

OFFICIAL RULES

Railroad Square Giveaway: Help Name Stonemason's Newest Trio

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MUST BE 21 YEARS OF AGE OR OLDER TO ENTER. VOID WHERE PROHIBITED.

1. Sponsors

The Railroad Square Giveaway ("Promotion") is sponsored by:

- Stonemason Cellars
- Western Farm Center
- The Branch Line

Collectively referred to as the "Sponsors."

2. Promotion Period

The Promotion begins when the launch Reel is published on Instagram on **Wednesday, July 29, 2026**.

Entries must be received by **11:59 p.m. Pacific Time on Wednesday, August 5, 2026**.

The three selected sheep names and the giveaway winner are scheduled to be announced during the **Stonemason Naming Toast on Thursday, August 6, 2026, at 5:00 p.m. Pacific Time**, subject to change.

The Sponsors' designated timekeeping system will be the official timekeeping device for the Promotion.

3. Eligibility

The Promotion is open only to residents of **The United States** who:

- Are at least 21 years old at the time of entry
- Have a valid public or private Instagram account

- Can receive direct messages from @stonemasoncellars
- Can collect the prizes from the participating businesses in Railroad Square, Santa Rosa, California(No Shipping Offered)

Employees, officers, directors, owners, agents and representatives of the Sponsors—and members of their immediate families or households—are not eligible.

4. How to Enter

During the Promotion Period, entrants must:

1. Follow all three participating Instagram accounts:
 - @stonemasoncellars
 - @westernfarmcenter
 - @thebranchline_sonomacounty
2. Like the official giveaway Reel
3. Comment on the official Giveaway Reel with:
 - A proposed name for one of the sheep
 - Tag a friend that would enjoy this promotion

No purchase or payment is required to enter.

5. Entry Requirements

Entries must:

- Be submitted during the Promotion Period
- Include one proposed name for each of the three numbered sheep
- Be appropriate for public use
- Not contain profanity, hate speech, threats, obscenity or unlawful content
- Not infringe another person's trademark, copyright, publicity rights or other rights
- Not impersonate another person or business
- Comply with Instagram's terms and community guidelines

The Sponsors reserve the right to disqualify incomplete, duplicate, automated, fraudulent, offensive or otherwise noncompliant entries.

Entrants may submit **3 entries total**

6. Selection of the Sheep Names

Stonemason Cellars will select one official name for each sheep from eligible submissions.

Names may be evaluated based on:

- Originality
- Memorability
- Appropriateness
- Fit with the sheep
- Fit with the Stonemason brand
- Suitability for ongoing public and promotional use

The selection of the sheep names is separate from the random drawing for the giveaway prize.

The decisions of Stonemason Cellars regarding the selected names are final.

Duplicate selected names

If more than one eligible entrant submits the same selected name, the **first eligible submission received**, based on Instagram's visible timestamp and the Sponsors' records, will receive naming credit.

Up to three different people may receive naming credit—one for each sheep.

Naming credit does not include the giveaway prize.

A person receiving naming credit remains eligible to win the separate random giveaway drawing.

7. Naming Credit

The first eligible entrant to submit each selected sheep name may receive:

- Public recognition as the person who submitted the name
- Recognition in campaign posts or Stories
- An invitation to participate in the Stonemason Naming Toast, when practical

Naming-credit recipients do not receive a cash award or any portion of the giveaway prize solely because their name was selected.

Attendance at the Naming Toast is not required to receive naming credit.

By entering, each entrant grants the Sponsors permission to use the submitted name in connection with the sheep, the Stonemason brand and related promotional content without additional compensation.

8. Random Giveaway Winner

One giveaway winner will be selected at random from all eligible entries received during the Promotion Period.

- The random drawing will take place on or about **Thursday, August 6, 2026**.
- The odds of winning depend on the number of eligible entries received.
- The random giveaway winner may also be one of the three naming-credit recipients.
- The winner will be contacted only through a direct message from **@stonemasoncellars**
- The winner must respond within **48 hours** of the notification.

If the potential winner:

- Does not respond within 48 hours
- Cannot verify eligibility
- Is younger than 21
- Does not comply with these Official Rules
- Cannot collect the prizes as required
- Declines the prize

the Sponsors may select an alternate winner at random.

9. Prize

One winner will receive the complete Railroad Square prize package:

- Four Nibbles & Wine Tasting Experiences at Stonemason Cellars — approximate retail value: **\$100**
- Western Farm Center prize bundle — approximate retail value: **\$100**
- The Branch Line gift card — value: **\$50**

Total approximate retail value: \$250.

The prize is nontransferable and may not be substituted or redeemed for cash, except that the Sponsors may substitute a prize of equal or greater value if necessary.

The winner is responsible for any taxes or other costs not expressly included in the prize description.

Alcohol will not be awarded or served to anyone younger than 21. Valid government-issued identification may be required.

10. Prize Collection

The winner must collect each portion of the prize from the applicable participating business in Railroad Square, Santa Rosa, California.

Prize collection must occur by August 30, 2026 unless otherwise agreed in writing by the applicable Sponsor.

The winner may be required to present:

- Government-issued photo identification
- Proof of age
- Proof of eligibility
- The winning Instagram account
- A signed eligibility, liability and publicity release

The winner is responsible for transportation and all expenses associated with collecting or using the prize.

11. Naming Toast and Announcement

The selected sheep names and random prize winner are expected to be announced on **Thursday, August 6, 2026, at approximately 6:00 p.m. Pacific Time.**

The announcement may occur through Instagram Live, Instagram Stories, a prerecorded video or another social format selected by Stonemason.

The Sponsors reserve the right to change the announcement date, time or format.

The Naming Toast may include:

- Revealing each sheep's engraved identification tag
- Announcing each selected name
- Crediting the eligible person who first submitted the name
- Announcing the random giveaway winner

The Naming Toast is promotional and ceremonial. Attendance is not required to win or receive naming credit.

12. Publicity Release

Except where prohibited, acceptance of the prize or naming credit constitutes permission for the Sponsors to use the recipient's name, Instagram username, likeness, voice, submitted sheep

name, statements, photographs and video for promotional purposes without additional payment..

13. General Conditions

The Sponsors reserve the right to:

- Verify eligibility and compliance
- Disqualify fraudulent or disruptive entries
- Cancel, suspend, extend or modify the Promotion if technical failure, fraud, tampering, platform disruption or another circumstance affects its integrity
- Select an alternate winner when permitted
- Correct typographical or administrative errors
- Make final decisions regarding eligibility and administration

The Sponsors are not responsible for:

- Lost, late, incomplete or misdirected entries
 - Instagram outages or technical failures
 - Entries hidden, filtered or removed by Instagram
 - Incorrect account settings
 - Failed notifications
 - Unauthorized intervention
 - Errors in Instagram timestamps or comment ordering
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14. Release and Limitation of Liability

By entering, participants agree to release and hold harmless the Sponsors, Instagram, Meta and their respective owners, employees, officers, directors, agents and representatives from claims arising from participation in the Promotion or acceptance, possession or use of the prize, except where prohibited by law..

15. Instagram and Meta Disclaimer

This Promotion is in no way sponsored, endorsed, administered by or associated with Instagram or Meta. By entering, each participant completely releases Instagram and Meta from responsibility relating to the Promotion. Participants understand that they are providing information to the Sponsors—not to Instagram or Meta. Instagram requires promotions to include both a release of Instagram and an acknowledgment that Instagram is not sponsoring, endorsing or administering the promotion.

16. Privacy

Information collected in connection with the Promotion will be used to administer the Promotion, verify eligibility, contact the winner and provide naming credit.

The Sponsors will not sell entrant information solely because of participation in this Promotion.

17. Records

Stonemason Cellars will maintain records relating to the Promotion, including:

- Official Rules
 - Launch and closing dates
 - Eligible entries
 - Selected sheep names
 - Naming-credit recipients
 - Random drawing methodology
 - Prize winner
 - Prize values
 - Prize delivery or collection
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18. Governing Law

The Promotion and these Official Rules are governed by the laws of the State of California.

Any disputes will be resolved in **[Sonoma County, California]**, subject to applicable law.

Items TJ or Counsel Must Confirm Before Posting

These are the sections I would **not publish without confirmation**:

1. **Which legal entity is the official Sponsor**
2. **Whether all three businesses can legally co-sponsor under California ABC rules**
3. **Whether the tasting prize is permissible and sufficiently incidental**
4. **Whether the Promotion should be California-only**
5. **Whether tagging friends creates bonus entries**
6. **Whether entrants may submit more than one set of names**
7. **Rights granted to Stonemason in the selected sheep names**
8. **Exact Western Farm Center prize contents and conditions**
9. **Actual prize pickup locations**
10. **Employee, licensee and family-member exclusions**

11. **Publicity releases for the Naming Toast**

12. **Three-year recordkeeping responsibility**

My blunt recommendation: **do not make three friend tags three additional entries.** Make tagging optional engagement, keep one completed naming comment equal to one sweepstakes entry, and substantially reduce the compliance and tracking mess.