

# The Key to Canada Contest

## OFFICIAL RULES

### 1. CONTEST PERIOD

Sandman Hotel Group's The Key to Canada Contest (the "Contest") is sponsored by Northland Properties Corporation d.b.a. Sandman Hotels, 4796242 MANITOBA LTD., 1210873 B.C. LTD, SANDMAN HOTELS MANAGEMENT INC.; and SELBY PROPERTY INVESTMENTS (1983) LTD. (collectively the "**Sponsor**")

The contest starts on June 4, 2025 at 1:00 a.m. Pacific Time ("PT") and ends on September 2, 2025 at 11:59 p.m. PT. ("Contest Period").

### 2. ELIGIBILITY

With the exception of Excluded Individuals, this Contest is open to adults who are residents of Canada and have reached the age of majority in their province or territory of residence at the beginning of the Contest Period ("**Entrant**"). "**Excluded Individuals**" are not eligible to participate in this Contest and shall mean:

- (i) any individuals who at the beginning of or during the Contest Period are employees, officers, directors, representatives or agents of the Sponsor or its advertising agency or any of its respective parent companies, subsidiaries and affiliates;
- (ii) the spouse and any member of the immediate family (defined as biological, step or adoptive mother, father, daughter, son, sister or brother) of any person described in (i); and
- (iii) any person who resides with any person described in (i) or (ii).

By participating in the Contest, each Entrant agrees to comply with these Official Rules and the decisions of Sponsor which shall be final and binding.

### 3. ENTRY

There is no purchase necessary to enter this contest. There are two ways to enter the Contest ("**Entry**"):

- a. Book hotel accommodation directly online on the Sandman Hotel Group website during the Contest Period, acknowledge that you wish to enter the contest, and stay at a Sandman or Sandman Signature hotel in Canada prior to the end of the Contest Period.
- b. Mailing in a completed and legible contest Entry form that is available to download from <https://www.sandmanhotels.com/key-to-canada/entry> that includes a unique 200-word essay on why the entrant would enjoy staying at the Sandman or Sandman Signature hotel mailed to the following address:

The Key to Canada Contest  
c/o Sandman Hotel Group Marketing Department

310-1755 West Broadway  
Vancouver BC, V6J 4S5

Mail-in Entries must be received 2 days prior to the end of the Contest Period. Only one Mail-in Entry is permitted for each Entrant. Only one Entry is permitted for each online booking and stay solely by the person booking and paying for the stay.

To be eligible, each Entry Form must be completed in full and submitted and received during the Contest Period in accordance with these rules. Any incomplete or illegible Entry that does not comply with the rules will be rejected.

All Entries and entrants are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility acceptable to the Sponsor, in its sole discretion. The failure to provide such proof will result in an Entry being deemed to be ineligible in the sole discretion of the Sponsor.

#### **4. RELEASE**

By submitting an entry, you agree to release the Contest Sponsor, its parent, affiliated and related companies, and each of their respective agents, employees, directors, officers, successors, and assigns (collectively, the “Released Parties”) from any and all liability in connection with the contest and your participation in the contest and to indemnify the released parties against any and all claims, damages, liabilities, costs, and expenses arising from your participation in the contest. By submitting an entry, you agree that the entry complies with these rules.

The Released Parties will bear no liability whatsoever regarding: (i) the use of your entry; (ii) participation in any contest-related activities or any publicity of the contest or the winner; (iii) any use, collection, storage and disclosure of any personal information; and/or (iv) if declared a winner, the prize (including any use or misuse of the prize), use of any prize. The released parties shall be held harmless by you if you have not fully complied with any of these Rules.

This release and indemnity shall continue in force following the termination of the contest and/or awarding of any prize.

By participating in the Contest, each entrant hereby represents and warrants that each Entry complies with the Contest Rules.

#### **5. PRIZE**

The following prize is available to be won:

1. One Accommodation Voucher Prize for seven consecutive free nights of standard room accommodation per year at any Sandman or Sandman Signature hotels in Canada for a period of twenty-five years commencing on January 1, 2026 and expiring on December 30, 2051 (Approximate retail value of \$43,750) (“First Prize”)

The Accommodation Voucher Prize covers standard room accommodation charges only at any Sandman or Sandman Signature hotels and do not include meals, bar charges, service charges, taxes, gratuities or any other goods or services. A maximum of four occupants are permitted in each room.

The First Prize Accommodation Voucher is for seven free consecutive nights of standard room accommodation per year at any Sandman or Sandman Signature Hotel in Canada for a period of twenty-five years and requires that the accommodation be booked and the stay completed

before the end of each calendar year covered by the Accommodation Voucher otherwise the accommodation stay for the year will be forfeited.

Limit of one (1) Prize per person.

The Prize Accommodation Voucher will be shipped by regular mail to the winner within approximately six weeks of award.

Prize winner will be solely responsible for all costs associated with the Prize not expressly included and identified as covered in the Accommodation Voucher.

The Prize must be accepted as is and is non-transferable, assignable or convertible to cash. All bookings using the prize voucher must be made through the Guest Loyalty Manager designated by the Sponsor from time to time. Any such bookings are subject to the availability designated by the Guest Loyalty Manager, in his or her sole discretion from time to time. No guarantees of room availability are made by the Sponsor. There will be blackout dates for special events or busy periods where bookings using the prize voucher will not be permitted. All characteristics and features of the Prize are at the Sponsor's sole discretion. Sponsor reserves the right, in its sole discretion, to substitute the Prize or a component thereof with a prize of equal or greater retail value.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of any Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, a confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should his/her Prize fail to be fit for its purpose or is in any way unsatisfactory. The Released Parties are not responsible for and will not replace any lost, delayed, or stolen Prize. If the confirmed winner does not accept a Prize, the unaccepted Prize will be forfeited, and the Sponsor will have no further obligation with respect to that Prize.

The prize winner and his or her guests must comply with the Sandman Hotel rules and policies during each stay at the hotel. A prize may be forfeited in the discretion of the Sponsor for any breach of Sandman Hotel rules and policies by a prize winner or his or her guests which is deemed to be serious in the discretion of the Sponsor.

## **6. ELIGIBLE WINNER SELECTION PROCESS**

On or about September 3, 2025, in Vancouver, British Columbia at approximately 12 p.m. PT, the Sponsor will complete a computerized random draw amongst all eligible Entries submitted and received in accordance with these Rules to select the eligible prize winner for the prize.

One Entry will be drawn. The first Entry drawn will be identified as the potential winner of the First Prize.

The odds of winning the Prize depend on the number of eligible Entries received during the Contest Period.

## **7. NOTIFICATION OF ELIGIBLE WINNER**

The Sponsor will make a minimum of one (1) attempt to contact the potential winner via the email or telephone number provided in the Entry Form within four (4) days of the Draw Date. If a potential winner does not respond or cannot be contacted within seventy-two (72) hours of notification, if there is a return of any notification as undeliverable, or he or she does not accurately answer the skill testing question, does not sign and return, within the time stipulated in the documents, a Declaration

of Compliance with these Rules and a Liability and Publicity Release (collectively, the “Declaration and Release”) the Entry will be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole discretion and time permitting, to randomly select an alternate potential Prize winner from among the remaining eligible Entries received in accordance with these Rules during the Contest Period.

A selected entrant is solely responsible for ensuring his/her email Account settings are set to be able to receive email messages, monitoring his/her Account for such notification messages and following all instructions contained in such notification messages, failing which, he/she may be disqualified (as determined by the Sponsor at its sole discretion).

## **8. CONFIRMATION AS A WINNER**

An Entrant shall not be a winner until and unless the Sponsor officially confirms that the Entrant is a Winner in accordance with the Rules. Before being declared a prize winner, the potential winner will be required to: (i) correctly answer a time limited, mathematical skill-testing question without mechanical or other aid; and (ii) sign the Sponsor’s Declaration and Release and (ii) within three (3) days of notification accurately complete and return the Declaration and Release which, among other things: (a) confirms that he/she has read, understood and is in compliance with these Rules; (b) accepts the Prize (as awarded); (c) releases 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; (d) grants all consents required and agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or records, videos of award of the prize, photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet, worldwide and in perpetuity. Only after Sponsor has reviewed the signed Release and confirmed that the potential winner is eligible to receive the Prize and in compliance with these Rules will a potential winner be declared a confirmed prize winner.

## **9. GENERAL**

This Contest is subject to all applicable federal, provincial/territorial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. The Sponsor may disqualify an entrant for the violation of the contest rules in its sole discretion or an entrant who seeks to deliberately undermine the legitimate operation of the contest including tampering with the entry process, the operation of the Sponsor’s website or any other unacceptable behaviour.

The Released Parties will not be liable for: (i) any failure of any website during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the Internet or at any website; (iv) any injury or damage to an entrant’s or any other person’s computer or other device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any postal disruption or negligence of the post office.

The Sponsor reserves the right, in its sole discretion, to cancel, withdraw, amend or suspend the Contest (or to amend these Rules) in any way for any reason including any cause beyond the

reasonable control of the Sponsor that interferes with the proper conduct of the Contest as contemplated by these Rules. The Sponsor reserves the right, in its sole discretion, to cancel, amend or suspend the Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, computer, administrative, or other error of any kind, or for any other reason whatsoever.

The Sponsor reserves the right, in its sole discretion, to adjust any of the dates, time frames and/or other Contest mechanics stipulated in these Rules, for any other reason.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <https://www.sandmanhotels.com/privacy-policy>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

In the event of any discrepancy or inconsistency between the terms English Rules and any contest related materials, the French version of these Rules, the English Rules and version shall govern to the 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.

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, Sponsor or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with the laws of the Province of British Columbia and the federal laws of Canada. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Vancouver, British Columbia in any action relating to this Contest.