

OFFICIAL RULES, TERMS AND CONDITIONS for MOOSE ON THE LOOSE PROMOTION

Northwest Outlet - Superior, WI - May 11th – August 30th, 2026

ENTRIES SUBMITTED OUTSIDE THIS PERIOD WILL NOT BE COUNTED

By participating in the Northwest Outlet Moose on the Loose Promotion, you agree to the following terms and conditions:

Eligibility

- Participants must be 18 years of age or older AND reside in the United States
- No purchase is necessary to participate or win

Our Northwest Outlet crew will be joining in on the fun and taking Cal on adventures too! While employees and their close family members can participate by sharing posts, they are not eligible to win any prizes or giveaways.

How to Enter

To participate in the promotion, participants must:

- Take Cal the Moose on an adventure
- Post an original photo on social media including Cal the Moose (Facebook <https://www.facebook.com/northwestoutlet> and/or Instagram <https://www.instagram.com/northwestoutlet>)
- Tag @NorthwestOutlet - entries must include this tag to be considered valid
- You get 1 entry for posting a photo Cal and tagging/mentioning @NorthwestOutlet
- You get 2 entries for posting a photo with Cal in a themed photo during a theme week
- Additional 1 entry per post (not required): Wear or use qualifying brand gear and tag/mention the brand.
- Maximum two posts per week will qualify for entries.
- On theme weeks, one of the two maximum posts will qualify for extra entries.

Post Limitations

- A maximum of 2 posts per participant per week- excess posts will not count toward entries
- A maximum of 1 post per challenge week qualifies for double entries

- Posts must be publicly visible and sharable or they will not be counted

Content Requirements

Content must:

- Be original
- Feature: Outdoor activity, lifestyle, gear use, or adventure theme

Content and Usage Rights

Participants agree that:

- They own the rights to the content they submit
- They have permission from anyone appearing in the photo
- All people appearing in the photo must be 18 years of age or older
- Northwest Outlet may use, repost, and share submitted content for marketing, promotional, and advertising purposes without additional compensation

Disqualification

Northwest Outlet reserves the right to disqualify any participant who:

- Submits inappropriate, unsafe, or offensive content
- Get creative with Cal, but keep it PG, low risk, legal, and fun
- Fails to follow entry requirements
- Engages in fraudulent or misleading activity

Northwest Outlet reserves the right to modify, suspend, or cancel the promotion at any time for any reason

Liability and Social Media Disclaimer

Northwest Outlet is not responsible for:

- Technical issues, platform outages, or failed submissions
- Injuries, accidents, or damages related to participation-at the entrant's own risk
- This promotion is in no way sponsored, endorsed, administered by, or associated with Instagram or Facebook.
- Cal the Moose and all related branding remains the property of Northwest Outlet, Inc and may not be used for commercial purposes without permission

Winner Selection

- Winners will be selected by random drawing of entries earned.
- Monthly winners will be announced throughout the promotion
- Northwest Outlet, Inc reserves the right to resolve ties and address suspicious activity
- Winners must collect prizes in-store within a reasonable time period by the winner, unless other arrangements are agreed to by Northwest Outlet, Inc

Prizes and Values

- Prizes may include gift cards, gear, or branded sponsored items
- Prizes are **non-transferable** and have no cash value
- Certain prizes may be sponsored by participating brands. Eligibility for these prizes may require inclusion of specified brand products in submitted entries. Additional criteria may apply and will be communicated during each challenge period