



2010 Alaska Airlines Watch & Win Sweepstakes KeyBank Grand Floral Parade - June 12, 2010

Win a 3-night Disney Dream Vacation to Disneyland in Anaheim, California with the 2010 Alaska Airlines Watch & Win Sweepstakes in the KeyBank Grand Floral Parade television broadcast. No purchase or transaction necessary to enter or win.

Eligibility: Sweepstakes is open to residents of the United States 21 years of age or older, except residents of Rhode Island. Employees and their immediate families of Alaska Airlines, Horizon Air, The Walt Disney Company, and the Portland Rose Festival Foundation, respective parents, subsidiaries, affiliates, advertising and promotion agencies are not eligible.

Entry: To enter the 2010 Alaska Airlines Watch & Win Sweepstakes, watch the KeyBank Grand Floral Parade live telecast (or any rebroadcasts of the parade) on KGW NewsChannel 8 or Northwest Cable News on **Saturday June 12, 2010** to find out the secret key word. The telecast will clearly indicate the word "**DREAM**" as the key word at least 2 times during the broadcast. It will be mentioned both verbally and visually in the telecast. The key word should be sent in an e-mail with the participant's name, address and phone number to contest@rosefestival.org.*

One (1) winner will be drawn at random, from entries bearing the correct answer and received by 5pm PDT on July 31, 2010. Winner will be notified by August 3, 2010.

Limit one entry per person. Not responsible for lost, late, misdirected, illegible, or damaged entries. Entries are subject to verification and are automatically void and will be rejected if forged, altered, defaced, tampered with, mechanically reproduced, irregular in any way, irregularly obtained, or if it contains printing errors or omissions.

Prize:

Win an evening's stay in one of the most special places in all the Disneyland® Resort, the Disneyland® Dream Suite, built to honor one of the dreams of Walt Disney. This awe-inspiring 2,200 square foot suite will take your breath away.

You see, Walt Disney dreamed of a suite where he could entertain his extended family and special Guests. This suite was to overlook the Rivers of America in New Orleans Square – inside the heart of Disneyland® Park. Unfortunately, Walt Disney passed away before the suite was completed and the plans for a VIP suite never came to fruition – until now! You can be among the few Guests that will ever have the opportunity to experience this money can't buy stay in the Disneyland® Dream Suite, let alone stay overnight inside Disneyland® Park!

The 2010 Alaska Airlines Watch & Win Sweepstakes prize package includes:

- Four (4) round-trip coach class tickets valid from Portland, Oregon to Orange County California
- One (1) two-night one-room stay at the Disneyland® Hotel on Thursday, August 26 and Friday, August 27, 2010 (maximum 4 guests)
- Concierge service at the Disneyland® Hotel



- Welcome basket at the Disneyland® Hotel
- \$500 Disney Gift Card
- Four (4) four-day Disneyland® Resort Park Hopper® Tickets
- One (1) one-night stay at the Disneyland® Dream Suite in Disneyland Park on Saturday, August 28, 2010, featuring select snacks & beverage and 24 hour concierge service
- Plaza Inn Character Breakfast for four (4) on Sunday, August 29, 2010
- Ground transfers to/from the Orange County Airport

Approximate retail value of prize is \$5,000. Disneyland® Hotel costs covered include room and tax only and prize components as listed above. Other expenses or items of a personal nature are the responsibility of the Guest. All state, federal, and local income taxes will be the responsibility of the winner. This prize is not transferable and not redeemable for cash. Subject to availability, additional restrictions may apply. All attractions and entertainment, prices, types and features of tickets, special offers and events and age ranges maybe seasonal and are subject to change without notice.

Hotel accomodations are **only** for the dates listed (August 26, 27 and 28, 2010), and can not be rescheduled or changed. Winner of the Sweepstakes will receive a prize letter from Alaska Airlines. This letter cannot be sold or traded on auction websites.

For Disneyland® Dream Suite Overnight stay, the Guests check-in is at 3:00 PM on Saturday, August 28, 2010. Check-out is at 9:00 AM Sunday, August 29, 2010. Dinner is not included with this package. Priority seating reservations may be made up to 60 days in advance, winner will be provided contact information for dining reservation assistance.

The Disney Gift Card can only be used at select participating locations at Disneyland® Resort, Walt Disney World® Resort, Disney Cruise Line®, Disney Store locations in the US, and Disneyshopping.com. See participating locations for details or visit DisneyGiftCard.com for more information about the Disney Gift Card program. Subject to availability, blockout dates, restrictions, and change without notice.

By participating in this promotion, entrants agree to be bound by these Official Rules and Regulations. Winners must sign a publicity release affidavit of eligibility before award of any prize. Odds of winning depend on the number of eligible entries received. Sweepstakes subject to applicable laws and regulations and is void where prohibited by law.

Once the winner is selected, recipient agrees to hold sponsors, their respective directors, officers, employees, and assigns harmless against any and all claims and liability arising out of use of prize/offer. Winner assumes all liability for any injury or damage caused or claimed to be caused by participation in this promotion or use or redemption of any prize/offer. By entering entrant agrees to hold harmless and indemnify Alaska Airlines, The Walt Disney Company, KeyBank, and the Portland Rose Festival Foundation, respective parents, subsidiaries, affiliates, advertising and promotion agencies against all liability, damages or causes of action (however named or described), with respect to or arising out of (i) participants participation in the promotion (ii) the receipt or use of the prizes/offers awarded herein. Alaska Airlines and the Portland Rose Festival Foundation reserve the right to cancel or modify the contest if fraud or technical failures compromise the integrity of the contest, as determined by the aforementioned in their sole discretion. Winners agree that Sponsors and their agencies have the right to publish their names and likeness for purposes of advertising and trade without further compensation unless prohibited by law.

Winner Posting: Name of winner may be obtained by sending a request with a self-addressed stamped envelope to Alaska Airlines Watch & Win Sweepstakes Winner, 1020 SW Naito Parkway, Portland, OR, 97204.



Rules and conditions are on file with Alaska Airlines' corporate office, the Portland Rose Festival Foundation and KGW NewsChannel 8. More information is available by calling the Portland Rose Festival at 503-227-2681.

* Participants may choose to alternatively mail their entry to Alaska Airlines Watch & Win Sweepstakes, 1020 SW Naito Parkway, Portland, OR, 97204 or enter through the Rose Festival's web site, www.RoseFestival.org.

