

SURE-DRY SAVE MY BASEMENT SWEEPSTAKES 2026 OFFICIAL RULES

1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. SUBJECT TO APPLICABLE FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED.

2. The **Sure-Dry Save My Basement Sweepstakes** (“Sweepstakes”) is open only to **legal residents of the State of Wisconsin who reside within Sure-Dry’s service area** (<https://www.suredrybasements.com/service-area-wisconsin.html>) which includes the counties of: **Adams, Brown, Calumet, Clark, Columbia, Dickinson, Dodge, Door, Florence, Fond du Lac, Forest, Green Lake, Iron, Juneau, Kewaunee, Langlade, Lincoln, Manitowoc, Marathon, Marinette, Marquette, Menominee, Oconto, Oneida, Outagamie, Ozaukee, Portage, Price, Shawano, Sheboygan, Taylor, Vilas, Washington, Waupaca, Waushara, Winnebago, Wood**, who are **18 years of age or older** at the time of entry and who own the home described in their submission.

Employees, officers, and contractors of **Sure-Dry, LLC** (“Sponsor”), its parent companies, subsidiaries, affiliated companies, advertising and promotional agencies, suppliers, and immediate family members (spouse, parents, siblings, and children) and household members (whether related or not) of each such person are not eligible to enter or win.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and to Sponsor’s decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

3. **How to Enter.** The Sweepstakes will begin on January 1, 2026, and end on February 28, 2026, at 11:59 p.m. CST (“Sweepstakes Period”).

During the Sweepstakes Period, visit the Sponsor’s landing page at www.suredrybasements.com/contest and follow the instructions to:

- Complete and submit the online entry form
- Upload photos of your basement, crawl space, or foundation
- Provide written details about the issues you are experiencing
- Provide required contact information
- Agree to these Official Rules

Limit **one (1) entry per person** during the Sweepstakes Period.

NOTE: By completing and submitting the entry form, you are agreeing to receive marketing and sales communications from Sponsor. You can opt out at any time.

All entries become property of Sponsor, and none will be returned. Entrants acknowledge and agree that Sponsor shall have the right to edit, adapt, modify, reproduce, publish, promote, create a sound recording of, broadcast, or otherwise display or use entries in any way it sees fit without limitation or compensation to entrants. Sponsor further reserves the right to disqualify any entry that is alleged to infringe on any third-party’s intellectual property rights, or that Sponsor, in its sole discretion, deems obscene, offensive, or otherwise inappropriate for viewing by a general audience.

4. Finalist Selection and Public Voting.

Finalist Selection (Sponsor Review)

After the Sweepstakes Period closes on February 28, 2026 at 11:59pm CST, Sponsor will review all eligible entries and select up to ten (10) finalists (depending on how many eligible entries are received) based on the following non-weighted criteria:

- Demonstrated need for basement, crawl space, or foundation repair
- Clarity and completeness of submission
- Impact that repairs may have on homeowner safety and quality of life
- Story authenticity and alignment with Sweepstakes purpose

Finalist selection is at the sole discretion of Sponsor.

Public Voting (Hosted on Facebook)

Once finalists are announced, public voting will occur exclusively on the official Sure-Dry Facebook page during the voting period announced by Sponsor which will be between March 9, 2026 and March 15, 2026 at 11:59 pm CST.

Votes will be cast by reacting to the finalist's photo and/or leaving a comment as indicated by the post.

One reaction equals one vote. One comment equals one vote.

Individuals may vote once per day, per finalist, per Facebook account.

Sponsor may, in its sole discretion, disallow or remove votes that appear to be fraudulent, automated, duplicated, or artificially generated. Sponsor is not responsible for technical malfunctions or user error on Facebook.

Winner Determination

At the close of the public voting period on March 15, 2026 at 11:59 pm CST, the finalist receiving the highest total number of valid reactions and comments will be deemed the Grand Prize winner.

The finalist receiving the second-highest total number of valid reactions and comments will be deemed the Runner-Up winner.

In the event of a tie or voting anomaly, Sponsor reserves the right to determine the winner(s) in its sole discretion.

Winners will be announced during a live Facebook broadcast on or about March 20, 2026 on/around 1pm CST, and will also be notified by phone and/or email.

Winners must complete and return a Statement of Eligibility and Liability/Publicity Release before receiving the prize. Failure to respond within the time specified will result in forfeiture of the prize, and Sponsor may select another finalist or award the prize per Sponsor discretion.

Sponsor will notify the winner via phone on or after March 20, 2026. In the event that Sponsor cannot notify the holder of the entry, or if the holder of a winning entry is determined to be or make themselves ineligible, Sponsor will award the prize to the finalist receiving the second-highest number of valid reactions. The finalist receiving the third-highest number of valid reactions will then be deemed the Runner-Up winner and so on until the prizes are awarded. All rules listed in regard to eligibility will remain in effect for the duration of the Sweepstakes and awarding of prizes. Winner will be required to complete and sign a Statement of Eligibility and Release of Claims form supplied by Sponsor prior to claiming the prize. Winner has 60 days from notification to claim a prize or they forfeit any winnings.

5. Prizes and Odds.

One (1) **Grand Prize will be awarded.**

The Grand Prize winner will receive up to **\$15,000 USD** in home repair services provided by Sure-Dry, LLC. Eligible services include:

- Basement waterproofing
- Foundation repair
- Crawl space repair
- Egress window installation

Work must be performed by Sponsor. Prize is not transferable, not assignable, and not redeemable for cash. Any repairs exceeding \$15,000 are the responsibility of the homeowner. Future filters, accessories, or maintenance are not included in prize.

One (1) **Runner-Up Prize will be awarded.**

The Runner-Up winner will receive their choice of **one (1) Sedona SaniDry Dehumidifier** or **one (1) Aspen Air Purifier (ARV \$2,100)**. Future filters, accessories, or maintenance are not included in prize.

All entrants will receive \$500 off of their project when a free estimate appointment is scheduled and ran between 1/1-2/28/26. Discount is only valid towards a new project and is not valid on any previous or currently scheduled work. Future filters, accessories, or maintenance are not included in discount.

Odds

Odds of becoming a finalist depend on the number and quality of eligible entries received.

Odds of winning a prize depend on the number of votes cast during public voting.

Winner may waive their right to receive the prize. Prizes are non-assignable and nontransferable. No substitutions allowed by winner. Prizes are not redeemable for cash. All taxes (federal, state, local) are the sole responsibility of each winner.

6. Participation. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of the Sweepstakes as solely determined by Sponsor. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. By participating in the Sweepstakes, each participant agrees to fully release, forever discharge, and hold harmless Sponsor from and against all claims, costs, liabilities, losses, injuries, and damages arising out of the Sweepstakes, including, but not limited to, any claims for

personal injury, death, or damage to or loss of property or any other harm arising out of participant's participation in the Sweepstakes, the receipt, use, or misuse of any prize, or any travel or activity that is related to the Sweepstakes or any prize.

7. Copyright. By entering the Sweepstakes, each entrant grants to Sponsor an exclusive, royalty-free, and irrevocable right and license to publish, print, edit, or otherwise use the entrant's submitted entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. Each entrant further agrees that if his/her entry is selected by Sponsor as the winning entry, he/she will sign any additional license or release that Sponsor may require and will not publicly perform or display his or her submission without the express permission of Sponsor.

8. Construction. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

9. Sponsor. SURE-DRY, LLC is the Sponsor of the Sweepstakes. Any questions should be directed to SURE-DRY, LLC. Facebook and Instagram are not affiliated with this promotion in any way. The decisions of Sponsor and the Sweepstakes judges regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing, or other inadvertent errors in these Official Rules or in other materials relating to the Sweepstakes. For the name of the winner (available at least 30 days after March 20, or a copy of these Official Rules, visit www.suredrybasements.com/contest or send a self-addressed, stamped envelope to "SURE-DRY Save My Basement Sweeps Winner/Official Rules" (as applicable), 754 W Airport Rd, Menasha, WI 54952. If you have any questions regarding the Sweepstakes, please contact SURE-DRY's Marketing Department at 754 W Airport Rd, Menasha, WI 54952.

10. Collection and Use of Your Personal Data. Sponsor may collect and process your personal information directly or through our agents or contractors. We will use your personal information as necessary in order to conduct and manage the Sweepstakes, and to send marketing or sales communications to you. We may disclose your personal information to our related companies, agents, and contractors to assist in conducting and managing this offer, communicating with you, or storing data.