

# 2026 Rose Festival Treasure Hunt

## Official Rules & Regulations

The Portland Rose Festival Foundation, a nonprofit entity located in Portland, Oregon, will provide clues to the secret location of a hidden treasure, and the first eligible hunter to find it will win a medallion and \$500 (participants who register will be given an additional \$500 to bring the prize to \$1,000)!

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO RECEIVE CLUES OR WIN THE PRIZE. PARTICIPANTS MUST AGREE TO ALL RULES TO BE DECLARED THE WINNER OF THE ROSE FESTIVAL TREASURE HUNT. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU HAVE NOT YET WON.

BY PARTICIPATING IN THE 2026 ROSE FESTIVAL TREASURE HUNT (THE "TREASURE HUNT" OR THE "PROMOTION", USED INTERCHANGABLY), PARTICIPANTS EXPRESSLY ACCEPT AND AGREE TO BE BOUND BY ALL TERMS AND CONDITIONS IN THESE OFFICIAL RULES & REGULATIONS ("OFFICIAL RULES"). WINNING IS CONTINGENT ON FULFILLING ALL REQUIREMENTS SET FORTH IN THESE OFFICIAL RULES, INCLUDING REGISTRATION FOR THE ADDITIONAL PRIZE MONEY. ANY VIOLATION OF THESE RULES MAY RESULT IN DISQUALIFICATION INCLUDING FUTURE DISQUALIFICATION FROM PARTICIPATION, WITHOUT NOTICE OR OTHER OBLIGATION TO THE VIOLATOR. ALL DECISIONS OF SPONSOR ARE FINAL AND BINDING IN ALL RESPECTS. VOID WHERE PROHIBITED BY LAW.

**1. The Sponsor.** The Sponsor of this Promotion is the Portland Rose Festival Foundation ("Sponsor") located at 1020 SW Naito Parkway, Portland, OR 97204.

**2. The Promotion Period.** The Promotion begins at 8:00 am Pacific Daylight Time on Friday, May 22, 2026 and ends when Sponsor has verified and announced that an eligible winner has found the hidden treasure and been awarded the prize, or, in the event the hidden treasure is not found and the prize awarded by end of workday Tuesday, May 31, 2026, Sponsor may elect to terminate the contest and no prize will be awarded.

**3. Eligibility.** The Treasure Hunt is open only to legal residents of the 50 United States who are at least 18 years old at the time of participating and who can provide proof of U.S. residency, or who is accompanied by an eligible adult. The hidden treasure will be located in one the following counties in Oregon or Washington: Multnomah, Clackamas, Clark, or Washington. Employees, officers, directors, agents, and Ombudsperson of Sponsor and its parent companies, subsidiaries, and affiliates, and each of their immediate family members (spouse, parents, siblings, and children) and household members of such individuals are not eligible to participate. This Promotion is subject to all applicable federal, state, and local laws and regulations. Sponsor reserves the right to disqualify any participant that Sponsor determines, in its sole discretion, is ineligible to participate.

**4. How to Participate.** To participate, participants must expressly agree to all rules. Participants must read the daily written clues provided by Sponsor on RoseFestival.org starting May 22, 2026 and hunt for the hidden treasure.

Treasure hunters are NOT permitted to communicate with Sponsor, its staff, or any other Treasure Hunt sponsors (if any) for additional clue clarification, advice, or assistance. Participants may only communicate with a Sponsor-appointed independent Treasure Hunt liaison (the "Ombudsperson"). Participants who seek clarification of rules (not clarification of clues) or who wish to report a violation of these rules may contact the Ombudsperson. An email address for the Ombudsperson will be provided on the RoseFestival.org webpage. The Ombudsperson will review correspondence and determine if further action is deemed necessary.

The treasure to be found is a 2.5-inch by 3-inch block of Lucite with a special medallion consisting of the current Portland Rose Festival logo embedded in it. The block will be placed in a small metal case, and will be hidden on public property in one of the following four counties: Multnomah, Clackamas, Clark, or Washington. The treasure will be concealed in an effort to avoid an accidental find by the public, but will not be buried, and will not be hidden in a way that requires damage to the hide location. Hunters must not damage or destroy any plants or structures in their hunting or to access the treasure, and doing so is expressly prohibited.

Hunters must abide by the hours and rules for any property on which they are hunting. Hunters must be respectful of others' privacy, property, and person. **THE TREASURE WILL NOT BE HIDDEN ON PRIVATE PROPERTY, AND SEARCHING ON PRIVATE PROPERTY IS EXPRESSLY PROHIBITED.** Areas being searched should be left undisturbed, and in the same condition as before the search. Treasure will be hidden in a location that has some manner of free parking reasonably nearby.

Hunters may not harass or threaten Sponsor or its staff or affiliates before, during, or after the Promotion. Hunters may not harass or threaten the Clue Master, the Ombudsperson, the winner, or other Treasure Hunt participants before, during, or after the Promotion. Any treasure hunter found to have violated these rules in any manner may, in Sponsor's sole discretion, be ineligible to win the prize, even if the treasure hunter finds the treasure. Treasure hunters who violate these rules may, in Sponsor's sole discretion, be disqualified from participation in any future Promotions, and Sponsor reserves the right to pursue criminal or civil prosecution of any violators.

The first hunter to find the treasure must call the number printed on the medallion and bring it to the Sponsor's office at 1020 SW Naito Parkway, Portland, OR 97204, for validation of the treasure and eligibility and to redeem the prize described. The hunter with the treasure must provide to Sponsor their name, date of birth, email address (if any), physical address and phone number, and comply with all other requirements in these Official Rules.

**5. Prize and Winner:** There will be only one prize winner. Only one prize will be awarded to the participant who locates the treasure and is deemed by Sponsor, in its sole discretion, eligible to win. **LOCATING THE TREASURE AND PRESENTING IT TO SPONSOR WILL NOT AUTOMATICALLY MAKE THE TREASURE FINDER THE ACTUAL PRIZE WINNER.** Receiving the prize is contingent upon meeting all eligibility requirements and compliance with these Official Rules. In the event Sponsor deems a potential winner ineligible, Sponsor reserves the right to hide the treasure within one of the following counties again and to allow the Promotion to continue: Multnomah, Clackamas, Clark, or Washington. The ineligible participant will no longer be allowed to participate in the Promotion.

The prize consists of \$500 (or \$1,000 for a verified, registered participant), donated by Sponsor and generous members of the local treasure hunt community.

The Internal Revenue Service requires a Form 1099-MISC to be filed by any prize winner if the value of any prize received by the winner is \$600 or more. Sponsor will issue a Form 1099-MISC to the prize winner for the total ARV of the prize, and the prize winner is solely responsible for filing this completed form with the Internal Revenue Service.

ALL APPLICABLE FEDERAL, STATE, AND LOCAL TAXES AND OTHER GOVERNMENT CHARGES ASSOCIATED WITH ACCEPTANCE AND USE OF THE PRIZE IS THE SOLE RESPONSIBILITY OF THE WINNER. All expenses and items not specifically mentioned in these Official Rules are not included and are the winner's sole responsibility. By participating, the winner waives the right to claim as a cost of winning the prize, the cost of taxes arising out of the prize or any other cost associated with obtaining or using the prize. The prize may not be exchanged, substituted, transferred, or assigned by the winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if the prize (or any portion thereof) described in these Official Rules is unavailable or cannot be awarded for any reason. The ARV of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be challenged or appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash or otherwise. Additional restrictions, conditions, and limitations may apply.

Sponsor will coordinate prize pick-up or delivery with the winner directly. If Sponsor delivers the prize via mail, the prize will be deemed delivered to the winner once the prize is delivered by Sponsor to the U.S. Postal Service or other common carrier of Sponsor's choosing. Sponsor will not be responsible or liable for a lost, stolen, or damaged prize once delivered to the U.S. Postal Service or other common carrier, or for any loss or damages arising out of or relating to the delivery the prize.

**6. Odds of Winning:** The odds of winning the prize depend on the number of eligible individuals who participate in the Promotion.

**7. Publicity Release; Affidavit of Eligibility.** The potential winner may be asked to sign a publicity release and affidavit of eligibility before award of the prize. Requiring the potential winner to sign such documents, however, in no way limits these Official Rules or the releases contained herein.

The winner may be announced on Sponsor's websites, social media sites, and/or in other marketing materials. Each participant acknowledges and agrees that if he/she/they are the winner, their personally identifying information may be disclosed to third parties, including on a winner's list, as required by law. Further, each participant acknowledges and agrees that if they are the winner, their personally identifying information is subject to Sponsor's privacy policy, located at <http://www.rosefestival.org/privacy-policy>. Each participant acknowledges and agrees that they have read, understand and agree with Sponsor's privacy policies, which are incorporated into and made a part of these Official Rules by this reference. However, notwithstanding anything to the contrary in this privacy policy, each participant acknowledges and agrees that if they are the winner, Sponsor may use their personally identifying information for marketing Sponsor's services, products, offers, and events to them. The winner may unsubscribe from receipt of such marketing communications at

any time. Neither the winner nor any participant will be required to disclose personal financial information to participate.

Unless prohibited by law, acceptance of the prize shall constitute and signify the winner's agreement and consent that Sponsor, and third parties on Sponsor's behalf, may use the winner's name, city and state of residence, biographical data, voice, statements, image, likeness, and/or prize won (collectively, the winner's "Name and Likeness") for marketing and promotional purposes and for any other business purpose, in any media, now known or hereafter developed, throughout the world, including on the Internet, without providing additional notice, consent, review opportunity, or consideration to the winner. Each participant agrees that, if they are the winner, Sponsor (and third parties on Sponsor's behalf) have the unrestricted, absolute, perpetual, and worldwide right to reproduce, copy, exhibit, display, perform, transmit, broadcast, distribute, modify, create derivatives of, and otherwise use the winner's Name and Likeness. Each participant agrees that, if they are the winner, Sponsor may alter the winner's Name and Likeness and may combine the winner's Name and Likeness with other materials and information (including without limitation, text, data, images, photographs, illustrations, animation and graphics, or video or audio segments of any nature, in any media or embodiment, now known or hereafter developed). Each participant accepts and acknowledges that Sponsor shall not be obligated to use the winner's Name and Likeness, and Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder.

**8. Release.** By participating, each participant assumes all liability for and all risk of any injury or damage caused or claimed to be caused by participant's participation in this Promotion. Sponsor expressly disclaims any and all responsibility and/or liability for death, injury, or loss to any person or property relating to participants' participation in the Promotion and/or the delivery, possession, use, or misuse of the prize. By participating, each participant (i) agrees to release the Sponsor and each such entity's respective parent companies, subsidiaries, affiliates, and advertising and promotion agencies, and each such company's officers, directors, employees, agents, and independent contractors (collectively, the "Releasees") from any and all liability for any and all causes of action (however named or described), losses, damages, injuries, death, damage to or loss of personal property, costs and expenses (including reasonable attorneys' fees) of any kind arising out of or relating to participant's participation in this Promotion; the winner's acceptance, possession, use, or misuse of the prize; and/or Releasees use of your Name and Likeness under Section 7 above (including without limitation liability from claims for libel, defamation, invasion of privacy or right of publicity, or violation of any other right); and (ii) agrees to hold harmless and indemnify the Releasees from and against all losses, liability, damages, injuries, death, damage to or loss of personal property, causes of action (however named or described), and/or costs and expenses (including reasonable attorneys' fees) of any kind, arising out of or relating to participant's participation in the Promotion; the winner's acceptance, possession, use, or misuse of the prize; and/or Releasees use of your Name and Likeness under Section 7 above (including without limitation liability from claims for libel, defamation, invasion of privacy or right of publicity, or violation of any other right).

The prize must be accepted as awarded, and the prize will be awarded "AS IS" and "AS AVAILABLE" with no guarantee, warranty, or representation, express or implied, in fact or in law.

**9. Limitation of Liability.** Releasees are not responsible for: (i) Any incorrect or inaccurate information, whether caused by Clue Master, the Ombudsperson, the participants, printing or typographical errors, or by any of the equipment or programming associated with or utilized in the Promotion; (ii) technical failures of any kind, including without limitation malfunctions, interruptions, or disconnections in phone lines, network availability, server or other connections, hardware or software, or other equipment; or other disruption related to Internet traffic, viruses, or otherwise; (iii) forces beyond the reasonable control of Sponsor that may cause the Promotion to be disrupted or corrupted; (iv) unauthorized human intervention in any part of the operation of the Promotion; (v) technical or human error that may occur in the administration of the Promotion; or (vi) any death, injury or damage to persons or property which may result, directly or indirectly, in whole or in part, from a participant's participation in the Promotion.

**10. Disputes; Additional Limitations of Liability.** Except where prohibited, participant agrees that: (i) These Official Rules, and the rights and obligations of the participants and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Oregon, without giving effect to any conflict-of-law rules that would result in the application of the laws of any other jurisdiction; (ii) any and all disputes, claims, and causes of action arising out of or connected with this Promotion or the prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the courts located in Multnomah County, Oregon, and participants submit to the exclusive jurisdiction and venue of the courts located in Multnomah County, Oregon for any and all causes of action relating to this Promotion; (iii) any and all claims, judgments, and awards shall be limited to the greater of (a) actual out-of-pocket costs incurred by the applicable participant relating to the Promotion, including costs associated with entering and participating in the Promotion and claiming the prize (if any), or (b) USD 25.00; but in no event will any participant be awarded attorneys' fees; (iv) under no circumstances will participants be permitted to obtain awards for, and participants hereby waive all rights to claim, indirect, punitive, special, exemplary, incidental, and consequential damages; and (v) under no circumstances will participants be permitted to obtain awards for, and participants hereby waive all rights to have, damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR CERTAIN DAMAGES SO THE ABOVE MAY NOT APPLY TO YOU.

**11. General:** Sponsor reserves the right to cancel, suspend, and/or modify this Promotion if fraud or technical failures or any other factor beyond their reasonable control compromise the integrity of the Promotion, as determined by the aforementioned in their sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual who Sponsor finds to be tampering with the operation of the Promotion or to be acting in violation of the Official Rules of this Promotion or any other promotion or in an unsportsmanlike or disruptive manner. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of such term on another occasion or any other term. Unless required by law, Sponsor is not required to review or respond to any correspondence received from a participant.

**CAUTION:** Any attempt by any person to defraud Sponsor in connection with the Promotion, to hack into or damage any website, to access clues before Sponsor set time of clue release, or to otherwise deliberately undermine the legitimate operation of the Promotion, may be a violation of criminal and civil laws and subject to criminal and civil penalties. Should such an attempt be made, Sponsor will disqualify any such person from the Promotion, without notice to such person, and Sponsor reserves

the right to seek damages and other remedies from any such person to the fullest extent permitted by law and to cooperate in the prosecution of any such conduct.

**12. Winner Posting:** Winner will be publicly announced by Sponsor via its website and via social media posts and other promotional materials.

**13. Questions:** These Official Rules are on file with the Sponsor at its office. Questions regarding these Official Rules or the Promotion may be directed to the Sponsor at 503.227.2681. Treasure Hunt clues are conceived and produced by an independent, volunteer clue writer (“Clue Master”) who is not employed by the Sponsor or its affiliates. Hunters are absolutely not allowed to contact the Sponsor, its staff, or affiliates for additional clue information. Participants may communicate solely with the Hunt Ombudsperson, who will be identified to participants before the start of the Promotion.

**Consumer Disclosure:** You have not yet won. No purchase or payment of any kind is necessary to participate in or win this Promotion. A purchase or payment will not increase your chances of winning. One prize of \$500 (or \$1,000 for registered participants) from the Sponsor will be awarded to the eligible participant who first finds the hidden treasure. The odds of winning depend on the number of eligible participants. Restrictions apply: Must be 18 years of age or accompanied by an eligible adult. Winner responsible for all taxes and expenses not specifically included in the prize. Promotion begins at 8:00 am (Pacific) on May 22, 2026 and ends when Sponsor has verified and announced that a winner has found the hidden treasure and been awarded the prize. Sponsor is: Portland Rose Festival Foundation (1020 SW Naito Parkway, Portland, OR 97204).

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