SHOW US WHAT MAKES YOU CEREAL STRONG.





BASF
We create chemistry

Watching your cereal crops grow and flourish this season, remember how you got to where you are today. Celebrate your homegrown roots and the traditions of your family farm by sharing photos of your family on the farm for your chance to receive a Cereal Strong pullover hoodie in the **Cereal Strong Giveaway.**

Growers can participate in the giveaway by completing these steps:

1. Tweet photos from your family farm using **#GrowCerealStrong** and tag us **@BASFAgSolutions**
2. DM us **@BASFAgSolutions** your mailing information and size to receive your Cereal Strong pullover hoodie*

You can show us what makes you Cereal Strong until August 15, 2021.

*While supplies last; maximum of 50 prizes available to be won during the contest period.

CEREAL STRONG GIVEAWAY

OFFICIAL RULES AND REGULATIONS

1. ELIGIBILITY

This 2021 Cereal Fungicide Twitter Activation (the "**Contest**") is open only to those individuals who: (a) are residents of Alberta, British Columbia, Manitoba or Saskatchewan who are 18 years of age or older at time of entry; (b) of the legal age of majority in his/her jurisdiction of residence; and (c) not an employee, representative or agent (or living with any such person, whether related or not) of BASF, its parent company, subsidiaries, affiliates, prize suppliers, advertising/ promotion agencies or any other individual or entity involved in the development, production, administration or fulfillment of the Contest (collectively, the "**Contest Parties**").

2. AGREEMENT TO BE LEGALLY BOUND BY RULES

By participating in this Contest, each Contest Party is signifying his/her agreement that he/she has read and agrees to be legally bound by the terms and conditions of these Official Rules and Regulations (the "**Rules**").

3. HOW TO ENTER

This Contest is sponsored by BASF Canada Inc. o/a BASF Canada ("**BASF**"). In order to earn an entry (each an "**Entry**"), you must provide a tweet that contains "@basfagsolutions" and "#GrowCerealStrong", and such Entry must be received between 12:01 am (Eastern Standard Time) on July 1, 2021 and 12:00 pm (Eastern Standard Time) on August 15, 2021 (the "**Contest Period**"). You must also provide information for the delivery of the prize. There is a limit of one Entry per person/account holder. Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise illicit means to enter the Contest, or any other methods not authorized by these Rules, for example, but not limited to, creating multiple accounts, identities, or registrations, all in BASF's sole discretion, shall be deemed as tampering and may disqualify you from entering, participating and/or winning a Prize (as defined below).

In the case of a dispute over the identity of an entrant, the authorized account holder of the applicable social network account and/or e-mail address used to enter will be deemed to be the entrant. All entries become the property of BASF and will not be acknowledged or returned. BASF is not responsible for any malfunction in the submission of an Entry including without limitation any lost, late, or misdirected Entries or any Entry not submitted or received due to a network, technical or hardware malfunction. BASF shall have the sole and absolute discretion to reject any Entry that offends or breaches the terms and conditions of the applicable social network's user policies.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE A CONTEST PARTY'S CHANCES OF WINNING.

4. VERIFICATION

BASF reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to BASF – including, without limitation, government issued photo identification): (i) for the purposes of verifying the eligibility of any Contest Party; (ii) for the purposes of verifying the eligibility and/or legitimacy of any information for the purposes of this Contest; and (iii) for any other reason BASF deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with BASF's interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of BASF within the timeframe specified by BASF may result in disqualification in the sole and absolute discretion of BASF. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) used by BASF.

5. THE PRIZE

There will be a maximum of fifty (50) prizes (the "**Prizes**") available to be won during the Contest Period. Each Prize will consist of one (1) Cereal Strong-branded hoodie. The approximate retail value (the "**ARV**") of each Prize is sixty ($60.00) CAD.

THE ARV NOTED ABOVE IS CURRENT AS OF JUNE 8, 2021. UNDER NO CIRCUMSTANCES WHATSOEVER WILL ANY DIFFERENCE BETWEEN THE ACTUAL RETAIL VALUE OF THE PRIZE AS AT THE TIME OF PRIZE FULFILLMENT AND THE ARV OF THE PRIZE NOTED ABOVE BE AWARDED.

Without limiting the generality of the foregoing, the following general conditions apply to the Prize: (i) Prize must be accepted as awarded and is not transferable or assignable (except as may be specifically permitted by BASF in its sole and absolute discretion); (ii) no substitutions are permitted, except at BASF's option; (iii) BASF reserves the right at any time to substitute the Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater retail value; (iv) manufacturer's standard warranty, if any, applies to the Prize; (v) before being awarded the Prize, a Contest Party will need to provide a complete address for shipping and will need to consent to such information being shared with BASF's contractors, affiliates and subcontractors only for the purpose of delivering the prize to the address

provided; and (vi) each winner of a Prize shall be solely responsible for all expenses that are not expressly included in the Prize description above.

6. ELIGIBLE WINNER SELECTION AND NOTIFICATION PROCESS

Eligible Entries will be assessed by BASF or its designated representative on each Monday at approximately 10:00 a.m. (Eastern Standard Time) during the Contest Period. The odds of winning depend on the number of eligible Entries.

BASF or its designated representative will make a maximum of one (1) attempt to contact the eligible winning Contest Party by contacting the Contest Party by way of a direct message on the social platform. If the Representative of the eligible winning Contest Party does not present himself/herself to BASF or its designated representative within the time specified in such message, then such eligible winning Contest Party may, in the sole and absolute discretion of BASF, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and BASF reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible winning Contest Party from among the remaining eligible Entries allocated in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winning Contest Party).

7. ELIGIBLE WINNER CONFIRMATION PROCESS

NO CONTEST PARTY IS A WINNER UNLESS AND UNTIL BASF OFFICIALLY CONFIRMS THE CONTEST PARTY AS THE WINNER IN ACCORDANCE WITH THESE RULES. BEFORE A CONTEST PARTY IS DECLARED AS A CONFIRMED PRIZE WINNER, the Contest Party will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of BASF, be administered by telephone, in-person, or on BASF's form of declaration and release); and (b) sign and return at the Event BASF's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases BASF, its affiliates, representatives, directors, officers employees and agents, successors and assigns (collectively, the "**Released Parties**") from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iii) agrees to the publication, reproduction and/or other use of the Contest Party's name and or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of BASF in any manner or medium whatsoever, including print, broadcast or the internet. If the Contest Party: (a) fails to correctly answer the skill-testing question; and/or (b) fails to respond and provide BASF with any materials or information asked to be provided by BASF to the Contest Party within the specified time, then the Contest Party will be disqualified (and will forfeit all rights to the Prize). If the eligible Contest Party: (a) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (b) is determined to be in violation of these Rules (all as determined by BASF in its sole and absolute discretion), then the eligible winning Contest Party will be disqualified (and will forfeit all rights to the Prize). In any such case, BASF reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible winning Contest Party from among the remaining eligible Entries allocated in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible Contest Party).

8. INTELLECTUAL PROPERTY

All intellectual property, including but not limited to trademarks, logos, designs, promotional materials, web pages, source codes, images, drawings, illustrations, slogans and representations are owned by BASF. All rights reserved. Unauthorized copying or use of any of the BASF's intellectual property without the express written consent of BASF is strictly prohibited.

9. GENERAL CONDITIONS

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of BASF with respect to all aspects of this Contest are final and binding without right of appeal. ANY INDIVIDUAL OR ENTITY DEEMED BY BASF TO BE IN VIOLATION OF BASF'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF BASF AT ANY TIME.

The Released Parties will not be liable for the failure of any information to be received, captured or recorded for any reason whatsoever. BASF reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of BASF that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, problem, tampering, unauthorized intervention, fraud or failure. Any attempt to undermine the legitimate operation of this Contest in any way (as determined by BASF in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, BASF reserves the right to seek remedies and damages to the fullest extent permitted by law. BASF reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, BASF reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

By participating in this Contest, each Representative expressly consents (on behalf of him/herself) to BASF, its agents and/or representatives, storing, sharing and using any information submitted only for the purposes of administering the Contest and in accordance with BASF's privacy policy (available at: **https://www.basf.com/ca/en/tools/legal/data-protection.html**). This section does not limit any other consent(s) that an individual or entity may provide BASF or others in relation to the collection, use and/or disclosure of information.

BASF reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes, eligibility and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by BASF, for purposes of verifying compliance by any participant with these Rules, or as a result of any problems, or in light of any other circumstances which, in the opinion of BASF, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any other materials, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, BASF or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Alberta and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Alberta in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.

BASF
We create chemistry

Always read and follow label directions.

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