules.

7. Random Drawing; Odds. Sponsor or its designee expects to conduct the random drawing on or about August 10, 2026, and in all events no later than August 15, 2026, from all eligible entries received. Each valid entry has an equal chance of selection. Odds of winning depend on the total number of eligible entries received. Sponsor may use a documented electronic random-selection method or another neutral random method.

8. Winner Notification and Verification. The potential winner will be contacted using the telephone number and email address supplied in the DM entry and may also be contacted through direct message. The potential winner must respond within seventy-two (72) hours after Sponsor first sends notification and must timely provide any reasonably requested proof of eligibility and execute Sponsor's affidavit or declaration of eligibility, liability/publicity release, standard rental agreement, and any tax or other documents reasonably required by Sponsor. If the potential winner cannot be contacted; does not respond within 72 hours; fails to satisfy these requirements; declines the prize; or is otherwise ineligible or noncompliant, the potential winner forfeits the prize and Sponsor may randomly select an alternate from the remaining eligible entries. Sponsor may repeat this process as necessary. No entrant is a winner unless and until Sponsor verifies eligibility and confirms the prize in writing.

9. Public Announcement. Sponsor intends to announce a verified winner by August 15, 2026. If winner verification or alternate selection is not complete by that date, Sponsor may announce the winner promptly after verification. Sponsor may announce the winner's first name, last initial, city, and state on its website and social-media channels. Except where prohibited by law, acceptance of the prize constitutes permission for Sponsor and its designees to use the winner's name, first name and last initial, city and state, voice, statements, photograph, and likeness for lawful advertising, publicity, and promotional purposes in any media without further compensation, notice, review, or approval. Sponsor will obtain any additional written consent required by applicable law.

10. Prize

One (1) verified winner will receive a two-night weekend stay, checking in Friday and checking out Sunday, in one available three-bedroom cabin at Trailside Log Cabins in Conover, Wisconsin as well as a one-day rental for either a UTV or snowmobile (dependent on seasonality). The winner may select from the three-bedroom cabins Sponsor makes available for the requested dates as well as their choice of powersport. Approximate retail value ("ARV"): \$1,050.

- The stay, including check-in and check-out, and accompanying powersport rental must be completed no later than one (1) year after Sponsor awards the prize. The winner should request dates promptly; availability is not guaranteed.
 - The reservation is subject to availability, Sponsor-designated holidays, blackout dates, property-management restrictions, and the standard rental agreement and house rules in effect for the selected cabin and stay dates.
 - The winner must be the reservation holder, must be present throughout the stay, and must satisfy the applicable minimum rental age. The selected cabin's posted maximum occupancy may not be exceeded.
 - Up to two (2) dogs are permitted, subject to the selected cabin's then-current pet rules and the standard rental agreement. No other animals are permitted except as required by applicable law or expressly approved by the property manager.
 - Sponsor will not impose a cleaning fee or credit-card hold for the prize reservation. The winner remains responsible for damage, excessive cleaning, unauthorized guests or animals, rule violations, and other charges arising from the winner's or guests' conduct.
 - The prize includes lodging and the one-day rental of a powersport only. It does not include transportation, meals, activities, gratuities, incidentals, damage charges, optional services, or anything not expressly stated as included.
 - The prize is nontransferable, may not be sold, assigned, bartered, or redeemed for cash, and no substitution is permitted except by Sponsor, which may substitute a prize of equal or greater value if the advertised prize becomes unavailable.
 - The winner is solely responsible for all federal, state, and local income or other taxes arising from acceptance or use of the prize and for all expenses not expressly included. The stated ARV may differ from the value realized.
 - If the winner cancels, fails to appear, arrives late, leaves early, violates the rental agreement, or cannot use the prize within the redemption period, the unused portion is forfeited without compensation or replacement, except as Sponsor may otherwise agree in writing. Sponsor may reschedule a stay affected by circumstances within Sponsor's reasonable control.
- 11. Conduct; Disqualification.** Sponsor may disqualify any person Sponsor reasonably determines has tampered with the entry or drawing process; used fraud, deception, harassment, bots, scripts, or multiple identities; violated these Official Rules or platform terms; interfered with another entrant; or acted in an unsportsmanlike, disruptive, threatening, or abusive manner. Any attempt to deliberately damage a website, account, or promotion or undermine legitimate operation may violate civil or criminal law, and Sponsor reserves all rights and remedies available by law.
- 12. Modification, Suspension, or Cancellation.** If fraud, technical failure, platform action, unauthorized intervention, force majeure, public-health event, natural disaster, governmental action, or another cause beyond Sponsor's reasonable control corrupts or materially affects the security, fairness, integrity, or proper operation of the Sweepstakes, Sponsor may, to the extent permitted by law, suspend, modify, or cancel the Sweepstakes. If feasible, Sponsor may select the winner by random drawing from eligible, non-suspect entries received before the action or event giving rise to the modification or cancellation. Sponsor will post material changes through the channels used to promote the Sweepstakes.
- 13. Releases and Limitation of Liability.** To the fullest extent permitted by law, each entrant agrees to release and hold harmless Sponsor; Meta Platforms, Inc.; Facebook; Instagram; the property manager; and Sponsor's respective parents, affiliates, subsidiaries, advertising and promotion agencies, service providers, and each of their owners, members, managers, officers, directors, employees, representatives, and agents (collectively, the "Released Parties") from claims, losses, liabilities, damages, costs, or expenses arising from or relating to participation, entry, acceptance,

possession, travel to or from the property, or use or misuse of the prize, including personal injury, death, property damage, privacy or publicity claims, or technical failures, except to the extent liability cannot lawfully be released. Nothing in these Official Rules limits rights or remedies that cannot be waived under applicable law.

14. Platform Release. By entering, each entrant completely releases Facebook, Instagram, and Meta Platforms, Inc. from any and all liability relating to the Sweepstakes. Entrants acknowledge that the Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Facebook, Instagram, or Meta Platforms, Inc. Entrants provide their information to Sponsor, not to Facebook, Instagram, or Meta Platforms, Inc. Any questions, comments, or complaints regarding the Sweepstakes must be directed to Sponsor.

15. Privacy and Use of Entry Information. Sponsor will collect the full name, email address, telephone number, social-media account information, and other information voluntarily provided by entrants solely to administer the Sweepstakes, validate entries, prevent fraud, contact and verify the potential winner, award the prize, announce the verified winner as described above, satisfy legal obligations, and resolve disputes. Sponsor will not sell entry information or use it for marketing unless the entrant separately and affirmatively opts in. Sponsor may disclose information to service providers and professional advisers that need it for these purposes, as required by law, or to protect legal rights. Sponsor will use reasonable safeguards and retain information only as long as reasonably necessary for administration, recordkeeping, legal compliance, or dispute resolution, after which it will be securely deleted or de-identified where practicable.

Marketing is optional and is not a condition of entry or winning. An entrant who wishes to receive future Trailside Log Cabins news and promotional offers by email may add the following separate statement to the DM: "Yes, I would also like to receive future news and promotional offers by email from Trailside Log Cabins." An entrant may withdraw that permission at any time by using the unsubscribe method provided in a marketing email or by contacting Sponsor. Sponsor will not send promotional text messages based solely on a Sweepstakes entry or this email opt-in. Sponsor may use the entrant's telephone number to administer the Sweepstakes and contact a potential winner.

16. Errors and Conflicts. Sponsor is not responsible for typographical, printing, posting, human, technical, or other errors in Sweepstakes materials, administration, or winner announcement. If any promotional statement conflicts with these Official Rules, these Official Rules control. Sponsor's failure to enforce any provision does not waive that provision.

17. Governing Law and Disputes. These Official Rules and the Sweepstakes are governed by the laws of the State of Wisconsin, without regard to conflict-of-law principles, except where another jurisdiction's nonwaivable law applies. To the fullest extent permitted by law, disputes shall be resolved individually, without resort to a class, collective, or representative action, in a state court located in Vilas County, Wisconsin, or, if federal jurisdiction exists, the United States District Court for the Western District of Wisconsin. Each entrant waives any claim for punitive, incidental, consequential, or special damages and any right to have damages multiplied or increased, except to the extent such waiver is prohibited by law. Any recovery shall be limited to actual out-of-pocket costs of entering the Sweepstakes and shall not include attorneys' fees, except where applicable law provides otherwise.

18. Severability. If a court of competent jurisdiction finds any provision invalid, illegal, or unenforceable, that provision will be enforced to the maximum extent permitted and the remaining provisions will remain in effect.