

# **Lucke-Rewards® Race to Riches Bonus Drawing Promotion Rules and Regulations**

## **Drawing Dates**

One (1) Lucke-Rewards® drawing will be conducted by the North Carolina Education Lottery (“NCEL”) for the “Race to Riches” Bonus Drawing Promotion (“Promotion”). The tentative drawing schedule for the “Race to Riches” Bonus Drawing Promotion is as follows:

Drawing	Start Entry Period	End Entry Period	Tentative Drawing Date	Prizes Awarded
1	June 1, 2026 12:00 AM ET	June 30, 2026 11:59 PM ET	July 8, 2026	(12) – Race to Riches Contestants

Any changes will be announced by the NCEL at the earliest practical date via the NCEL’s official website ([www.nc lottery.com](http://www.nc lottery.com)) and the information may also be obtained by calling the Customer Support Center at (866) 934-0289.

## **Winners**

Twelve (12) Race to Riches Contestant winners will be selected in one bonus drawing (the “Drawing”) during the promotion period. The NCEL reserves the right, in its sole discretion, to substitute any prize with an alternate prize of equal or greater value. Each winner of the Race to Riches bonus drawing shall be referred to herein as a “Contestant.”

## **Race to Riches Contestant Package**

The Race to Riches Contestant Package (“Experience prize”) is a three-day, two-night trip for the Race to Riches Contestants and one (1) guest to Charlotte, North Carolina on October 2-4, 2026 and includes:

- Hotel accommodations for two (2) nights in a standard double-occupancy room at the Springhill Suites by Marriott Charlotte University Research Park (the “Hotel”).
- Round-trip shuttle service to and from the Hotel and Charlotte Motor Speedway (“CMS”) on the day of the Race to Riches game show event (the “Game Show”).
- Fast Track Welcome Dinner (the “Welcome Dinner”) hosted at the Hotel; buffet-style dinner and non-alcoholic beverages.
- Winners’ Circle Dinner (the “Event Night Dinner”) hosted at CMS; meal to include a salad, entrée, dessert, and non-alcoholic beverages.
- Breakfast buffet at the Hotel on the morning of day one (1) and two (2).
- Admission to the Race to Riches Game Show

## **Race to Riches Game Show**

The Race to Riches Game Show (the “Game Show”) is an event experience produced by Atlas Experiences, LLC. (“Atlas” or “Producer”) on behalf of the North Carolina Education Lottery (“Lottery”). Each Contestant is entitled to attend a Lottery-sponsored event hosted at the Charlotte Motor Speedway on October 3, 2026, where they will have the opportunity to participate in an exclusive Game Show. During this non-broadcast event, reserved solely for lottery winners and guests, Contestants have multiple chances to win cash prizes, ranging from a minimum of \$500 to \$10,000, with one Contestant winning the grand prize of a vehicle (up to \$100,000 gross retail value, including applicable taxes and vehicle fees).

By choosing to participate in the Game Show, every Contestant explicitly agrees that the Producer holds exclusive authority over various aspects of the Game Show. This authority encompasses decisions related to game rules, program production, gameplay, disqualification determinations, technical difficulties, mechanical failures, and human errors. These decisions include, but are not limited to, the functioning of software, any malfunction of stage equipment or electronics, and the allocation of prizes.

It is important to note that all decisions made by the Producer in these matters are considered final and binding on all Contestants. Furthermore, these decisions are not subject to appeal. This comprehensive acknowledgment emphasizes that the Game Show operates under the sole and absolute discretion of the Producer across a range of elements, ensuring clarity regarding the rules and processes involved.

***Prize awards are not considered won by a Contestant, and are not payable unless and until the following conditions are met:***

- ***All Prizes have been awarded, and the Game Show has been completed appropriately with the Lottery approval in accordance with these NCEL Race to Riches Game Show Official Rules (the “Game Show Official Rules);***
- ***Contestant has won the Prize(s) awarded for the selection of the Lucky Tile(s) on the Gameboard;***
- ***Contestant meets all participating Lottery selection and Prize validation requirements.***

Total estimated retail value of each Race to Riches Contestant Package is \$8,100.72. This includes all expenses for the trip, as well as the taxes associated with those expenses. The actual retail value of the Race to Riches Game Show prizes will be calculated once the Game Show is complete. The value does not include any cash prizes or merchandise prizes won during the Game Show, which will vary from Contestant to Contestant. Additional conditions apply.

### **CONTESTANT ELIGIBILITY**

Each Contestant (and their Proxy, if any) must be at least eighteen (18) years of age or older and meet all eligibility requirements as determined by any and all North Carolina statutes, the Lottery

rules and regulations, and any other applicable Lottery policies in order to be eligible to participate in the Game Show.

**Proxy; Assignment** – If a Contestant is unable to participate, the Contestant may assign a Proxy, so long as the assigned Proxy meets all eligibility requirements and is otherwise qualified to participate. A Contestant may assign a proxy for the entire Experience Prize or solely to participate in the Game Show on the Contestant’s behalf. In most cases, if a Contestant or their assigned Proxy does not appear in time for the Game Show, they will be deemed, at the discretion of the Producer, as a “Failure to Appear” as described below.

**Proxy; Definition** – A Proxy is an individual who may be designated by a Contestant or assigned by the Producer to participate in the activities outlined in this document. A Proxy has no claim of right to any winnings awarded to a Contestant. A Proxy designated to participate on behalf of a Contestant shall be vested with full power and authority to act on the Contestant's behalf. The Contestant shall be bound by all decisions made by the Proxy, including any decisions made during Game Show play that may risk or result in the forfeiture of the Contestant's winnings.

**Failure to Appear** – Contestants, or their approved Proxies, who fail to be present at the Game Show will be deemed by the Producer, in its sole discretion, to be a failure to appear and will be deemed ineligible for the top-tier Game Show prize of a vehicle. In such cases, the Lottery or Producer will instead award the affected participant the four (4) lowest cash prizes from the lower-tier prize pool and remove those four (4) Lucky Number Tiles from the Game Show gameboard. All decisions of the Lottery regarding eligibility, appearance, and prize assignment shall be final and binding.

**Disqualification** – The Producer reserves the right in its sole and absolute discretion to disqualify any Contestant or Proxy that it suspects or finds does not meet Eligibility requirements, fails to comply with these Game Show Official Rules, has provided inaccurate information on any documents submitted in connection with the Game Show, is acting in a disruptive manner or with the intent to annoy, abuse, threaten or harass any other person, or displays behavior that has the potential to damage the reputation of the Producer, the Game Show, the Lottery, or any other person or entity associated with the Game Show. In the event of disqualification, any and all privileges as a Contestant or Proxy will be immediately terminated, including, but not limited to, the right to receive any prizes that may already have been won.

To participate in the Game Show, eligible entrants must:

- (a) Be randomly selected by the Lottery in the Drawing from among all eligible entries received during the official entry periods (or be an officially designated Proxy); and
- (b) Meet all participating Lottery selection and Prize validation requirements.

## **GAME SHOW OVERVIEW**

The Game Show will be produced live and consists of four rounds that will include the following elements:

- **Lucky Number Token** – Contestants are required to randomly select a Lucky Number Token numbered from 1-12 at check-in. The selected Lucky Number Token will be used to represent the Contestant’s player number during the Game Show. This selection will establish the order of play in numerical order (1-12) for each round.
- **Gameboard** – The gameboard will be designed with 1-48 Lucky Number Tiles.
- **Lucky Number Tile** – The Game Show gameboard will have each of the forty-eight (48) prizes randomly assigned to each Lucky Number Tile.
- **Prize Counter** – A 3D interactive Prize Counter will show at the beginning of the Game Show displaying the prizes available on the board.
- **Prizes** – Total of \$140,000 cash prizes and 1 vehicle (with a gross retail value up to \$100,000, including applicable taxes and vehicle fees).
  - (1) one Vehicle grand prize (with a gross retail price up to \$100,000, including applicable taxes and vehicle fees)
  - (2) two cash prizes of \$500
  - (11) eleven cash prizes of \$1,000
  - (10) ten cash prizes of \$2,000
  - (11) eleven cash prizes of \$3,000
  - (11) eleven cash prizes of \$5,000
  - (2) two cash prizes of \$10,000

### **Structure of Game Show Rounds**

Prior to the start of the Game Show, Contestants will provide their state issued identification, select a Lucky Number Token (1-12) and sign the Contestant check-in form.

At the start of each turn, each Contestant plays based off the numerical order (1-12) based on their Lucky Number Token selected at check-in. The Host, an Atlas ambassador, will cue the Game Show operator to display on screen the player number during each Contestant’s turn.

When a player number is selected and displayed on the gameboard, an Atlas ambassador will verify and confirm the Contestant’s Lucky Number Token to ensure that the Contestant order of play is correct.<sup>1</sup> The Host will ask the Contestant to make a selection from the available Lucky Tiles (1-48) on the gameboard. Once the Contestant confirms with the Host, the Lucky Number Tile will animate and reveal one (1) of forty-seven (47) different cash prizes or the one (1)

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<sup>1</sup> *If a Contestant is not present at selection time, there will be a 5-minute grace period for their selection. Following this grace period, in the discretion of the Producer, either (1) a Proxy may be selected for the Contestant or (2) the Contestant may be deemed a Failure to Appear.*

grand prize of a vehicle.

At the end of each turn, an Atlas ambassador will present the Contestant with a Winner Card stating the amount won for that loop of the Game Show. This Winner Card will be required at claiming post-Game Show.

The above steps will be repeated until each of the twelve (12) Contestants has made their Lucky Number Tile selection. Once each Contestant makes their first selection, there will be thirty-six (36) Lucky Number Tiles still available on the gameboard. This will complete the first loop of game play. After this, the gameboard will display the updated prize counter, showcasing what prizes are still available, and this will prompt the next loop of game play to begin.

Each of the twelve (12) Contestants will repeat this play structure outlined until all cash prizes and the grand prize of the vehicle are selected and revealed.

The Game Show will end once all twelve (12) Contestants have participated in four (4) loops of the Game Show and have made a selection and revealed a prize four (4) times. Once all forty-seven (47) cash prizes and the one (1) vehicle prize<sup>2</sup> are revealed, the Game Show will officially be complete.

## **GAME SHOW CONTINGENCY**

The Producer has the authority to initiate the contingency plan in the event of any technical, mechanical, or human error. This authority applies to any problem affecting the Game Show, including but not limited to, hardware or software malfunctions, network failures, errors in administration, prize announcements, or any difficulties with Game Show-related materials.

If the Producer determines the contingency plan is necessary to fulfill the Game Show play and prize awarding, they will implement the manual facilitation of the Game Show. This manual process will use sealed, numbered envelopes, each containing either a prize amount or a symbol, depending on the round's prize structure.

Prior to the Event, the Producer will prepare slips of paper with the designated prize printed on them. These slips of paper will be shuffled twice and randomly placed into individual numbered envelopes, representative of the prize grid. These envelopes will then be sealed and secured for use.

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<sup>2</sup> Once a Contestant selects and reveals the grand prize of the vehicle, the Game Show will continue and the Contestant will remain in the Game Show to play in future loops, as applicable.

During the Event, Contestants will select one numbered envelope at a time. A Producer representative will open the chosen envelope and reveal the prize printed inside. The prize amount printed on the individual slip will represent the prize amount won by the Contestant unless the prize printed on the individual slip indicates that the prize is the prize vehicle in which case the prize won by the Contestant is the prize vehicle.

### **PRIZE ALLOCATION**

Prize allocation for each Contestant will be awarded as detailed above.

All taxes on any Prizes are the responsibility of the Contestant. The total amount of the Prizes awarded at the live Game Show to the Contestant will be provided to each Contestant as outlined in these Game Show Official Rules. All cash prizes won will be issued the following week after the Game Show through the Lottery in order to withhold appropriate taxes and process debt setoff, if any.

Contestants release Producer and its parents, subsidiaries, affiliates or divisions, and all persons and entities connected with the Game Show, the Lottery, and the State of North Carolina, of any and all liability in connection with any such taxes. It is Contestant's responsibility to ensure all taxes are paid.

### **PUBLICITY AND WAIVER OF CONFIDENTIALITY**

Except where prohibited by law, participation in the Game Show and the Experience Prize constitutes each Contestant's irrevocable, perpetual, and worldwide consent to use by the Producer, the Lottery, and their respective agents, successors, and assigns of Contestant's name, likeness, photograph, voice, biographical information, hometown, and state for promotional, advertising, trade, and publicity purposes in any media now known or hereafter devised, without further payment, consideration, notification, or approval.

By participating, Contestant voluntarily, knowingly, and irrevocably waives all rights to anonymity or confidentiality afforded under any applicable law.

### **REPRESENTATIONS, WARRANTIES, AND INDEMNITY**

Contestants represent and warrant that they have read, understand, and will follow these Game Show Official Rules.

Contestant agrees to indemnify, defend, and hold harmless the "Indemnified Parties" from and against any and all claims, liabilities, costs, and expenses (including reasonable attorney's fees) arising from a breach by the Contestant of any representation, warranty, or covenant made by such Contestant in these Game Show Official Rules.

For the purposes of this section, the "Indemnified Parties" shall mean and include:

- The Producer (Atlas Experiences, LLC)
- The North Carolina State Lottery Commission d/b/a North Carolina Education Lottery
- The State of North Carolina
- Any other agency or contractor of the State of North Carolina involved in the Game Show
- The respective Commissioners, members, directors, officers, employees, agents, and affiliates of all foregoing entities.

### **WAIVER OF LIABILITY AND RELEASE**

By participating in the Game Show and/or accepting a Prize, Contestant discharges, fully releases, and agrees to hold harmless the Indemnified Parties from any and all liability, claims, injuries, damages, or losses to person (including death) or property that may occur, directly or indirectly, in whole or in part, from or in connection with: (a) participation in the Game Show; (b) participation in the Experience Prize; (c) the receipt, use, or misuse of any Prize; or (d) any activity related to the receipt or use of any Prize.

### **LIMITATIONS OF LIABILITY**

The Producer and Lottery are not responsible for computer hardware or software malfunctions, failures or difficulties, or other errors or problems of any kind whether human, mechanical, electronic, network, computer, typographical, printing or otherwise relating to or in connection with the Game Show, including, without limitation, errors or difficulties which may occur in connection with the administration of the Game Show, the announcement of Prizes, functionality of the application or in any Game Show related materials. The Producer and Lottery are also not responsible for any incorrect or inaccurate information, whether caused by a Contestant, tampering, hacking, or by any applications, equipment or programming associated with or utilized in the Game Show. The Producer and Lottery are not responsible for any injury or damage to persons or property, which may be caused, directly or indirectly, in whole or in part, from Contestant participation in the Experience Prize, Game Show, or receipt or use or misuse of any Prize.

Neither the Lottery, the Producer, nor other companies, including, but not limited to directly associated with the Game Show shall be responsible to Game Show Contestant or to any other person for data entry errors resulting from or caused by the entering, keying, or mis-keying of the required ticket information by Game Show Contestants.

**ANY ATTEMPT BY A CONTESTANT TO DELIBERATELY DAMAGE OR UNDERMINE THE GAME SHOW OR LEGITIMATE OPERATION OF THE GAME SHOW IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE; PRODUCER WILL DISQUALIFY ANY SUCH CONTESTANT AND RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH CONTESTANT TO THE FULLEST EXTENT PERMITTED BY LAW.**

## **MISCELLANEOUS GUIDELINES**

Any and all advice that may be given by the Game Show Host, who will be selected by the Producer in its sole discretion, the audience, other Contestants, Producers and/or other production personnel will be taken at the Contestant's sole risk. Contestants solely are responsible for any decisions they make or actions they take within the confines of the Game Show.

In the event the Producer needs to stop the Game Show for any reason (including but not limited to human, mechanical, equipment failure, rule violation, or safety issues), the Contestants and/or the Game Show may be reset to a particular position, or the entire Game Show may be thrown out and restarted from the beginning, at Producer's sole and absolute discretion. Contestants must make themselves available for the entire Game Show (and any additional time reasonably requested by Producer) for the purpose of conducting the Game Show.

At no time during the Game Show may a Contestant or Proxy attempt to impede, hinder or interfere with a fellow Contestant. Doing so may result in disqualification by the Producer, in its sole and absolute discretion.

No Contestant or Proxy may collude with any other Contestant or Proxy, Host, audience member, production personnel or otherwise try to "fix" (i.e., predetermine) the result of any portion of the Game Show.

If applicable, Contestants, Proxies and guests shall follow all health and safety protocols, including always wearing a facemask and following social distancing guidelines, as instructed by the event's staff and volunteers and all federal, state, and local guidelines relating to COVID-19 or any other public health concern.

### **Entry Eligibility Requirements**

A valid entry shall follow the entry requirements herein and require 25 Lucke-Rewards® points. Entrants will receive one (1) entry per 25-point submission.

1. Players may only enter the drawing by using the [NC Lottery Official Mobile App](#) or accessing the NCEL's website at [www.nclottery.com](http://www.nclottery.com), logging in, and entering the drawing utilizing the required amount of Lucke-Rewards® points.
  - The NCEL and its vendor(s) will not be responsible for data entry errors by

entrants nor for connectivity issues involving the player's access to the NCEL's website or the Mobile App.

- An attempt to enter the drawing without the minimum required points will generate an error message and not be submitted.
2. Entrants must be at least eighteen (18) years old to participate in this Promotion. The Prizewinner, Proxy, or guest must be eighteen (18) years of age and have a valid credit card or shall be required to post cash deposit for incidentals to check into the hotel.
  3. Entrants are subject to all NCEL Rules and Regulations, the North Carolina State Lottery Act, all other applicable laws, NCEL Terms of Service and Use, and the drawing procedures for this Promotion. This Drawing Promotion and/or any parts thereof, including the award of any prizes, is void where prohibited by law.
  4. Employees of the North Carolina State Lottery Commission, Atlas Experiences LLC, Aristocrat Leisure Limited, Pollard Banknote Limited ("PBL"), NeoPollard Interactive ("NPI"); Scientific Games, LLC ("SG"), Brightstar Global Solutions Corporation, MDI Entertainment, LLC ("MDI"), Charlotte Motor Speedway, Preston CPA, Cactus Communications, Inc. ("Cactus"), and excluded members of their respective households, are prohibited from participating in this Lucke-Rewards® Drawing Promotion. This prohibition shall also apply to any employees, and excluded members of their respective households, of companies that are associated with the game development and/or drawing process in any way. Excluded members of households are further described in NCEL Policy 9.03.
  5. **The Internet and Mobile App entry methods are the only methods of entry into this Lucke-Rewards® drawing promotion. Entries sent via any other method, US mail/courier, drop-off, etc., will be disqualified.**
  6. Entries are valid for one (1) official Bonus Drawing in this promotion. Players may submit more than one (1) entry in the drawing. Players may win only one Experience prize in this drawing.
  7. Players can continue to collect points and enter drawings after the promotion period ends.
  8. The NCEL reserves the right to modify the drawings available for participation in, as well as their corresponding Point values, at any time for any reason. Point redemptions for drawings are final and the Points will be deducted immediately from the Member's NCEL Account. The odds of a Member being selected to win a prize in each drawing depend upon the number of entries (received through Points) from all Members. Drawing entries are eligible for one drawing only, unless otherwise specified in the specific drawing rules. A Member may win no more than one prize in any drawing. Points used for drawing entries may not be

anceled or returned.

9. Points have no monetary or property value nor are directly associated with the face value of tickets/plays entered. Point value will be revealed upon the successful submission of each eligible ticket/play, successful completion of an Online Play Purchase, or upon successful completion of a designated non-spend activity. Each eligible ticket/play has a point value based upon a range of values assigned by the NCEL. Points are not transferable for any reason, including upon death of a Member or in a domestic dispute matter. Point balances from more than one Account will not be combined.
10. The NCEL reserves the right to invalidate Points and/or entries into any drawings if it determines that such Points were obtained fraudulently or improperly and/or from tickets/plays deemed lost or stolen or not sold pursuant to the North Carolina State Lottery Act or any NCEL rules and regulations. The NCEL also reserves the right to suspend and/or terminate any NCEL Account if the NCEL suspects that a Member has engaged in any misrepresentation or fraudulent activities, or failed to comply with these Terms or any rules associated with the Lucke-Rewards® program. If a Member's Account has been terminated, the Member forfeits any Points accrued to date.

### **Claiming Requirements**

1. The prizes for this Bonus Drawing promotion are not transferable or assignable unless otherwise specified in these rules or required by law.
2. All drawing entries are subject to validation by the NCEL and may be disqualified if eligibility requirements are not met.
3. Bonus Drawing Prize Winners: The Winners of this bonus drawing promotion must complete a Winner Claim Form via email, mail, phone or at any NCEL regional claims center within ten (10) days from the first notification date by the NCEL. At least 3 attempts will be made to contact the selected entrants by email, phone call, and/or other methods of contact at the discretion of the NCEL. If winners fail to claim their prize within the ten (10) calendar day period, the NCEL will select a replacement winner from the drawing alternates. Replacement winners shall also be subject to the same eligibility verification and prize claiming requirements. The Bonus Drawing Prize Winners are subject to minimum Federal and State taxes and other State withholdings, as required by law. The NCEL will issue an IRS Form W-2G to the Bonus Drawing Prize Winners for prizes above \$599.

### **General Information**

1. Except where prohibited by law, acceptance of a prize constitutes Prize Winner's permission for the NCEL to use Prize Winner's name, photograph, likeness, voice,

biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, notification, or approval unless prohibited by law.

2. **LIMITATIONS OF LIABILITY:** The Sponsor is not responsible for vendor error, interruption, deletion, or delay in operations, technical interruptions, including network, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry. All entries received will become property of the Sponsor and may be maintained as part of the Sponsor's Promotion records. The Sponsor reserves the right to cancel or modify the Promotion if it becomes technically or otherwise corrupted. The Sponsor reserves the right to disqualify any individual found to be tampering or attempting to tamper with the operation of the Promotion; to be acting in violation of these Official Rules; to be acting with the intent to disrupt the normal operation of this Promotion; or to be otherwise acting in an unsportsmanlike manner. Entrants agree that the Lottery (A) shall not be responsible or liable for, and is hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Promotion and/or any Promotion-related activity, or from entrants' acceptance, receipt, possession, claiming and/or use or misuse of any prize, and (B) has not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose.
3. **WINNER LIST:** A list of winners for this, and other promotions can be found on the NC Lottery app and website.
4. Entrants are subject to all NCEL Rules and Regulations, the North Carolina State Lottery Act, all other applicable laws, NCEL Terms of Service and Use, and the drawing procedures for this Promotion. This Promotion and/or any parts thereof, including the award of any prizes, is void where prohibited by law.
5. These Rules and all terms and conditions of this Promotion are subject to change, at any time, in the NCEL's sole discretion.
6. **GOVERNING LAW:** This Promotion shall be governed by the laws of the State of North Carolina without regard to conflict of law provisions. Any legal proceedings regarding this Promotion shall be conducted solely in a state or federal court located in Wake County, North Carolina.