

SPONSOR RELEASE FORM

RELEASE & INDEMNITY

[INSERT NAME OF CONTEST]

TO: LIQUOR CONTROL BOARD OF ONTARIO (“LCBO”)

**AND TO: THE LCBO’S BOARD MEMBERS, OFFICERS, DIRECTORS, EMPLOYEES,
APPOINTEES AND AGENTS**

FROM: *[Insert Legal Name of Sponsor]* (“Sponsor”)

In consideration of the LCBO making its retail stores and/or its customer publications available for the promotion of the above-noted contest and for other good and valuable consideration (the receipt and sufficiency of which being acknowledged), the above described Sponsor, as sponsor of the contest, hereby covenants and agrees to indemnify and save harmless the LCBO and its board members, officers, directors, employees, appointees and agents (collectively the "Indemnified Parties" and each an "Indemnified Party") from and against any claims, demands, actions, causes of action, damages, losses, costs, liabilities and expenses which may be made or brought against any one or more of the Indemnified Parties or which any one or more Indemnified Party may suffer or incur as a result of or in respect of or arising out of the above-noted contest, including without limitation, any advertising or promotion of the contest or any product(s) connected to the contest.

Sponsor hereby releases the LCBO from all claims, demands, actions or causes of action that Sponsor may at any time have against the LCBO in connection with the above-noted contest.

[INSERT LEGAL NAME OF SPONSOR]

Date: _____

Per: _____
Authorized Signing Officer

Name: _____

Title: _____

I have authority to bind the company