

## PROJECT PAY IT FOR "WED" CONTEST \_ OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN, NOR WILL A PURCHASE IMPROVE ONE'S CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. SPONSOR: Hotel Goodwin, LLC, a Wisconsin limited liability company, having an address of 525 Third Street, Suite 300, Beloit, WI 53511 ("Sponsor").

2. ENTRY PERIOD: The Project Pay it ForWed Contest (the "Contest") entry period begins Thursday, May 1, 2025, at 12:00 AM Central Standard Time ("CST") and ends Monday, June 30, 2025, at 11:59 PM CST (the "Entry Period"). Sponsor's computer is the official time-keeping device for the Contest, including for determining whether an Entry (defined below) is received during the Entry Period. All Entries received after the end of the Entry Period will be disregarded and not included in the Contest.

3. METHOD OF ENTRY: To be entered into the Contest, individuals ("Nominator") must complete and submit an online entry form located at https://www.hotelgoodwin.com/payitforwed on behalf of a couple ("Nominee") meeting the eligibility criteria in these Official Rules. Neither the couple, together, nor as individuals, may nominate themselves. Nominators may be friends, family members, or community members that know the couple and can share the Nominee's story.

Nominator is limited to one (1) entry form per Nominee during the Entry Period (the "Entry Limit"); however, different Nominators may nominate the same Nominee. Entries that exceed the Entry Limit are void. Entries that are late (including due to delayed delivery or data transmissions), or are, in Sponsor's sole discretion, forged, illegible, mutilated, incomplete, misdirected, mechanically reproduced, irregular, or otherwise not in compliance with these Official Rules will be disqualified. The use of automated entry devices is prohibited and will result in disqualification. Proof of submitting an entry will not be deemed receipt of such entry by Sponsor.

4. ELIGIBILITY: The Contest is open only to Nominees that are legal residents with a permanent residence within a 60-mile radius of Sponsor's corporate office located at 525 Third Street, Suite 300, Beloit, Wisconsin (the "Eligibility Area"); only one individual of the Nominee must reside within the Eligibility Area for the Nominee to be eligible. Both individuals of the Nominee must be (a) 21 years of age or older at the time of entry; (b) engaged and ready to wed prior to entry; and (c) entering their first or second marriage. Nominees must be entered by a Nominator; couples cannot nominate themselves. Nominees must be legally eligible to marry in the State of Wisconsin and able to obtain a marriage license prior to October 12, 2025. Void where prohibited or restricted by law.

Employees, directors, officers, members, managers, agents, and representatives of (a) Sponsor, (b) Sponsor's parent, subsidiaries, and affiliated companies, including, without limitation, Grey Collar Enterprises, LLC; Geronimo Hospitality Group, LLC; Ironworks Asset Management, LLC (collectively, "Hotel Goodwin"); or (c) any advertising, fulfillment, and promotional agencies affiliated with the foregoing companies (all of the entities listed

in (b) and (c) are collectively, the Sponsor's "Affiliates"), and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win (each of the foregoing individuals and entities, a "Contest Party" and collectively, all of the foregoing are "Contest Parties"). The term "immediate family members" includes spouses, partners, parents, legal guardians, grandparents, siblings, children and grandchildren. The Contest is void outside of the Eligibility Area and where prohibited or restricted by law, and is subject to all federal, state, and local laws and regulations. Participation constitutes participant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest. Winning the Prize (defined below) is contingent upon fulfilling all requirements set forth in these Official Rules.

5. PRIZE: One (1) wedding hosted and paid for by Sponsor, inclusive of the items and services set forth in this section (the "Grand Prize"). Wedding and reception will be held at The Rooftop at Hotel Goodwin, located at 500 Public Avenue, Beloit, WI 53511, on Sunday, October 12, 2025, from 9:00AM to Monday, October 13, 2025 12:00AM, for the couple and up to forty-eight (48) guests. The Grand Prize will include all services and items listed in Exhibit A to these Official Rules. The Grand Prize winner may choose to contract for additional services and items not included in the Grand Prize, and the winner will be solely responsible for contracting for such services and items directly with the provider thereof, at the Grand Prize winner's sole cost and expense. The Grand Prize winner will be responsible for choosing an officiant for their wedding. Approximate retail value of the Grand Prize is \$32,762.00.

Approximate Retail Value ("ARV"), as stated above, represents Sponsor's good faith determination of the ARV of the Grand Prize. Exact items of the Grand Prize will be determined by Sponsor in its sole discretion. Any difference between the ARV stated above and the actual value of the Grand Prize will not be awarded. Odds of winning depend on total number of eligible entries received and the quality of each Nominator's entry. All incidental expenses, including, but not limited other personal expenses, costs, and taxes not specified herein will be the sole responsibility of the Grand Prize winner, including, without limitation, federal and state taxes. If the Grand Prize is valued at \$600 or more, Sponsor will issue an IRS Form 1099 reflecting the actual value of the Grand Prize won. However, the Grand Prize winner's failure to receive an IRS Form 1099 does not relieve winner of applicable tax requirements.

No substitution, exchange or cash redemption of the Grand Prize is permitted, provided that only if the Grand Prize cannot be awarded due to circumstances beyond Sponsor's control, a substitute prize of equal or greater value will be awarded. The Grand Prize is subject to change and may be withdrawn at any time. Transfer of a Grand Prize is not permitted without Sponsor's written consent, which may be granted or withheld at Sponsor's sole discretion, for any reason, and without liability of any kind.

6. JUDGING AND WINNER SELECTION: Sponsor's Sales and Marketing team will determine five (5) finalists from all eligible entries between July 1, 2025, and July 7, 2025. Entries will be judged according to the judging criteria and scoring rubric set forth below. A panel consisting of nine (9) employees of Sponsor and its affiliates (the "Winner Selection Panel") will determine one (1) Grand Prize winner from the finalist entries on or about July 8, 2025, applying the same judging criteria and scoring rubric to the finalist entries. The Winner Selection Panel will evaluate the finalist entries independently and will not be provided or have access to the Sales and Marketing team's scoring of such entries.

Both finalists and the Grand Prize winner will be determined based on the following judging criteria and scoring rubric:

Category	Points	Scoring Criteria	
Demonstrated Need	30 Points	0-10: Some financial difficulty but options available. 10-20: Significant hardship but some wedding plans possible. 20-30: Extreme hardship making a wedding unattainable.	
Community Impact	20 Points	0-10: Minimal involvement or no major impact. 10-20: Active participation in volunteer work, mentorship, or inspiring resilience	
Authenticity of Story	20 Points	0-10: Story lacks depth or does not align with project goals. 10-20: Story is heartfelt, moving, and reflects resilience.	
Commitment to Each Other	20 Points		
Pay-It-Forward Potential	10 Points	0-5: No clear plan to give back. 5-10: Strong commitment to paying it forward in meaningful ways.	

Employees on the initial and final judging panels will individually score each eligible entry using the above rubric (each a "Scorecard"). The five (5) highest scoring eligible entries, determined by adding the Scorecards of each Sponsor's Sales and Marketing employee, will be eligible to become finalists. Before an entry can be named a finalist, Sponsor will (a) conduct a background check of the Nominees named in such entry, and (b) require Nominees to agree to the Official Rules by signing a finalist affidavit in the form provided by Sponsor.

Sponsor will contact Nominees to notify them that they are a potential finalist in the Contest to obtain consent to a background check. If the background check reveals any major legal or ethical concerns that do not align with Sponsor's reputation and/or brand, Sponsor may disqualify such an entry, and the next highest scoring entry will be eligible to become a finalist. Similarly, if one or both Nominees do not agree to these Official Rules, Sponsor may disqualify the entry.

The highest scoring finalist entry, determined by adding the Scorecards of each member of the Winner Selection Panel, will be the Grand Prize winner.

In the event there is one or more ties between potential finalist(s) or potential Grand Prize winners (as applicable), tie-breakers for determining finalist(s) and a Grand Prize winner will be applied in the following order: (a) first by the Nominee with the highest cumulative points for the "Demonstrated Need" category; (b) second by the Nominee with the highest cumulative points for the "Community Impact," " Authenticity of Story," and "Commitment to Each Other" categories; and (c) lastly by selection of a Nominee in a random drawing from all tied entries.

The Grand Prize winner will be notified on or about Friday, July 11, 2025, by the email address or phone number provided in the winning entry. Sponsor is not responsible if a prize notification is not received for any reason. In order to be named the winner and receive the Grand Prize, the Nominee named in the winning entry will be

required to provide a signed (1) affidavit, in such form as required by Sponsor, certifying that: (a) the information contained in the winning entry is true and correct; (b) the Nominee is able and commits to holding their wedding on October 12, 2025; (c) the Nominee has not planned or paid for a wedding; (d) each individual in the Nominee will be married for the first or second time; (e) the Nominee has complied with these Official Rules in all respects; and (f) anything else required by Sponsor in its reasonable discretion; (2) publicity waiver and release in connection with the Grand Prize in form required by Sponsor; (3) event space and room block contract; and (4) banquet event order from Sponsor confirming the Nominee's selections in connection with the Grand Prize wedding.

If the winning Nominee does not accept the Grand Prize and provide the signed agreements specified in the previous paragraph by Monday July 14, 2025, the winning Nominee will not be declared the contest winner and will forfeit the Grand Prize. Disqualification and the selection of an alternate winner will result from any of the following: (1) a potential winner's inability to accept the Grand Prize; (2); and potential winner's failure to execute and return any agreements specified in these Official Rules by the deadline stated by Sponsor in the prize notification; (3) the return of a prize notification as undeliverable; or (4) any other non-compliance with these Official Rules. If Sponsor is unable to confirm a winner, at Sponsor's option, the Grand Prize may go un-awarded. For the names of the winners (available the day after winners have been notified) and/or a copy of these Official Rules (request must be received within six (6) months of the date the Grand Prize is awarded and the Contest concludes with the request-type specified), send a self-addressed, stamped envelope to: Geronimo Hospitality Group, 525 Third Street, Suite 300, Beloit, WI 53511, Attn: Legal Department.

7. CONDITIONS, DISCLAIMERS AND LICENSE: By entering this Contest, each Nominator and Nominee agrees that: (1) they will abide by and be bound by these Official Rules in full and without condition; (2) the entry becomes solely the Sponsor's property and will not be acknowledged or returned; (3) neither Sponsor nor any Affiliate is responsible for claims, injuries, death, losses or damages of any kind resulting from Contest participation or inability to participate; the awarding, acceptance, use, misuse, possession, loss or misdirection of a prize or parts thereof; or participation in any prize-related activity; (4) winner's acceptance of a prize constitutes the grant of an unconditional right to Sponsor and its Affiliates to use winner's first name and last initial, address (city and state only), and prize information and/or statements about the Nominee and the Contest for any publicity, advertising and promotional purposes, including the right to print, publish, and use, worldwide in any media now known or hereafter developed, including without limitation, the internet and social media, without additional compensation or limitation, except where prohibited by law; (5) any portion of a prize not accepted by a winner will be forfeited; (6) Sponsor is not responsible for any inability of a winner to accept a prize, or any part thereof, for any reason; (7) in the event that any dispute arises regarding the meaning or interpretation of these Official Rules, the dispute shall be resolved by applying the laws of Wisconsin by and within the courts of that state within one (1) year of the Grand Prize being awarded; NOMINATORS AND NOMINEES WAIVE ALL RIGHTS TO BRING OR PARTICIPATE AS A PARTY IN A CLASS ACTION LAWSUIT WITH REGARD TO THE CONTEST AND ANY PRIZE AWARDED HEREUNDER; (8) by entering this Contest, all Nominators and Nominees agree that Sponsor has the sole right to decide all matters relating to the Contest, including fact, interpretation, eligibility, procedure, fulfillment, and disputes from the Contest, these Official Rules, and its determination of the qualifiers and winners is final and binding. Entries are void if unreadable, inaccurate, incomplete, mutilated, tampered with, forged, mechanically reproduced, postage due, misdirected, late, irregular in any way, or otherwise not in compliance with these Official Rules.

Although Sponsor attempts to ensure the integrity of the Contest, neither Sponsor nor any of its Affiliates are responsible for the actions of participants or other individuals in connection with the Contest, including attempts by participants or other individuals to circumvent these Official Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Contest. If, for any reason, Sponsor is not capable of running the Contest or if Sponsor is unable to supply a prize or any part thereof, by reason of damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, strikes, industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles, or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine,

or otherwise affect the administration, security, fairness, integrity, viability, or proper conduct of the Contest, Sponsor reserves the right in its sole and absolute discretion to modify these Official Rules, and/or to cancel, terminate, modify or suspend all or any part of the Contest, and in the event of cancellation or termination, to select winners from among all eligible non-suspect Entries received up to the time of such cancellation, termination, modification, or suspension, as applicable. Neither the Sponsor nor any of its Affiliates will be liable to any person in connection with any action taken pursuant to the forgoing sentence. Inclusion in such drawing will be each participant's sole and exclusive remedy under such circumstances.

THE OFFICIAL RULES WILL BE POSTED AT THE SPONSOR'S WEBSITE LOCATED AT ttps://www.hotelgoodwin.com/payitforwed THROUGHOUT THE ENTRY PERIOD. BY ENTERING AND PARTICIPATING IN THIS CONTEST, EACH NOMINATOR AND NOMINEE REPRESENTS AND WARRANTS THAT ALL INFORMATION PROVIDED BY EACH OF THEM IN CONNECTION WITH THE CONTEST IS TRUE, ACCURATE AND COMPLETE. SPONSOR RESERVES THE RIGHT, AT ANY TIME AND AT ITS SOLE DISCRETION, TO DISQUALIFY AND/OR DEEM INELIGIBLE TO PARTICIPATE IN THIS CONTEST OR ANY FUTURE CONTEST, CONTEST OR OTHER PROMOTIONS OF SPONSOR AND/OR ANY OTHER CONTEST PARTY. ANY INDIVIDUAL SUSPECTED OF TAMPERING WITH THE ENTRY PROCESS OR THE OPERATION OF THE CONTEST; ACTING IN VIOLATION OF THESE OFFICIAL RULES OR ANY CONTEST PARTY'S TERMS OF SERVICE OR USE, PRIVACY POLICY OR OTHER TERMS, CONDITIONS OR GUIDELINES; ACTING IN BAD FAITH OR IN A DISRUPTIVE MANNER, OR WITH THE INTENT TO ANNOY, ABUSE, THREATEN OR HARASS ANY OTHER PERSON; HAVING FAILED TO AGREE TO THESE OFFICIAL RULES; OR VIOLATING ANY OF THESE OFFICIAL RULES. ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF THESE OFFICIAL RULES, AS WELL AS CRIMINAL AND CIVIL LAWS. SHOULD SPONSOR BELIEVE OR BECOME AWARE THAT SUCH AN ATTEMPT HAS BEEN, IS BEING, OR WILL BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY RESPONSIBLE PARTICIPANT(S) AND OTHER RESPONSIBLE INDIVIDUAL(S) IN THE ATTEMPTED DAMAGE TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING WITHOUT LIMITATION, CRIMINAL PROSECUTION.

8. LIMITATIONS ON LIABILITY: No Contest Party shall be liable to any winner or any other person for failure to supply a Prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, pandemic or any other cause beyond any Contest Party's sole control.

IN NO EVENT WILL ANY CONTEST PARTY BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING OUT OF ANY ACCESS TO AND/OR USE OF THE SPONSOR'S THEATRES, OR DISCONTINUATION OF ACCESS TO, ANY MATERIALS, OR THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF, OR PARTICIPATION IN, ANY PRIZE AWARDED IN CONNECTION WITH THE CONTEST. WITHOUT LIMITING THE FOREGOING, THE CONTEST, THE PRIZE, AND ALL MATERIALS PROVIDED IN CONNECTION WITH THE CONTEST ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT.

9. RELEASE AND INDEMNIFICATION: BY ENTERING THE CONTEST, PARTICIPANTS RELEASE AND HOLD EACH CONTEST PARTY HARMLESS FROM AND AGAINST ANY AND ALL LOSSES, DAMAGES, RIGHT, CLAIMS, AND ACTIONS OF ANY KIND ARISING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE CONTEST OR PARTICIPATION IN ANY CONTEST RELATED ACTIVITY, INCLUDING WITHOUT LIMITATION, ACCESS TO ANY MATERIALS, OR RESULTING DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE AWARDED IN CONNECTION WITH THE CONTEST, INCLUDING WITHOUT LIMITATION, PERSONAL INJURY, DEATH, AND/OR PROPERTY DAMAGE, AS WELL AS CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY.

## 10. MISCELLANEOUS:

A. PRIVACY: Information submitted in connection with the Contest will be treated in accordance with these Official Rules and the Sponsor's Privacy Policy (as may be amended from time to time), currently located at https://www.geronimohospitalitygroup.com/privacy; provided, that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of the Official Rules shall prevail. By entering this Contest, Nominator and Nominee agree that Sponsor may share Nominee's personal information with its Affiliates and/or another Contest Party for the purpose of prize fulfillment in the event participant is chosen as a potential winner. Additionally, if a participant chooses to opt-in to a specific offer from a participating Contest Party, participant's personal information will be subject to that Contest Party's privacy policy and terms of service (if applicable) and such participant agrees to receive email communication from that Contest Party. Opting in to specific offers does not improve a participant's chances of winning.

B. SEVERABILITY, HEADINGS: If any provision of these Official Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules, shall not affect the validity and enforceability of any remaining provisions, and if applicable, amended to conform to such law. Headings and captions are used in these Official Rules solely for convenience of reference and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof.

C. LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of any participant or Sponsor in connection with the Contest shall be governed by and construed in accordance with the internal laws of the State of Wisconsin without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws. Any claim arising under or in connection with the Contest must be brought in a court of competent jurisdiction sitting in Rock County, Wisconsin.

NO INJUNCTIVE RELIEF: BY ENTERING INTO THE CONTEST, EACH NOMINATOR AND NOMINEE UNDERSTANDS AND AGREES THAT HE/SHE/THEY WILL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, OR EXPLOITATION OF THE CONTEST OR ANY OTHER PROJECT OF SPONSOR, ANY SPONSOR PARTY, OR ANY OF THEIR AFFILIATES.

## EXHIBIT A

## **GRAND PRIZE ITEMS & SERVICES**

		Description of Donation	Value of Donation
Hair & Makeup Artist	Alpenglow Artistry	Hair and makeup for the bride and (2) others on the wedding day Hair and makeup trial run for the bride Bride must fulfill the trial at studio located in Rockford, IL no later than six (6) weeks prior to the wedding	\$1,070.00
Wedding Planner	Capstone Occasions	Access to online planning portal Unlimited communication during working hours (Mon/Wed: 9:00am-6:00pm Tues/Thurs: 11:00am-8:00pm, Fri: 9:00am-6:00pm* dependent on event schedule, Saturday: 9:00am-12:30pm) Customized planning timeline checklist Scheduled check ins Assistance/attendance with vendor meetings Design conception and implementation Timeline Creation & Management RSVP Management All personal items to be gathered the week prior to the wedding from couple to be brought to venue for set up Event Rehearsal Final Venue Walk Through no later than one (1) day prior to the wedding or as determined by the venue for final seating and set up arrangements Vendor Coordination Event Layout, Set Up and Tear Down on Sunday, October 12, 2025 All Day Event Management (8:00am 10/12/25 - 1:00am 10/13/25)	\$3,800.00
Florist	Event Floral	Bridal Bouquet and Groom's Boutonniere (or any combination for wedding couple) Up to four (4) attendants each side: Bridesmaid Bouquets, Groomsmen Boutonnieres, or combinations Four (4) Parents or Family Members Simple ceremony arch or two (2) ceremony arrangements Six (6) tabletop centerpieces (elevated/high centerpieces would be additional) Includes delivery, setup, pick up	\$2,500.00
Venue, Food & Beverage	Velvet Buffalo	Ceremony fee, reception fee & Classic wedding package for couple and 48 guests Food selections from the "Classic Package" menu options One (1) hour cocktail service and three (3) hour reception service serving beer, wine and soda; cash bar provided for all other beverages	\$10,400.00
Stationary	Geronimo Hospitality Group	\$100.00 gift card towards wedding stationary	\$100.00
Hotel	Hotel Goodwin	One (1) Courtesy Room Block consisting of eight (8) discounted rooms for guests including one (1) complimentary room for the couple on the wedding night	\$1,942.00
LD	Luxe Productions	DJ service, ceremony, uplighting & special lighting feature	\$3,800.00
Videographer	Oakhouse Wedding Films	Full Day Coverage - One (1) Videographer Three (3) minute Highlight video Additional video edits available upon request	\$2,150.00
Dress	Savy's Chic	One (1) wedding gown of bride's choosing off rack from a curated selection of dresses based on bride's size	\$2,500.00
Bakery	The Noble Cakery	Three tier cake, 5/7/9" tiers (serves 58 total) Base price designs; smooth, textures or semi-naked buttercream Delivery included Can apply cake flowers from florist at no additional cost upon request Will include basic tasting box that couple can book and select the flavors they would like to try no later than thirty (30) days prior to wedding	\$500.00
Photographer	Til Death Photo Co. & Tori Phillips Photography	One (1) wedding photography package generously donated by Til Death Photo Co. and Tori Phillips Photography, including: One (1) pre-wedding consultation One (1) complimentary one-hour engagement session Eight (8) hours of wedding day coverage One (1) assistant photographer No fewer than four hundred (400) professionally edited digital images Online high-resolution gallery with print release Discounted bridal boudoir session available upon request The selected couple will have the opportunity to choose which photographer's editing style they prefer. That photographer will serve as the lead, and their editing style will be applied to the full wedding gallery. The other photographer will act as a second shooter. This donation is considered one (1) photography package.	\$4,000.00