

KELLOGG'S™ FEED YOUR FANDOM SWEEPSTAKES - FAQs

KEY DATES TO REMEMBER:

- Purchase participating products between these dates: 8/1/18 – 7/31/19
- Submit your receipt within 14 days of purchase, no later than 8/14/19
- Winners will be selected on or about 9/15/19

THERE ARE THREE WAYS TO ENTER:

1. AUTOMATIC ENTRY BY SUBMITTING YOUR RECEIPT

- **BUY** any participating product from 8/1/18 through 7/31/19
- **TAKE** a photo of your receipt and upload to KFR.com/FeedYourFandom* or via Text to 89332** within fourteen (14) Days of purchase
 - a. Photo must include the entire receipt from top to bottom, including all four corners
 - b. For long receipts, take pictures in sections and *submit all photos from one receipt* in the same text
 - c. Ensure the store name, date, bar code (if available), items and prices are **legible** in your image(s)
- **GET** an entry in the sweepstakes

*Details for Uploading receipts at KFR.com/FeedYourFandom

1. Visit KFR.com/FeedYourFandom and log in using your KFR account
2. Follow the on-screen prompts to upload your receipt
(For longer receipts, you can include up to five images per text to show your entire receipt.)

**Details for Texting your receipt:

1. In the To / Recipient field enter 89332
2. Tap the attachment icon (ex: paperclip or camera). Select the photo(s) from ONE receipt and add it to your text message. *(For longer receipts, you can send up to five images per text to show your entire receipt.)*
3. Hit Send. Message and data rates may apply

2. AUTOMATIC ENTRY USING A CONNECTED RETAILER LOYALTY CARD

- **BUY** any participating product from 8/1/18 through 7/31/19
- **SWIPE** your KFR-connected retailer loyalty card at checkout when you shop
- **GET** an entry in the sweepstakes

3. NO PURCHASE ENTRY

- **LOG IN** to your Twitter account and tweet the hashtag **#FeedYourFandomEntry** by 8/14/19
- **GET** an entry in the sweepstakes
 - All Social Platform tweets must be completed from a non-private Social Platform account
 - All Social Platform tweets must include the Hashtag
 - By using the Hashtag, you affirm that you have read, understand and agree to these Official Rules

----- GENERAL PROMOTION HELPS

Do I need to be a member of Kellogg Family Rewards (KFR) to participate with the Kellogg's™ Feed Your Fandom Sweepstakes?

You will need to be a KFR member for the Automatic Entry only. You will be prompted to register for KFR if you are not already a member. When creating your KFR profile be sure to use the email or phone number you used to submit your receipts in order to link the new KFR account to those receipts.

Will I receive sweepstakes entries for purchases made on my linked retailer loyalty card?

Loyalty purchases do automatically enter you in the sweepstakes.

How will I know if my receipt was accepted and if I earned credit towards the offer?

- When you submit your receipt you will receive an email or text in response (depending on method of participation) indicating the receipt was received.
- After the receipt is received, it goes through a validation process to make sure the correct products were purchased. Once that process is complete, you will receive a second email or text letting you know how entries you earned OR why the receipt was not accepted. **Allow up to 12 hours** to receive the confirmation email/text.
- There will be no response for the No purchase/Twitter entries.

Do I have to purchase a product to participate?

No, you can participate using the Twitter Hashtag option as listed in the Official Rules.

What are the participating Kellogg Products?

For a complete list of products and sizes, please click [here](#).

How will I know if I am a winner?

Winners will be selected in a random drawing on or about the drawing dates (listed below) from among all eligible entries received from all methods combined by Sponsor or its designee. Potential prize winners will be notified by email, text message, phone and/or mail, using contact information provided or collected at the time of entry and/or associated with their KFR account.

Entry Period	Start Entry	End Entry	Drawing Date	# of Grand Prizes / # First Prizes / # Second Prizes
1	8/1/18	11/14/18	12/3/18	3 / 10 / 125
2	11/15/18	2/27/19	3/18/19	1 / 3 / 50
3	2/28/19	7/31/19	8/17/19	1 / 2 / 25

Can I enter more than once?

Limit of five (5) KFR entries and five (5) Twitter entries per person, per Day during the Promotion Period.

Can I win more than once?

Limit one (1) Grand or First Prize and one (1) Second Prize per person in the Sweepstakes.

What is the prize?

See Rule #1 of Official Rules for prize distribution for each Entry Period:

Five (5) Grand Prizes* - Each winner will receive \$10,000 in Season Ticket Cash (to be awarded in the form of \$10,000 check to the winner).

Fifteen (15) First Prizes - Each winner will receive \$1,000 in Season Ticket Cash (to be awarded in the form of \$1,000 check to the winner).

Two Hundred (200) Second Prizes – Each winner will receive \$50 in Season Ticket Cash (to be awarded in the form of a \$50 check to the winner).

***Grand Prizewinners will receive an Internal Revenue Service Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

Do I have to live in the United States to participate?

All legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at the time of entry.

Where are the Official Rules located?

Please click [here](#) to see the complete Official Rules. * Please note: Employees of Kellogg Company, its parent company, affiliates, subsidiaries, suppliers, advertising and promotion agencies and anyone else connected with the production and distribution of this Sweepstakes and their immediate family members and/or those living in the same household of each are not eligible to participate.

Where can I find the Winner List?

For names of winners, send a self-addressed, stamped envelope by 11/15/19 to: **Kellogg's™ Feed Your Fandom Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 9/15/19.