



Creative Excellence Cirque du Soleil Ticket Giveaway Official Rules

CONTEST PERIOD

The "Creative Excellence" Cirque du Soleil Ticket Giveaway (the "Contest") begins on August 1, 2026, at 8:00 a.m. ET and ends on September 30, 2026, at 11:59 p.m. ET (the "Contest Period"). Sun Life Assurance Company of Canada (the "Contest Sponsor") sponsors the Contest.

ELIGIBILITY

The Contest is open to independent advisors or assistants to these advisors as well as all active Sun Life advisors (SLFD), associate advisors, service associates, and assistants of Sun Life advisors based at one of Sun Life's Canadian offices.

(the "Entrant", collectively the "Entrants").

HOW TO ENTER - NO PURCHASE NECESSARY

To be able to win, Entrants must attend the CE Webinar Series which will be held on September 15, 2026. Entrants must watch the full session for both topics and respond to the poll questions at the end of each webinar.

Entrants who complete the above-mentioned steps will automatically be entered into the Contest (the "Entry"; collectively the "Entries"). Entrants may earn an additional Entry by watching the recordings of the webinar during the Contest Period. The Contest Sponsor will pull the log data at the end of the Contest Period. This list will be used to randomly draw one (1) potential prize winner.

PRIZES

There is one (1) Grand Prize available to be won. The Prize consists of:

- Two (2) VIP tickets to Cirque du Soleil 2027 including:
Premium seats + VIP lounge access
Photo opportunities + food and drink

Exact seat locations will be at the sole discretion of the Contest Sponsor. All incidental costs and expenses, including transportation to and from the show, gratuities, souvenirs, incidental and personal expenses are the sole responsibility of the Prize Winner.

The prize must be accepted as awarded. No substitutions will be available. The Prize will be delivered at the Contest Sponsor's expense, to the email or mailing address provided by the prize winner, as applicable.

The selected Entrant agrees to sign and return the Contest Sponsor's declaration and Release form before receiving the Prize.

THE DRAW

The draw will occur on October 6, 2026, at 10 a.m. ET (the "Draw Date") at the Sun Life offices located at 1 York Street, Toronto, ON, M5J 0B6 or such other location the Contest Sponsor may determine. The Contest Sponsor will randomly select one (1) Entrant among all certified Entries. The selected Entrant will be the Prize Winner. All Entrants have an equal chance of winning. The odds of winning depend on the number of Entrants who enter the Contest.

The Contest Sponsor will make three (3) attempts to contact the Potential prize winner within ten (10) business days of the Draw Date. Attempts will be by phone or email. If the Potential prize winner does not make contact within five (5) business days, they will forfeit their Prize. The Contest Sponsor reserves the right, in its sole and absolute discretion, to pick an alternate Entrant at random. The foregoing provisions of this section shall apply to such new Potential prize winner.

BEFORE BEING DECLARED CONFIRMED PRIZE WINNER (Confirmed Prize Winner means the Potential Prize Winner who has fulfilled all the requirements), the selected Entrant will be required to:

- a)** correctly answer a mathematical skill-testing question; and
- b)** sign and return within five (5) business days of notification, the Contest Sponsor's Declaration and Release form, which:
 - i.** confirms compliance with these Rules;
 - ii.** acknowledges acceptance of their Prize as awarded;
 - iii.** releases the Contest Sponsor, its parent companies, subsidiaries, affiliates, Prize suppliers, advertising/promotion agencies and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Contest, and each of their respective officers, directors, agents, representatives, successors and assigns from any and all liability in connection with this Contest, their participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and
 - iv.** agrees to the publication, reproduction and/or other use of their name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Contest Sponsor in any manner whatsoever, including print, broadcast or the internet.

If the selected Entrant:

- a)** fails to correctly answer the mathematical skill-testing question;
- b)** fails to return the properly executed Contest documents within the specified time; and/or
- c)** cannot accept the Prize as awarded for any reason;

then they will be disqualified (and will forfeit all rights to their Prize) and the Contest Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate Entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such new selected Entrant).

CONTEST GENERAL RULES

All Entries become the property of the Contest Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Contest Sponsor with respect to all aspects of this Contest are final and binding on all Entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or Entrants.

The Contest Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way without prior notice.

By entering this Contest, each Entrant expressly consents to the Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with their Entry only for the purpose of administering the Contest and in accordance with the Contest Sponsor's privacy statement, unless the Entrant otherwise agrees.

The Contest Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules. The extent of adjustments can be based on:

- a) Purposes of verifying compliance by any Entrant or Entry with these Rules, or because of any technical or other problems.
- b) In light of any other circumstances which, in the opinion of the Contest Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.
- c) For any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by applicable law.

INTELLECTUAL PROPERTY

All intellectual property, including but not limited to trade-marks, copyrights, patents, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by the Contest Sponsor. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

LIMITATION OF LIABILITY

The Contest Sponsor and/or its agencies or affiliates will not be responsible for lost, late, invalid, delayed, or misdirected entries. The Contest Sponsor and/or its agencies or affiliates will not be responsible for invalid, expired, unchecked email addresses.

The Contest Sponsor and/or its agencies or affiliates will not be responsible for any unavailability of or interruptions to any service or equipment used in connection with the Contest, including and without limitation to:

- a) Interruptions to any network, server, Internet, website, phone, satellite, computer or other connections.
- b) Failures of any hardware, software or other equipment.
- c) Garbled, misdirected or jumbled transmissions or traffic congestion.
- d) Other errors of any kind, whether human, technical, mechanical or electronic.
- e) The incorrect or inaccurate capture of entry or other information or the failure to capture any such information.

TAX INFORMATION

All applicable government taxes, if any, on the prize won are the sole responsibility of the Confirmed Prize Winner of such prize.

RESIDENTS OF CANADA

Any litigation must be commenced in the City of Toronto, Ontario.

PRIVACY

Personally identifiable information of contest Entrants that is collected, used or disclosed during the Contest will be used to administer the Contest, select the Entrant and fulfill the Prize and will be treated in accordance with the Contest Sponsor's privacy policy accessible on the Contest Sponsor's website at <https://www.sunlife.com/sl/pslf-canada/en/>. Personal information collected during the Contest entry process is temporarily stored by a third-party vendor and may be in a jurisdiction different than the one the user is in, and their personal information may be subject to the laws of the local jurisdiction.