



SOUTH DAKOTA LOTTERY CONTEST GUIDELINES

Lady Luck Women in Country Music April 1, 2024 – May 1, 2025

The South Dakota Lottery's Lady Luck Women in Country Music second chance drawing is available to members of the South Dakota Lottery's Players Club. South Dakotans may enter for a chance to win a once-in-a-lifetime opportunity to a private concert for a winner and their guest in Pigeon Forge, Tennessee. Each winner is allowed one (1) guest (guest must be 18 years or older).

These drawing guidelines have been prepared to ensure the prizes awarded for the promotion are determined as impartially and randomly as possible and that the integrity of the South Dakota Lottery is maintained at all times.

The Executive Director of the South Dakota Lottery reserves the right to change and supersede any outlined procedures to handle unforeseen circumstances.

Draw Date:

- May 1, 2025 (2 winners, 5 alternates)

Eligible Tickets:

The following non-winning draw tickets are eligible for entry.

- Lady Luck

Prizes:

2 winners will receive a once-in-a-lifetime opportunity to a private concert with Martina McBride in Pigeon Forge, Tennessee. Winners will also be eligible for additional on-site prizes up to \$500,000.

See the Prize Description section for more details.

General:

- A. To be eligible for the drawing, the entrant must be 18 years or older.
- B. The entrant must be a member of the South Dakota Lottery's Players Club.
- C. To become eligible for the drawing, players can enter non-winning, eligible tickets on the South Dakota Lottery's Players Club website or mobile app.



- D. The odds of an entrant being selected as a winner will be determined by the number of entries submitted.
- E. The winners of the drawing will be determined at a publicly held drawing at the Pierre Lottery office in accordance with SDCL Chapter 42-7A, Lottery administrative rules, and these guidelines.
- F. Winners will have 5 days from the date they are notified of their win to submit their confirmation information to receive their prize; should that deadline not be met, the prize will revert to the next alternate.
- G. Winners will be subject to the Lottery's debt set-off process. If an obligation is to be fulfilled, the winner will have 10 business days to fulfill the obligation, or the prize will go to the next alternate.
- H. By accepting their prizes, winners agree to allowing their names and hometown being published to the Players Club website as well as the South Dakota Lottery social media pages. By accepting their prize winners also agree to being interviewed about their win.
- I. In the event that the South Dakota Lottery is unable to conduct the drawing, due to technological issues or other like circumstances, the Multi-State Lottery Association (MUSL) has been authorized to perform the drawing in a back-up capacity, utilizing the procedures and processes contained in these guidelines.
- J. If any technical issues affect the results of the draw, the Lottery reserves the right to re-conduct the draw.

Method of Processing Entries

- A. All entries must be entered either on the Lottery's Players Club website or South Dakota Lottery mobile app
- B. Entries must be submitted by 11:59 p.m. central time on May 1, 2025.
- C. Data collected during the course of the promotion is stored on secure servers within a guarded limited access hosting facility and access to data is protected by a variety of security products. The Director of Security for the South Dakota Lottery has deemed them acceptable for the purposes of this drawing.



- D. Internet entries are processed 24 hours a day, seven days a week, from the date and time the promotion begins until the final deadline of the final drawing for which entries are eligible to be submitted. Each entry record contains a time and date stamp to indicate when it was submitted by the entrant.
- E. Each entry will be validated by Lottery Security, if selected.
- F. All entries are retained in the entry database for the duration of the promotion, regardless of whether or not they are selected in the drawing, to ensure that any entry cannot be submitted more than one time during the course of the promotion.

Prize Description

- Round trip economy airfare for two (2) from any North America International Airport to McGhee Tyson Airport in Knoxville, TN
- Dollywood's DreamMore Resort & Spa - Three (3) Night Stay in a Standard Double Occupancy Room from August 24, 2025 – August 27, 2025
- Daily Breakfast Buffet at Dollywood's DreamMore Resort & Spa
- Round Trip Ground Transportation between the McGhee Tyson Airport in Knoxville, TN to Dollywood's DreamMore Resort & Spa
- Round Trip Ground Transportation for all Scheduled Activities
- Martina McBride Private VIP Concert in Dollywood
- Female Spotlight Artist Performance
- Private Welcome Dinner and Entertainment
- Private Southern Barbecue Dinner
- Taste of the Smokies Dinner
- Shuttles to Downtown Gatlinburg, TN
- Dollywood Theme Park One (1) Day Park Pass for Winners and Guest
- Custom Lady Luck Welcome Gift for Each Trip Prize Winner and Guest Valued at Fifty Dollars (\$50)
- Five Hundred Dollars (\$500) Spending Cash for the Winner

Random On-site Prizes:

- \$500,000 One (1) Guaranteed Grand Prize Winner from all Lottery Winners
- \$10,000 One (1) Guaranteed Winner Per Lottery
- Martina McBride Meet and Greet and VIP Concert Seating (1) Winner and their Guest per Lottery.



Registration

Winners will receive an email with registration instructions directly from the Lady Luck Women and Country Music featuring Martina McBride promotion administrators, Atlas Experiences. Winners will be required to register themselves and their guest by July 24, 2025, in order to finalize travel accommodations. Failure to do so may impact and limit accommodations to Pigeon Forge, TN.

Proxy Process

Winners that wish to send a proxy to the hosted event in their place for the Lady Luck Women and Country Music featuring Martina McBride promotion may do so based on winning lottery's rules. All participating states can elect to either: follow the designated proxy process as defined by Atlas Experiences which will be communicated to all participating state lotteries.

Once the Proxy and their guest are registered, no further modifications or changes will be permitted past the outlined deadlines.

Cash Prizes and Fulfillment

\$500 Spending Cash: Winners will receive \$500 spending money approximately ninety (90) days prior to the event date. Any names received by Atlas Experiences after June 1, 2025, will be sent spending cash within thirty (30) days of receiving their name(s) from their state lottery. Spending cash will be fulfilled by check or prepaid gift card.

Cash Prizes during the Lady Luck Women and Country Music featuring Martina Event: The following cash prizes will be randomly selected and awarded based on the selection of winners.

- **\$500,000** – One (1) Winner from all participating Lotteries
- **\$10,000** – One (1) Winner per Lottery

Atlas will conduct the drawing for \$500,000. For clarity, the participating state and provincial Lotteries are not in any way conducting the drawing for \$500,000. The \$500,000 winner will be chosen based on all winner's names provided by participating lotteries and selected by a random drawing.

The \$10,000 cash prize will be awarded per lottery. Each state will have the winner's names entered in a random drawing, for one (1) winner's name to be chosen per lottery.



Prize Money Fulfillment:

- Final cash prize payments will be issued, dependent on and subject to state-owed debt/child support analysis and federal tax withholding, as applicable by lottery guidelines.
- Delivery of the cash prize(s) will be dependent on final paperwork received or the delivery timeline in which the checks have been direct mailed.
- All payments will be mailed to the address provided on the claim form submitted to Atlas or State/Provincial Lottery.

Taxes, W2-G's and Claiming/Processing of Cash Prizes:

- Atlas Experiences will notify each lottery of cash prize winners within 48 hours of awarding the cash prize.
- Cash prizes will be awarded by Atlas Experiences or the applicable state lottery. The process of claiming prize and IRS documentation will be dependent upon each individual state lottery's rules.
- Atlas Experiences will award the cash prize to winners via check within thirty (30) days of the event end date, excluding all tax withholdings. No check cash award will be sent unless a W2-G form is signed and completed by the cash prize winner.
- If a winner does not make the trip, the winner will still qualify to win cash prizes during the event.
- If a winner sends a proxy to the event, the cash prize won will still be awarded to the original winner. No cash prizes will be awarded to a proxy.
- All winnings will be adjusted by 24% for federal taxes and any applicable home state taxes.
- W2-G Processed will be processed on the amount reduced for Federal and/or applicable state taxes.

Special Requests:

Upgrading Rooms: Winners may request to upgrade their hotel room, any difference in cost will be the responsibility of the winner and this will depend on the hotel's availability. All requests should be made directly to Atlas Experiences Customer Service.\

Pre/Post Room Stays: Winners may request to arrive before the program dates or stay after the program dates (August 24-27, 2025), however, the cost of additional days will depend on the availability of the hotel and the cost will be the responsibility of the winner. Should the winner want to submit a request for a pre- or post-stay, it should be requested directly to Atlas Experiences via email and is up to the subject to availability. There is no transportation provided for any pre/post stays.



Changing/Upgrading Flights: Any charges incurred for changes to flights once confirmed will be the responsibility of the winner. All changes need to be requested directly to Atlas Experiences Customer Service who will provide options and costing for any requested changes.

Travel Allowance: Should the winner and their guest prefer not to fly to the destination, the winner will be awarded a \$600 travel allowance via check or a no fee prepaid gift card, thirty (30) days prior to the event. Should an approved and registered proxy wish to drive, the proxy will receive the travel allowance. Once Atlas Experiences receives the request for a travel allowance in writing they will notify the lottery and will contact the winner upon lottery approval. Travel allowances should be used for any transportation costs to and from the event. No winner will be awarded any additional allowance or will be reimbursed for any travel-related expenses (including, but not limited to parking fees, travel tolls, etc.). All requests for a travel allowance **MUST** be submitted in writing to Atlas Experiences by June 1, 2025. All travel allowances will be reviewed and approval will be provided to all requests.

Expectation and Exceptions:

Behavior: All winners and their guests agree to behavior in accordance with all local laws, venue rules and general acceptable behavior.

Failure to comply with the guidelines: Atlas Experience and/or named representative will have the right to ask a winner and/or guest to be removed from any or all of the activities from August 24-27, 2025. Reentry to remaining activities will be at the discretion of Atlas Experiences. There will be no compensation for missed activities.

No shows/attendance: Should a winner not be able to attend the Lady Luck Women and Country Music featuring Martina McBride promotion from August 24-27, 2025, the winner will still be eligible for any cash prize(s) awarded during the event. Proxies are not eligible to receive any cash winnings. Should a lottery winner win any cash prize(s) during the program, payment will be fulfilled within thirty (30) days from the event completion. There will not be any compensation for any portion missed at the event or any part of the entirety of the program.

Bookings (Flights and Rooms): The final deadline for all winners, proxies, and guests to be registered will be July 24, 2025.

Change Requests: Atlas Experiences will do our best to accommodate needs or changes, as requested. Any changes or requests by the winner will need to be submitted in writing to support@ladyluckpromotion.com or in writing mailed to 55 Park Square Court,



STE #207, Roswell, GA 30075 by July 24, 2025, to be reviewed. Once the request is reviewed, the winner will be notified in writing if the request is approved or denied.

GENERAL RELEASE: By participating in the Lady Luck Women and Country Music featuring Martina McBride program, each person will be presented a waiver & release to execute during check-in with Atlas Experiences. Such waiver will release Atlas Experiences, its employees or representatives from any liability whatsoever for any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with this giveaway or with the acceptance, possession, or use of any prize. Winner and their guest must comply with all of the rules and regulations of any venue where the event is held. Winner acknowledges that if the Winner and/or his or her Guest behaves in a disorderly or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person at any Event, Winner and/or his or her Guest may be removed from the venue or denied entry (as determined by Atlas Experiences and/or EastCoast Entertainment, (collectively, "Producers") or its designee(s) in their sole and absolute discretion). By accepting any portion of the Lady Luck Women and Country Music featuring Martina McBride trip Prize, the Winner and their guest agree to abide by any terms, conditions, and restrictions stated by Atlas Experiences. This event giveaway is in no way sponsored, endorsed, or administered by, or associated with, Facebook or Instagram™, or any other social media platform, in which Atlas Experiences may submit posts of the Lady Luck Women and Country Music featuring Martina McBride program and its details.