



# OFFICIAL RULES

1. Only eligible groups may participate in the Pierre's Ice Cream Sweet Rewards Program.
2. In order to qualify for eligibility, groups must first complete the Sweet Rewards Registration Form, which can be found on the Sweet Rewards page of Pierre's website.
3. The Registration Form must be accompanied with a copy of the organization's current 501(c)(3).
4. If your group does not have a 501(c)(3), the Registration Form must be accompanied with a letter, on the organization's letterhead, describing the group's non-profit work and the purpose of the particular fundraising initiative, and signed by:
  - Schools or PTA/PTU groups: the school principal or superintendent
  - Faith-based groups: senior clergy
  - Other non-profit groups: executive director

5. Registration Forms and accompanying documents should be sent to:

**MAIL**

**E-MAIL**

**FAX**

Pierre's Ice Cream Company  
Attn: Sweet Rewards Program  
6200 Euclid Avenue  
Cleveland, OH 44103-3724

icecream@pierres.com

216-432-0001

6. Once qualified to participate in Pierre's Ice Cream's Sweet Rewards Program, the group may begin submitting UPC codes and receiving its earned donations.
7. Only UPCs from eligible Pierre's Ice Cream products are redeemable in the Sweet Rewards Program (individual novelty items are excluded). UPC submissions will be determined to qualify at the sole discretion of Pierre's Ice Cream Company, the Pierre's Sweet Rewards administrator or its designee ("Pierre's Ice Cream"). All UPC codes have a redemption value of 10¢ per UPC.
8. UPCs that have not been obtained from actual retail packages, and any labels, proofs of purchase and certificates not obtained legitimately, are void. Pierre's Ice Cream will make such determination at its sole discretion.

9. By submitting UPC codes, groups accept and agree to be bound by these rules and consent to the use of their names and/or photographs for advertising purposes without additional compensation, unless prohibited by law. Proof of eligibility and compliance with these rules are required. Participants may be asked to complete and return an affidavit of eligibility and a liability release. Subject to all applicable federal, state and local laws and regulations.
10. UPCs must be sent to Pierre's Ice Cream Company for redemption according to the instructions located on the registration page and received no later than December 31 to be eligible for that year. No facsimiles, mechanically reproduced or seriously damaged, illegible or uncleaned submissions will be accepted. All redemption materials, registration forms, etc., become the property of Pierre's Ice Cream Company and will not be returned. Pierre's Ice Cream Company is not responsible for lost, late, stolen, seriously damaged or misdirected mail, submissions, deliveries or correspondence.
11. UPC codes may be redeemed at a minimum of 100 UPCs valued at \$10.00 in a calendar year; maximum of 100,000 UPCs valued at \$10,000.00 per calendar year.
12. By submitting UPC codes, eligible groups agree to these official rules. Pierre's Ice Cream, its officers, directors, subsidiaries or affiliates and their agencies and employees shall not be liable for any claims, injuries, losses or damages resulting from the Sweet Rewards Program.
13. Eligible groups may submit multiple orders during the redemption period (January 1 – December 31). Eligible groups may submit labels for "Banking."
14. "Banking" is the term for depositing UPC submissions with Pierre's. Eligible groups, at any time, can send in their UPC codes during the calendar year for Pierre's to hold "on account" until the group has completed their campaign and requested their full-earned donation. However, all submissions of UPCs still need to be received by Pierre's by December 31. On December 31 all "Banked" UPCs at Pierre's will be the group's final-collected amount unless otherwise cleared with Pierre's.
15. This offer is void where taxed, restricted or prohibited by law.
16. The terms and conditions of Sweet Rewards, including but not limited to redemption, and label-banking instructions, are made a part of these program rules in their entirety.
17. Proof of mailing is not proof of receipt. Pierres suggests groups ship UPC codes in a manner that is trackable (i.e. Registered Mail, UPS, FedEx, etc.) so that groups will have a proof of receipt.
18. All correspondence and questions pertaining to this program should be directed to:

**MAIL/PHONE**

**E-MAIL**

**FAX**

**WEB**

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