

2026 ATB Golden Ticket Contest ("Contest") Official Rules
August 5 – August 20, 2026

No purchase necessary to enter or win. Void where prohibited. Eligibility restrictions apply. All entries have an equal chance of winning. See below for Official Rules and complete details. The ATB Golden Ticket is a contest in partnership with ATB Financial™ ("ATB") and Fringe™ Theatre ("Fringe Theatre").

OFFICIAL RULES

1. Eligibility

Contest only open to individuals over eighteen (18) years of age. Employees, directors, agents, or contractors of Fringe Theatre, ATB, or their subsidiaries, and those living in the same household are not eligible.

2. How to Enter

Participants may enter more than once. Participants enter by:

- Purchasing a ticket to any Destination Fringe ticketed indoor performance on August 5, 2026, also known as "Ticket on Sale Day;"
- Joining the Fringe Theatre Fan Club email list between August 5 and August 20, 2026. Join here: www.fringetheatre.ca/get-involved/fringe-fan-club/;
- Submitting 1 (one) entry form online at www.fringetheatre.ca/golden between August 5 and August 20, 2026; and
- Participating in one of the 16 social media prompts (each prompt is a separate entry) shared on Fringe Theatre's Facebook, and Instagram platforms between August 5 and August 20, 2026 using the hashtag #ATBGoldenTicket. The #ATBGoldenTicket hashtag must be used in each post to be considered valid.

3. Contest Period

The contest period is from 10:00AM MDT August 5, 2026 to 5:00PM MDT on August 20, 2026.

4. Participation

Your entry constitutes your consent to participate in this Contest and your consent for Fringe Theatre, ATB, or their agents, to collect and use your name, address, and other personal information for the purpose of administering this Contest, for directly marketing to you Fringe Theatre, and its subsidiaries, products, and services (unless you have expressly opted out), and for other uses by Fringe Theatre as permitted by law. Fringe Theatre is not responsible for technical or mechanical malfunctions; failures of electronic equipment, computer hardware or software; failures of computer online systems, servers or providers; failures of any entry to be received on account of technical problems or traffic congestion on the Internet or at any website; or inaccurate entry information whether caused by equipment, programming used in this Contest, human processing error, or otherwise. Fringe Theatre reserves the right, in Fringe Theatre's sole discretion, to void all entries of an entrant who Fringe Theatre

believes has tried to tamper with or impair the administration, security, fairness, or proper play of this Contest. The use of automated entry devices is prohibited.

5. Prizes

Prizes

(1) One “ATB Golden Ticket” (the “Prize”) to the 2026 Edmonton International Fringe™ Theatre Festival (“Fringe Festival”) will be awarded to one (1) winner, valued at approximately \$2,500:

- 100 tickets to indoor theatre show
- VIP Festival parking
- 3-night stay at the Metterra or Varscona Hotels on Whyte
- \$250 in spending money
- Dinner for two at The Next Act: The Official Pub of Fringe
- Two tickets for the Festival Wrap Party!

The Prize items are only available for the dates specified. The Prize is not redeemable for cash and may not be bought or sold.

6. Winner Selection

Odds of winning depend on the number of eligible entries received.

The winner of the Prize will be selected in a random drawing. The winner of the Prize may win only one (1) Prize. The decision of Fringe Theatre will be final and binding in all matters relating to the random drawing of the Prize.

The winner will be contacted by email, phone, or private/direct message through Facebook or Instagram between August 21 to August 28, 2026.

The winner will have 72 hours from when they’re contacted to confirm receipt and acceptance of their prize by returning the message and providing an active telephone number and/or email address. After 72 hours, if the winner has not made contact with Fringe Theatre, then their prize will be forfeited and another winner will be drawn in the same manner.

Media Release

The contest winner will be contacted to provide permission for Fringe Theatre and ATB Financial to photograph, film, and share the prize experience on Facebook and Instagram platforms and for local media to interview, feature profile, etc. the winner.

7. Miscellaneous Rules

A. No cash redemption or substitution of the prizes except by Fringe Theatre due to prizes unavailability or other circumstances deemed necessary by Fringe Theatre, and then for a prize of equal or greater value;

B. Any income taxes and any other expenses not specified herein are each winner's sole responsibility. Winner may be required to execute and return an Affidavit of Eligibility, Liability Release and Publicity Release within one (1) day issuance of notification. If prize notification message is returned as non-deliverable, or if telephone number is not in-service or changed, winner will be disqualified and an alternate winner may be selected. Noncompliance with any of the foregoing may result in disqualification;

C. Fringe Theatre reserves the right, in Fringe Theatre's sole discretion, to disqualify any entry or entrant, and to modify, terminate or suspend this Contest. Fringe Theatre is the sole and final arbitrator of any disputes regarding this Contest, any entry or entrant, and/or any Official Rule or Eligibility Requirement; and

D. All entries become the property of Fringe Theatre, and Fringe Theatre assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries;

8. Agreement, Consent and Release

By participating, entrants and winners agree:

A. to be bound by these Official Rules;

B. Fringe Theatre, Fringe Theatre's subsidiaries, agents and sponsors, shall have the right and permission to use winner's name, voice, city and neighbourhood, photograph and or/likeness, and any statements they may make regarding the prizes, for advertising and/or trade and/or any other purpose worldwide in perpetuity and in any other media or format now or hereafter known without any form of compensation, permission, or notification;

C. Fringe Theatre, ATB, and their subsidiaries and agents, and all of their respective officers, directors, employees, representatives, successors and assigns shall have no liability and will be held harmless by entrants and winners for any liability, loss, injury, claim, or damage to themselves or any other person or entity, including but not limited to, personal injury, death, or damage to personal or real property, to entrant, winners or any other person or entity due in whole or in part, directly or indirectly by reason of the acceptance, possession, use or misuse of the prizes, or participation in this Contest;

D. any information submitted as part of this Contest will be used for the purposes of administering this Contest and shall not be used for any other purpose without the express consent of the entrants and winners. By providing the information, the entrants and winners consent to the information being used for the stated purposes. Where this Contest can be entered via a third party service, the entrants and

winners understand that any personal information they share with such third party service may also be used on that third party service and as set out in that third party service's own privacy policy; and

E. this Contest is not sponsored, endorsed by or administered by Facebook or Instagram. By entering this Contest, all entrants and winners release Facebook, Instagram, and Twitter from any liability in connection with this Contest.