

**Official Rules for the BoxLunch 10th Anniversary Trip to New Zealand Instagram Sweepstakes  
 (“Sweepstakes”)**

**No Purchase Necessary to Enter or Win. A Purchase Will Not Increase Your Chances of Winning.**

**ALL ENTRANTS AGREE TO RESOLVE ANY DISPUTE BY BINDING ARBITRATION AND SHALL BE IN THE ENTRANT’S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.**

1. **Eligibility.** The Sweepstakes is open only to legal residents of, and physically located within, the fifty (50) United States (excluding Rhode Island), the District of Columbia, or Puerto Rico, who reach the age of majority<sup>1</sup> in their state at the time of entry. Employees of Hot Topic, Inc. d/b/a BoxLunch (“Sponsor”) and its subsidiaries, as well as the immediate family (spouse, parents, siblings, and children) and household members of those employees, are not eligible to enter.
2. **Entry Period.** The Sweepstakes begins at 9:00 AM Pacific Time on October 22, 2025, and ends at 11:59 PM Pacific Time on October 28, 2025 (the “Entry Period”). Entries submitted before or after the Entry Period will not be eligible. Sponsor’s computer is the official time-keeping device for the Sweepstakes.
3. **How to Enter.** During the Entry Period, for one (1) entry, you must:
  - (A) Follow the BoxLunchGifts Instagram account,
  - (B) Press “like” on the Instagram image/video posted on the @BoxLunchGifts Instagram Account on October 22, 2025 around 9:00 AM Pacific Time (the “Post”),
  - (C) Share the Post to your Instagram story,
  - (D) Save the Post, and
  - (E) Tag a friend and comment the keyword “LOTR” in a single comment in the comments section of the Post.

For one (1) additional entry during the Entry Period, you must:

Send a Direct Message (“DM”) to the @BoxLunchGifts Instagram account with the keyword “LOTR” and follow all response prompts via DM, as applicable, including confirming you meet the eligibility requirements as outlined in Section 1 above and providing the following information: (i) full name, (ii) email address, and (iii) consent to receive future marketing emails from BoxLunch.<sup>2</sup>

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<sup>1</sup> The age of majority is 18 for all states except for: Alabama (19), Arkansas (18 or graduation from high school, whichever is later), Delaware (19), Mississippi (21), Nebraska (19), Nevada (18, or if still in high school at 18, 19 or graduation, whichever comes sooner), Ohio (18 or graduation from high school, whichever comes first), Tennessee (18 or graduation from high school, whichever is later), Utah (18 or graduation from high school, whichever is earlier), Wisconsin (18, or if still in high school at 18, 19 or graduation, whichever comes sooner), and Puerto Rico (21).

<sup>2</sup> I hereby acknowledge that answering “yes” to this question via DM will subscribe my email address to future BoxLunch marketing and promotional emails. However, signing up for BoxLunch marketing and promotional emails is not a requirement to enter the Sweepstakes.

There is a limit of two (2) entries per Instagram account. All entries must be complete and subject to verification by the Sponsor, in its sole discretion. Entries with inappropriate comments or images may be disqualified at the sole discretion of Sponsor.

You may not use an agency or any automated system to enter, and Sponsor reserves the right to disqualify any entries received through those methods, as determined by Sponsor, in its sole discretion. You may not enter more than once by creating multiple Instagram accounts and any attempt to do so will result in disqualification.

By entering, you indicate your full agreement to these Official Rules and Sponsor's decisions regarding the Sweepstakes, which are final and binding. Winning a prize is contingent upon fulfilling all requirements in these Official Rules.

4. **Winner Selection.** On or about October 29, 2025, Sponsor will select one (1) grand prize winner in a random drawing of all eligible entries received. The odds of being selected depend on the number of eligible entries received during the Entry Period. Sponsor will attempt to notify the winner within three (3) business days of the drawing via Instagram Direct Message at the Instagram account used to enter. Up to three (3) attempts will be made to contact the selected winner following the draw. A selected winner that does not or cannot accept a prize may be forfeited and a new winner will be selected by random drawing of all remaining eligible entries received during the Entry Period, in Sponsor's sole discretion.
5. **Winner Requirements.** Except where prohibited, a selected winner will be required to complete and return a declaration of eligibility and liability/publicity release. If a winner fails to sign and return these documents within the required time period, or if a winner requires air travel to attend the Event but is unable to fly on the Air Travel Dates (as defined in Section 6), then said winner will forfeit the prize and an alternate winner may be selected in a random drawing of all remaining eligible entries received during the Entry Period. Only one (1) alternate winner may be contacted. Sponsor is not responsible for any failure by a selected winner to receive the prize notification or for any failure of Sponsor to receive a selected winner's response, regardless of cause.
6. **Prizes.** The following prizes will be awarded:

One (1) grand prize winner will receive the following as part of the Grand Prize Package ("Grand Prize Package"):

- Two (2) tickets<sup>3</sup> to the Hobbiton Tour (the "Event") (ARV \$137.88 USD),
- One or more gift cards from Delta Airlines, United Airlines, or American Airlines, with a total value of \$6,000 USD, to be used for a trip to New Zealand. Following the conclusion of the Sweepstakes, the Winner will select the airline(s), and the corresponding gift card(s) will be issued accordingly, subject to availability and the applicable terms and conditions of the selected airline(s). All travel must take place between January 1, 2026 and June 1, 2026 (the "Air Travel Dates"). (ARV \$6,000 USD),
- One or more gift cards from Marriott or Hotels.com, with a total value of \$2,000 USD, for hotel accommodations for your New Zealand trip. Following the conclusion of the Sweepstakes, the Winner will select the hotel(s), and the corresponding gift card(s) will be issued accordingly, subject to availability and the applicable terms and conditions of the selected hotel(s) (ARV \$2,000 USD),

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<sup>3</sup> The type of tickets awarded to the winner will be in Sponsor's sole discretion. Any difference between stated ARV and final ARV of Tickets will not be awarded.

- One (1) \$875 Visa gift card for travel stipend (ARV \$875 USD),
- One (1) *The Lord of the Rings* Patches Canvas Sling Crossbody Bag – BoxLunch Exclusive (ARV \$49.90 USD),
- One (1) Loungefly *The Lord of the Rings* Floral Hobbit Door Figural Crossbody Bag–BoxLunch Exclusive (ARV \$69.90 USD), and
- One (1) *The Lord of the Rings* One Ring Cutting Board and Tools – BoxLunch Exclusive (ARV \$74.90 USD).

All Airfare and hotel accommodations are provided solely in the form of gift cards and/or certificates with a combined maximum value of \$8,000 USD. The Winner is solely responsible for making all travel arrangements and bookings. Actual travel costs may vary depending on selected travel dates, availability, and other factors. The total value of the Grand Prize Package may not fully cover all desired travel expenses. Any and all costs and expenses that exceed the total value of the gift cards and/or certificates are the sole responsibility of the winner. The Grand Prize Package consists only of the elements expressly set forth above. No other elements or expenses are included in the Grand Prize Package, including, without limitation: insurance, meals, unspecified ground transportation, phone calls, baggage fees, gratuities, incidentals, souvenirs, fuel, or other personal expenses. All such costs are the sole responsibility of the winner. The winner is also responsible for any and all travel-related taxes and fees not expressly mentioned in the Grand Prize Package, including but not limited to taxis, applicable departure taxes, inspection charges, baggage fees, and security charges. The winner and any travel companion(s) are solely responsible for obtaining, at their own expense, any required travel documentation, such as valid government-issued photo identification, passports, visas, or other documentation required for travel.

The total Approximate Retail Value (“ARV”) of the Grand Prize Package (including all prizes) totals \$9,207.58 USD. The winner is responsible for paying any applicable income taxes and any and all other costs and expenses not listed above. Any prize details not specified above will be determined by Sponsor, in its sole discretion. A prize may not be transferred prior to award and must be accepted as awarded. A winner may not request cash or a substitute prize; however, Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the advertised prize is not available for any reason, as determined by Sponsor, in its sole discretion. Prizes are awarded “as is” with no warranty or guarantee, either express or implied. Sponsor is not responsible for any cancellations, delays, diversions, or substitutions, or any act or omission whatsoever with respect to any prize.

7. **General Conditions.** By entering this Sweepstakes, you agree to Sponsor’s [Terms of Use](#). In the event that the operation, security, or administration of the Sweepstakes is impaired in any way, Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes; or (b) award the prize at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify and seek damages from any individual who tampers with the operation of the Sweepstakes, violates these Official Rules, or acts in a disruptive or inappropriate manner. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail shall not be deemed proof of receipt of that communication.

In the event of a dispute as to the owner of an entry, the authorized account holder of the Instagram account used to enter will be deemed to be the owner. If the parties are unable to determine the authorized account holder of the Instagram account, Sponsor reserves the right to disqualify the entry.

The Sweepstakes is subject to all applicable United States federal, state, and local laws and regulations, and is void where prohibited. These Official Rules will prevail and control over all shortened versions of these Official Rules found elsewhere. Sponsor shall have the right to interpret and apply these Official Rules to individual circumstances in its reasonable discretion.

Sponsor reserves the right, in its sole discretion, to amend or modify these Official Rules, or to modify, suspend, or cancel the Sweepstakes without prior notice to entrants, for any reason, including without limitation: technical malfunctions; fraud, misconduct, or unauthorized intervention; corruption or threatened corruption of the Sweepstakes; or the inability to properly administer the Sweepstakes due to acts of God, natural disasters, governmental orders, or other causes beyond Sponsor's reasonable control. If Sponsor cancels the Sweepstakes, it may, at its discretion, conduct a random drawing of the winner from all eligible entries received during the Entry Period up to the point of cancellation.

8. **Release and Limitations of Liability.** By entering, you agree to release the Sponsor, Warner Bros. Discovery, Inc., Instagram, and Meta, Inc. ("Meta") and all of their parents, subsidiaries, and affiliates, and each of their respective officers, directors, employees, and agents (collectively, the "Released Parties") from any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors that may affect the Sweepstakes; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Sweepstakes; or (f) injury or damage to persons or property. You further agree that in any cause of action, in no event shall the Released Parties be liable for attorneys' fees or other legal costs. **IN NO EVENT SHALL YOU BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, DIRECT, INDIRECT, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.**
9. **Privacy and Publicity.** Any information you submit as part of the Sweepstakes will be used in accordance with Sponsor's [Privacy Policy](https://www.boxlunch.com/customer-service/boxlunch-policies/privacy-policy/) (<https://www.boxlunch.com/customer-service/boxlunch-policies/privacy-policy/>). Except where prohibited, participation in the Sweepstakes constitutes your consent to Sponsor's use of your name, likeness, social media handle, voice, opinions, biographical information, and state of residence for promotional purposes in any media without further notice, payment, or consideration.
10. **Intellectual Property.** All intellectual property, including, but not limited to, trademarks, logos, designs, promotional materials, web pages, source codes, images, drawings, illustrations, slogans, and representations are owned by Sponsor. All rights reserved. Unauthorized copying or use of any of Sponsor's intellectual property without the express written consent of Sponsor is strictly prohibited.
11. **Governing Law, Arbitration, and Class Action Waiver.** THESE OFFICIAL RULES AND THE INTERPRETATION OF THESE OFFICIAL RULES WILL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF CALIFORNIA, WITHOUT REGARD TO ITS CONFLICTS OF LAWS PRINCIPLES.

YOU UNDERSTAND AND AGREE THAT ALL CLAIMS, DISAGREEMENTS, DISPUTES, OR CONTROVERSIES BETWEEN YOU AND SPONSOR (AND ANY OTHER RELEASED PARTY), AND THEIR OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AGENTS, PARENTS, AFFILIATES, SUBSIDIARIES, AND/OR RELATED COMPANIES ARISING OUT OF OR RELATING TO THE SWEEPSTAKES, YOUR PARTICIPATION IN THE SWEEPSTAKES, ANY AWARDS, PRIZES OR OTHER BENEFITS OBTAINED THROUGH THE SWEEPSTAKES, THESE TERMS AND CONDITIONS, AND/OR TO THE APPLICATION, ENFORCEABILITY, SCOPE, OR INTERPRETATION OF THIS AGREEMENT TO ARBITRATE ("DISPUTES") SHALL BE RESOLVED BY FINAL AND BINDING ARBITRATION.

ALL DISPUTES SHALL BE DETERMINED BY BINDING ARBITRATION: (1) ADMINISTERED BY THE JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC. ("JAMS"), PURSUANT TO THE JAMS STREAMLINED ARBITRATION RULES & PROCEDURES EFFECTIVE JUNE 1, 2021 (THE "JAMS RULES"), AND AS MODIFIED BY THIS AGREEMENT TO ARBITRATE; (2) CONDUCTED BY A SINGLE, NEUTRAL ARBITRATOR; AND (3) TAKE PLACE TELEPHONICALLY UNLESS AN IN-PERSON HEARING IS SPECIFICALLY REQUESTED BY EITHER PARTY, IN SUCH CASE IN-PERSON HEARINGS SHALL TAKE PLACE AT A MUTUALLY AGREED UPON LOCATION, OR IF THE PARTIES CANNOT MUTUALLY AGREE UPON A LOCATION, THE COUNTY WHERE YOU RESIDE. TO THE EXTENT THAT THIS AGREEMENT TO ARBITRATE CONFLICTS WITH THE JAMS POLICY ON CONSUMER ARBITRATIONS PURSUANT TO PRE-DISPUTE CLAUSES MINIMUM STANDARDS OF PROCEDURAL FAIRNESS (THE "MINIMUM STANDARDS"), THE MINIMUM STANDARD IN THAT REGARD WILL APPLY.

DISPUTES MAY ALSO BE REFERRED TO ANOTHER ARBITRATION ORGANIZATION IF YOU AND SPONSOR AGREE IN WRITING, OR TO AN ARBITRATOR APPOINTED PURSUANT TO SECTION 5 OF THE FEDERAL ARBITRATION ACT.

The JAMS Rules are available on its website at <http://www.jamsadr.com/rules-streamlined-arbitration/> or by calling JAMS at 800-352-5267. To commence an arbitration, a Demand for Arbitration is required to be executed and served on Sponsor. Service of the Demand for Arbitration on Sponsor can be mailed to Hot Topic, Inc., ATTN: Hot Topic Legal Department, 18305 E. San Jose Ave., City of Industry, CA 91748, pursuant to the instructions provided by JAMS to submit a Dispute for arbitration.

BECAUSE THE SWEEPSTAKES PROVIDED TO YOU BY SPONSOR CONCERNS INTERSTATE COMMERCE, THE FEDERAL ARBITRATION ACT ("FAA") GOVERNS THE ARBITRABILITY OF ALL DISPUTES. HOWEVER, APPLICABLE CALIFORNIA STATE OR U.S. FEDERAL LAW MAY ALSO APPLY TO THE SUBSTANCE OF ANY DISPUTES. YOU AND SPONSOR VOLUNTARILY AND KNOWINGLY WAIVE ANY RIGHT YOU OR SPONSOR HAVE TO A JURY TRIAL.

NO CLASS ACTIONS. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, YOU AND SPONSOR AGREE THAT ANY AND ALL DISPUTES WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS OR COLLECTIVE ACTION. NEITHER YOU NOR SPONSOR SHALL BE ENTITLED TO JOIN OR CONSOLIDATE CLAIMS IN ARBITRATION BY OR AGAINST OTHER ENTRANTS/CONSUMERS, OR ARBITRATE ANY DISPUTE AS A REPRESENTATIVE OR MEMBER OF A CLASS. Further, unless both you and Sponsor expressly agree otherwise, the arbitrator may not consolidate more than one person's claim. If this prohibition of class, representative, or consolidated arbitration is found to be unenforceable, then the entirety of this arbitration provision shall be null and void.

In the event you commence arbitration, after Sponsor receives notice that you have initiated arbitration, Sponsor will promptly reimburse you for your payment of the filing fee and Sponsor will pay any case management fees associated with the arbitration and the professional fees for the arbitrator's services.

12. **Winner's List.** To request the name of the winner, send a self-addressed, stamped envelope to Hot Topic, Inc. d/b/a BoxLunch, Attention: Social Media, 18305 E. San Jose Ave., City of Industry, California 91748. Requests must be received by October 29, 2026.
13. **Sponsor.** The Sweepstakes is sponsored by Hot Topic, Inc. d/b/a BoxLunch, 18305 E. San Jose Ave., City of Industry, California 91748.

This Sweepstakes is not sponsored by, endorsed by, administered by, or associated with Instagram or Meta in any way.

Warner Bros. Discovery, Inc. is not a sponsor, co-sponsor or administrator of this Sweepstakes.