

Official Rules

Draft 1: 1/23/26

To be posted at:

www.basspro.com/feedback

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**BASS PRO SHOPS AND CABELA'S
2026-2027 CUSTOMER SATISFACTION SURVEY SWEEPSTAKES
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.
A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.**

- 1. ELIGIBILITY:** Open to legal residents of the 50 United States (excluding RI) and District of Columbia ("U.S.") and Canada (excluding Quebec) who are 18 years of age or older at time of entry. Employees of Bass Pro Outdoor World, LLC; Bass Pro Shops Canada (Calgary), Inc., a Canadian corporation; Bass Pro Shops Canada, Inc., an Ontario corporation (the "Sponsors"), Cabela's Wholesale, LLC ("Cabela's"), and their respective subsidiaries, agencies, affiliates and members of the immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household of such individuals are not eligible. Void in Rhode Island, Quebec and where prohibited.

- 2. PROMOTION PERIOD:** The Promotion starts March 1, 2026 at 12:00:00 am (midnight) Eastern Time ("ET") and ends on February 28, 2027 at 11:59:59 pm ET ("Promotion Period"). The Promotion consists of twelve (12) separate periodic sweepstakes (each, a "Sweepstakes Period") as set forth in Section 4 of these Official Rules. The Promotion is subject to all applicable federal, state, provincial, territorial, and local laws and regulations. The Sponsors' computer is the official Promotion Period clock.

- 3. METHODS OF ENTRY:** An Entrant may enter using one (1) of the following two (2) methods of entry:
 - A. Entry Method 1:** After completing a purchase at a participating Bass Pro Shops or Cabela's retail store, the customer will receive an invitation to participate in a survey ("Survey"). This invitation will be printed on the store receipt as well as sent via email, if the customer's email address was provided to the Sponsors. The customer must log on to the URL provided on the receipt and/or email invitation and complete the Survey within fourteen (14) calendar days from the date of purchase. After completing the Survey, the customer will be asked if he or she wishes to enter the Promotion. If the customer is eligible as described in Section 1 and wishes to participate in the Promotion, he or she must then enter the requested registration information, which may include, but is not limited to: complete first and last name, valid e-mail address, complete street address, city, state/province, zip/postal code, telephone number and date of birth. After entering this information, the customer must click on the submit button to receive one (1) entry into the Sweepstakes Period running when the entry is received. Limit one (1) entry per invitation. Purchase must be made in-store by February 28, 2027. As long as the purchase is made on or before February 28, 2027, Entrants will still have fourteen (14) calendar days from the date of purchase to enter the last Sweepstakes Period. For example, a customer who has made a purchase on February 28, 2027 will have until March 15, 2027 to complete the survey and receive an entry into the final Sweepstakes Period.

 - B. Entry Method 2:** To enter without making a purchase, hand print your name, complete address, telephone number and date of birth on a 3" x 5" piece of paper and mail it to be received by the deadline listed in the schedule in Section 4 to: Bass Pro Shops, Attn: Sweepstakes/Marketing Survey Sweeps, 2500 E. Kearney Street, Springfield, MO 65898 USA.

Regardless of the method of entry, the entry date will be the date that the Entrant either completes the Survey or receives an entry by the alternative method of entry, not the date of the receipt or purchase. Therefore, it is possible for an Entrant to complete a purchase during one Sweepstakes Period and receive an entry into the next Sweepstakes Period. Regardless of the method of entry, an Entrant may only enter the Promotion once per calendar day during the Promotion Period. A calendar day starts at 12:00:00 am ET (midnight) and ends at 11:59:59 pm ET each day during the Promotion Period.

To be eligible for a Prize, the Entrant must comply with these Official Rules. Entries generated by a script, macro, or other automated means will be disqualified. Entries that are incomplete, non-deliverable for any reason, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an Entrant, the authorized account holder of the e-mail address used to enter will be deemed to be the Entrant. "Authorized account holder" is defined as the person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entry constitutes permission (except where prohibited by law) to use Entrant's name, city, state/province, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

- 4. RANDOM DRAWING:** On or about each of the Random Drawing Dates below, a random drawing will be conducted by Sponsors from among all eligible entries received during each applicable Sweepstakes Period. Each Winner will be deemed a potential Winner pending verification of eligibility and compliance with these Official Rules. Entrants must enter during each Sweepstakes Period to be eligible to win a Prize for that Sweepstakes Period. **Entries will not be carried over from one Sweepstakes Period to the next Sweepstakes Period.**

Sweepstakes Period	Start Date (at 12:00:00 am ET)	End Date (at 11:59:59 pm ET)	Random Drawing Date (on or about)
1	March 1, 2026	March 31, 2026	April 15, 2026
2	April 1, 2026	April 30, 2026	May 15, 2026
3	May 1, 2026	May 31, 2026	June 15, 2026
4	June 1, 2026	June 30, 2026	July 15, 2026
5	July 1, 2026	July 31, 2026	August 14, 2026
6	August 1, 2026	August 31, 2026	September 15, 2026
7	September 1, 2026	September 30, 2026	October 15, 2026
8	October 1, 2026	October 31, 2026	November 16, 2026
9	November 1, 2026	November 30, 2025	December 15, 2026
10	December 1, 2026	December 31, 2026	January 15, 2027
11	January 1, 2027	January 31, 2027	February 15, 2027
12	February 1, 2027	February 29, 2027	March 15, 2027

Purchase must be made in-store by February 28, 2027, but customers will still have fourteen (14) calendar days to enter the Promotion.

5. PRIZES/APPROXIMATE RETAIL VALUE/AND ODDS OF WINNING:

Prizes (1 per Sweepstakes Period): Each Sweepstakes Period, one (1) Winner will receive a USD\$500/CAD\$500 Bass Pro Shops/Cabela's Gift Card ("Prize"). Each Prize will be issued in the currency of the winner's country of residence. ARV of each Prize is USD\$500/CAD\$500.

General Conditions on Prizes: Use of gift cards are subject to terms and conditions associated with the cards. Each Winner must protect his/her Prize and treat the Prize as he/she would any other valuable document. Prize will not be redeemed or exchanged for cash, except where required by law. Prize will not be replaced or replenished if it is lost, stolen, damaged, destroyed or used without Winner's permission and will be voided if altered or defaced. Sponsors are not responsible for lost, stolen or unauthorized use of Prize. Limit one (1) Prize per household for the entire Promotion Period. After winning a Prize, the household will no longer be an eligible Entrant for all the future Sweepstakes Period Random Drawings. Prizes are non-transferrable and non-substitutable, except by Sponsors in their sole discretion. Sponsors reserve the right to substitute a similar Prize of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of a Prize(s) are the sole responsibility of Winner(s). If a Prize is unclaimed within a reasonable time

after notification from Sponsors, as determined by Sponsors in their sole discretion, it will be forfeited, and, time permitting, an alternate Winner may be selected from the remaining eligible entries at Sponsors' sole discretion.

Odds of Winning: The odds of winning a Prize depend on the number of eligible entries received during each Sweepstakes Period.

- 6. WINNER NOTIFICATION AND FULFILLMENT:** Potential Winners will be notified by telephone, e-mail, or mail, at Sponsors' sole discretion, on or about the Random Drawing Dates set forth in Section 4 of these Official Rules via the contact information provided at the time of entry.

If a potential Winner is a Canadian resident, he/she must first correctly answer without assistance a mathematical skill-testing question before being declared a Winner. The skill-testing question and any other requested winner paperwork must be returned within the time period stated in the winner notification or the prize may, in the Sponsors' sole discretion, be forfeited and awarded to an alternate potential winner.

If a potential Winner is ineligible for any reason, then the potential Winner will be disqualified and an alternate Winner may be selected. Noncompliance with these Official Rules or the return of any Prize/Prize notification may result in disqualification and, at Sponsors' discretion, an alternate potential Winner may be selected by random drawing from among all remaining eligible entries received during the applicable Sweepstakes Period. Federal, state, provincial, territorial, and local taxes imposed on a Prize are the sole responsibility of each Winner.

- 7. GENERAL:** Taxes on prizes and expenses not specified, are the sole responsibility of winners. By participating, entrants agree (a) to these rules and decisions of judges which shall be final in all respects; (b) to release and hold harmless Sponsors, Cabela's, their respective subsidiaries, affiliates and agencies, and their respective directors, officers, employees, agents and representatives (aforementioned individuals and organizations collectively, the "Releasees") from any and all claims, demands, costs, expenses, liability, losses or damages of any kind resulting from their participation in the promotion or their acceptance, use or misuse of a prize, including liability for personal injury or death; (c) if a winner, to the use by Sponsors and their designees of name and/or photograph for advertising and publicity purposes without compensation (unless prohibited by law) and to execute specific consent to such use if asked to do so, and to the announcement of their name, city and state; and (d) that Sponsors and their agents have not made any representation, warranty or guaranty, in whole or in part, in law or in fact, relative to the prize. Winners may be required to complete a declaration of eligibility and liability release and (where legal) a publicity release, which must be returned within the time period specified by Sponsors or an alternate winner may be selected. Return of any prize/prize notification as undeliverable may result in disqualification of winner and selection of an alternate winner. Releasees are not responsible and shall not be liable for: (a) any telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the processing of entries; (b) failed, incomplete, garbled or delayed computer transmissions; (c) late, lost, illegible, postage-due, incomplete, damaged or misdirected entries or mail; and (d) any condition caused by events that may cause the promotion to be disrupted or corrupted. Sponsors reserve the right in their sole discretion to cancel or suspend the sweepstakes or any portion thereof should viruses, bugs, or other causes corrupt the administration, security or proper play of the promotion; in which case prize will be awarded via a random drawing from among all eligible entries received prior to cancellation. In case of dispute, entries will be declared made by the authorized account holder of the email address used to participate at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email address for the domain associated with the submitted email address. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. In no event will Releasees be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of your access to and use of the internet sites promoting the sweepstakes or the downloading from and/or printing material downloaded from said sites. Without limiting the foregoing, everything on this site is provided "as is" without warranty of any kind, either expressed or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Information submitted with an entry is subject to the Privacy Policy stated on the Web Site. Entries become the property of Sponsors. No prize transfer. No prize substitution except at Sponsors' sole discretion.

- 8. ARBITRATION/CHOICE OF LAW:** Except where prohibited, entrants agree that (a) any and all disputes, claims, and causes of action arising out of or connected with this promotion, or any prize awarded, or the determination of the winners, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the Rules of the American Arbitration Association, then effective, in Greene County, Missouri, USA (b) any and all claims, judgements and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this promotion but in no event attorneys' fees; and (c) under no circumstances will entrant will be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages (other than for actual out-of-pocket expenses), and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and/or Sponsors in connection with the promotion, shall be governed by, and construed in accordance with, the laws of the State of Missouri, USA, without regard for conflicts of law doctrine, and all proceedings shall take place in Greene County, Missouri, USA.
- 9. PRIVACY POLICY:** Information submitted with an entry is subject to the Privacy Policy stated at <https://www.basspro.com/b/privacy-policy-summary> for US residents, and <https://www.basspro.ca/b/privacy-policy-summary> for Canada residents.
- 10. WINNERS LIST:** For a list of winners, mail a self-addressed, stamped envelope to be received by April 1, 2027 to: BPS/Cabela's Survey Winners List, c/o PMI, PO Box 172, Newtown, CT 06470-0172, USA.

Sponsors:

Bass Pro Outdoor World, L.L.C., 2500 E. Kearney, Springfield, MO 65898, USA.

Bass Pro Shops Canada (Calgary), Inc., a Canadian corporation, 25 De Baets Street, Winnipeg, MB, R2J 4G5, Canada.

Bass Pro Shops Canada, Inc., an Ontario corporation, 25 De Baets Street, Winnipeg, MB, R2J 4G5, Canada.

Administrator: Promotion Mechanics, Inc., 22 Bayview Ave., Ste. 85, Stonington, CT 06378, USA.