

MARCH MADNESS CONTEST RULES



NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

The following promotion is intended for participants in the United States only and shall be construed and evaluated according to the laws of the United States.

The "March Madness" giveaways begins on March 12, 2017 at 7:30 am Eastern Time "EST" and ends on April 3, 2017 at 11:59 pm EST ("Promotion Period"). The contest offers 7 chances to win, separated into 4 rounds:

In Rounds 1-3, enter by coming into Gotham West Market "the Market" during normal business hours on entry days and writing your name, email address and the name of your chosen NCAA Div 1 Basketball team on a slip of paper and drop it in the appropriate entry box. Winners will be drawn on March 20, March 27, and April 4, 2017.

In the "Call It All" round, enter by coming into the Market during normal business hours March 12- March 15 and writing your name, email address and the name of your chosen NCAA Div 1 Basketball team on a slip of paper and dropping it in the appropriate entry box. Winner will be drawn on April 4, 2017.

Round 1: Enter March 12 – March 15 during regular Market business hours. (2) winners will be drawn on March 20, 1 from the pool of entries correctly choosing a team that is still alive in the 2017 Sweet Sixteen, and 1 from the pool of entries choosing a team that was eliminated in Round 1 or 2 of NCAA play.

Round 2: Enter March 16 – March 22 during regular Market business hours. (2) winners will be drawn on March 27, 1 from the pool of entries correctly choosing a team that is still alive in the 2017 Final Four, and 1 from the pool of entries choosing a team that was eliminated in the Sweet 16.

Round 3: Enter March 23 – March 31 during regular Market business hours. (2) winners will be drawn on April 4, 1 from the pool of entries correctly choosing a team that is still alive in the 2017 National Championship, and 1 from the pool of entries choosing a team that was eliminated in the Final 4.

Call It All Round: Enter March 12 – March 15 during regular Market business hours. (1) winners will be drawn on April 4 from the pool of entries correctly choosing the 2017 National Champion.

PRIZES:

Two (2) winners each will be selected at random from the qualified entries for Rounds 1-3, each winning a \$25 Gotham West Market gift card. 1 winner will be selected at random from the qualifying entries from the Call It All round, and win a \$40 Gotham West Market gift card. Prizes have no cash value, are awarded at sole discretion of Gotham West Market and cannot be exchanged or transferred.

All winners will be notified by email, at the address listed on their entry slip.