

## KELLANOVA® RAISE THE BAR PROMOTION

### OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED

1. PROMOTION DESCRIPTION. The **Kellanova® Raise the Bar Promotion** (the “**Sweepstakes**”) begins on 2/1/25 at 12:00:00 AM Eastern Time (“**ET**”) and ends on 5/31/25 at 11:59:59 PM (ET) (the “**Promotion Period**”) and is part of the Raise the Bar Program (the “**Program**”). Eligible K-12 foodservice operators may enter the Sweepstakes during the Promotion Period as more fully detailed in rule #3. The methods of entry and other details of the Sweepstakes are more fully described below. The Sweepstakes will award one (1) Grand Prize and four (4) First Prizes.
2. ELIGIBILITY: Open to K-12 foodservice operators that stock any of the Participating Products, are legal residents of the fifty (50) United States and District of Columbia, are eighteen (18) years of age or older at the time of entry, and are in good standing with the Sponsor at the time of entry and time of awarding of any prize. Employees of Kellanova (“**Sponsor**”), its parent company, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, “**Promotion Entities**”) and their immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply.
3. HOW TO SIGN-UP FOR THE PROGRAM. Eligible K-12 foodservice operators can sign-up for the Program at the Raise the Bar Program landing page found at [www.fsinfo4u.com/kellanova/raisethebar](http://www.fsinfo4u.com/kellanova/raisethebar) (“**Website**”). Once at the Website, follow the online instructions to register for the Program. **NOTE:** K-12 foodservice operators must first sign-up for the Program in order to enter the Sweepstakes. Once sign-up has been completed, the foodservice operator will receive the following:
  - A. Up to ten (10) corrugated **Rice Krispies Treats®** merchandisers (final quantity is at sole discretion of Kellanova Sales Representative).
  - B. Five hundred (500) Cool School Cafe® Bonus Points (online code or card). Cool School Cafe® is a third-party K-12 loyalty points program operated by Realtime Solutions on behalf of the Sponsor.
  - C. One (1) free 80 ct. case of **Rice Krispies Treats® Made With Whole Grain** for Schools (Foodservice Operators can choose either Original, Chocolatey Chip or Confetti flavors)\*

\*As some schools may not be able to serve **Rice Krispies Treats®** due to product Ingredients, such as pork gelatin, which is prohibited in some schools. At the discretion of the Kellanova Sales Representative, they may offer a free case of **Nutri-Grain®** soft baked bars (either 48 ct. or 96 ct. – depending on the product) as an alternative. However, the corrugated merchandisers and Cool School Cafe® Bonus Points are only available to foodservice operators selecting the **Rice Krispies Treats®** option.

#### 4. HOW TO ENTER:

##### a. Online Entry

1. Eligible K-12 foodservice operators must go online to the Website and complete the online entry form and upload a photo of their Raise the Bar wall (or a photo of the Raise the Bar declaration cards). As part of the Program Activation, students will have access to Raise the Bar declaration cards when they purchase one (1) of the below Participating Products. The student can write a recent act of goodness or kindness that they accomplished that helped Raise the Bar. The foodservice operator can post the declarations cards on their Raise the Bar wall to showcase ways they're helping to Raise the Bar for their school and larger community. Participating Products for this Sweepstakes are as follows:

SKU	Participating Products	Size
38000-11052	<b>Kellogg's® Rice Krispies Treats® Bar Made With Whole Grain</b>	80 ct.
38000-14567	<b>Kellogg's® Rice Krispies Treats® Chocolatey Chip Bar Made With Whole Grain</b>	80 ct.
38000-26452	<b>Kellogg's® Rice Krispies Treats® Confetti Bar Made With Whole Grain</b>	80 ct.
38000-90819	<b>Nutri-Grain® Soft Baked Breakfast Bar Blueberry for Schools*</b>	96 ct.
38000-59779	<b>Nutri-Grain® Soft Baked Breakfast Bar Apple Cinnamon for Schools*</b>	96 ct.
38000-59772	<b>Nutri-Grain® Soft Baked Breakfast Bar Strawberry for Schools*</b>	96 ct.
38000-35845	<b>Nutri-Grain® Soft Baked Breakfast Bar Raspberry for Schools*</b>	48 ct.
38000-35745	<b>Nutri-Grain® Soft Baked Breakfast Bar Blueberry for Schools*</b>	48 ct.
38000-35645	<b>Nutri-Grain® Soft Baked Breakfast Bar Apple Cinnamon for Schools*</b>	48 ct.
38000-35945	<b>Nutri-Grain® Soft Baked Breakfast Bar Strawberry for Schools*</b>	48 ct.
38000-05872	<b>Nutri-Grain® Soft Baked Breakfast Bar Display Assortment: Apple Cinnamon, Blueberry, Strawberry*</b>	48 ct.

Online entries must be submitted by 11:59:59 PM (ET) on 5/31/25.

b. Mail-in Entry / No Purchase Necessary. To enter the Sweepstakes without making a purchase or sending a picture of the Raise the Bar wall or declaration cards, hand-print in ink on a 3" x 5" piece of paper, your full name, your title, complete address of your operation including zip code, daytime phone number including area code and age. Mail this completed entry in an outer mailing envelope with sufficient postage affixed to: **Kellanova® Food Away From Home, c/o Raise the Bar – Bid Kellogg's**, 263 Shuman Blvd. #500, Naperville, IL 60563. Mail-in entries must be postmarked by 5/31/25 and received by 6/7/25. No copies, facsimiles or mechanical reproductions will be accepted. Promotion Entities assume no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail.

By uploading an online entry to the Website, the entrant grants permission to the Sponsor to notify them via email message and must agree to accept all applicable charges associated therewith. Proof of uploading an entry to the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

No automated entry devices, bots and/or other programs and/or software are permitted for online entry. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, nor invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Only fully completed entries are eligible.

**Limit one (1) online entry OR one (1) mail-in entry per operator in the Promotion Period.** Sponsor is not responsible for any change of mailing address, email address and/or telephone number of participants. In the event of a dispute over the identity of an online entry entrant in the Sweepstakes, participation will be deemed completed by the authorized account holder of the email address provided at the time of participation. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, wireless carrier, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address account associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

5. RANDOM DRAWING: Potential winners will be selected in a random drawing on or about 6/10/25 from among all eligible entries received from all methods combined by Sponsor or its designee. The decisions of the Sponsor are final and binding.
6. WINNER NOTIFICATION: Each potential prize winner will be notified by email and/or phone, using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within five (5) days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to two (2) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such prize will be forfeited and an alternate prize winner may be selected.
7. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: One (1) Grand Prize is available. The Grand Prize consists of a \$2,500 grant to be paid by check (or

equivalent gift cards, if the winning school cannot receive a check) to the school and a \$2,500 donation paid by check to the 501(c)(3) charitable organization of the school's choice. ARV of Grand Prize \$2,500. Four (4) First Prizes are available. Each First Prize consists of a \$500 grant to be paid by check (or equivalent gift cards, if the winning school cannot receive a check) to the school and a \$500 donation paid by check to the 501(c)(3) charitable organization of the school's choice. ARV each First Prize \$500. Total ARV of all prizes \$4,500. Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. Unclaimed prizes will not be awarded. Odds of winning depend on total number of eligible entries received from all entry methods in the Sweepstakes. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner. Limit one (1) prize per person.

8. GENERAL: Each potential prize winner will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within ten (10) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No substitutions or transfer of prize permitted. Subject to all federal, state and local laws/regulations. By entering the Sweepstakes, each entrant agrees to release and hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents ("**Released Parties**") from and against any and all claims, liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with entry or participation in the Sweepstakes, or the awarding, receipt, acceptance, possession use or misuse of any prize or participation in any Sweepstakes-related or prize-related activity. Released Parties will not have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, including, without limitation, for promotional purposes, without further consideration, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THIS SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

9. LIMITATIONS AND RELEASES: Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. The Released Parties are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry

materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict a participant's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer, or other matter relating to or resulting from participating in this Sweepstakes or uploading any materials in the Sweepstakes. The Released Parties are not liable or responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, or terrorism.

If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes; and/or to award the prizes from among all eligible non-suspect entries received from all methods combined up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

10. PRIVACY: For information about how the Sponsor uses your personal information, please see its privacy statement, located at <https://www.kellanova.com/privacy-notice.html>.

11. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 8/20/25 to: **Kellanova® Raise the Bar Promotion**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 6/20/25.

12. SPONSOR: Kellanova, One Kellogg Square, South Tower, Battle Creek, MI 49016.

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