

## KELLOGG'S™ Q2 SPONGEBOB MOVIE TICKET OFFER

TERMS AND CONDITIONS. INTERNET ACCESS AND PRINTER REQUIRED.

- BUY** any five (5) packages (any combination) of **Kellogg's®** cereals - **Kellogg's® Apple Jacks®** cereal (14.7 oz. & 19.4 oz.); **Kellogg's® Cocoa Krispies®** cereal (15.5 oz. & 22.4 oz.); **Kellogg's® Corn Pops®** cereal (14.6 oz. & 19.1 oz.); **Kellogg's® Corn Pops® Chocolate Peanut Butter** cereal (10.5 oz.); **Kellogg's® Froot Loops®** cereal (14.7 oz. & 19.4 oz.); **Kellogg's® Marshmallow Blasted Froot Loops®** cereal (10.5 oz. & 18.7 oz.); **Kellogg's® Frosted Flakes®** cereal (19.2 oz.); **Kellogg's® Frosted Flakes® Chocolate** cereal (13.7 oz. & 24.7 oz.); **Kellogg's® Frosted Flakes® Honey Nut** cereal (13.7 oz.); **Kellogg's® Krave® Chocolate** cereal (11.4 oz. & 17.3 oz.); **Kellogg's® Krave® Double Chocolate** cereal (11 oz. & 16.7 oz.); **Kellogg's® Rice Krispies®** cereal (12 oz. & 18 oz.); **Kellogg's® Pop-Tarts®** cereal (Strawberry – 11.2 oz.); **Kellogg's® Corn Flakes** cereal (12 oz., 18 oz. & 24 oz.); **Kellogg's® Frosted Mini-Wheats® Bite Size** cereal (Original 24 oz.; Blueberry Muffin 14.3 oz., Strawberry Delight 14.3 oz.); **Kellogg's® Frosted Mini-Wheats® Little Bites** cereal (Original 15.9 oz.; Chocolate 15.9 oz.); **Kellogg's® Pop-Tarts®** toaster pastries (8 ct. – Cinnamon Roll, Frosted Brown Sugar Cinnamon, Frosted Chocolate Fudge, Frosted Strawberry, Frosted Blueberry, Frosted Cherry, Frosted S'mores, Frosted Raspberry, Chocolate Chip, Unfrosted Strawberry, Cookies & Crème, Wild Berry, Strawberry Milkshake); **Kellogg's® Pop-Tarts®** toaster pastries (12 ct. - Frosted Brown Sugar Cinnamon, Chocolate Fudge, Frosted Strawberry, Frosted Cherry, Frosted S'mores, Frosted Blueberry, Cookies & Crème); **Kellogg's® Rice Krispies Treats® Snap Crackle Poppers** (5 ct. - Chocolatey, Cookies 'N Crème, Caramel); **Kellogg's® Rice Krispies Treats®** (8 ct. & 16 ct. - Original); **Kellogg's® Nutri-Grain®** bars (8 ct. - Apple Cinnamon, Mixed Berry, Blueberry, Strawberry, Cherry, Raspberry, Variety Pack); **Kellogg's® Nutri-Grain®** bars (16 ct. - Apple Cinnamon, Blueberry, Strawberry); **Kellogg's® Eggo®** waffles (10 ct. – Blueberry, Buttermilk, Chocolatey Chip, Homestyle, Strawberry); **Kellogg's® Eggo® Wafflers™** (10.7 oz. - Brown Sugar Cinnamon); **Kellogg's® Eggo®** French Toast Sticks (8 ct. - Cinnamon); **Kellogg's® Eggo®** pancakes bits (8.4 oz. – Chocolatey Chip); **Kellogg's® Eggo®** mini-waffles (10 ct. – Original, Cinnamon Toast); **Kellogg's® Eggo®** pancakes (12 ct. – Buttermilk only); **Kellogg's® Eggo®** mini pancakes (40 ct. – Buttermilk only); **Kellogg's® Eggo®** pancakes (12 ct. – Chocolate Chip); and **Kellogg's® Eggo® Nutri-Grain®** waffles (10 ct. – Blueberry; Whole Wheat; Low-fat Whole Wheat); **Club® Minis** crackers (11 oz.); **Club® Minis Multi-Grain** crackers (11 oz.); **Club® Original** crackers (13.7 oz.); **Club® Snack Stacks** (12.5 oz.) (“Participating Products”) from 3/16/2020 – 7/31/2020 (“Offer Period”) at a participating retailer (“Qualifying Purchase”). Note: Participating Products do not need to be purchased in a single transaction; they may be purchased at any time during the Promotion Period to complete a Qualifying Purchase.
- TAKE A PICTURE** of your receipt(s) containing the Qualifying Purchase and go to [www.KFR.com/SpongeBob](http://www.KFR.com/SpongeBob) to register and upload your receipt(s). Each receipt must be submitted separately and within thirty (30) days of purchase. Last date to submit a receipt is 8/30/2020. Only a Qualifying Purchase of Participating Products

is valid for this offer. Photo must include the entire receipt from top to bottom, including all four (4) corners. For longer receipts, scan or take picture in sections and send all portions at the same time. Be sure that the store name, date, bar code (if available), items and prices are legible in your image(s). Blurry and/or unreadable receipt images will be rejected. For help or more information, visit [www.KFR.com/SpongeBob](http://www.KFR.com/SpongeBob).

3. **GET** a Movie Ticket certificate (\$13 value) via an email with a link to a promotion website. Then, follow the instructions at the website to enter the requested information and download your Movie Ticket certificate for use at any participating theaters. Last date to utilize the link received to download and print a Movie Ticket certificate is 9/15/2020. Certificates expire 1/31/2021. Limit three (3) Movie Tickets certificates per person/KFR account for the Offer Period.

Offer open to legal residents of the fifty (50) United States and the District of Columbia who are 16 years of age or older and are registered KFR members. In order to participate in the promotion, you must be a registered member of the **Kellogg's Family Rewards**<sup>®</sup> ("KFR") program. To become a registered member of the KFR program, go to [www.KFR.com/SpongeBob](http://www.KFR.com/SpongeBob) and follow the instructions to complete the registration. Becoming a KFR program member is free. By participating in the promotion, each entrant unconditionally accepts and agrees to comply with and abide by these official terms and conditions and the decisions of Sponsor, which shall be final and binding in all respects. Participation is also subject to the **Kellogg's Family Rewards**<sup>®</sup> Terms and Conditions available at [https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en\\_US/terms/KFRTermsandConditions.pdf](https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en_US/terms/KFRTermsandConditions.pdf). Not valid with any other offer. Offer valid in U.S. only.

Each Participating Product can only qualify towards one (1) Movie Ticket certificate, and each receipt can only be submitted once. Consumers will receive a link to the website via email to download a Movie Ticket certificate (up to \$13.00). Offer valid only in the fifty (50) United States and District of Columbia. Certificates are redeemable only at participating theaters in the fifty (50) United States and District of Columbia. By submitting your receipt, you agree to receive a minimum of two (2) email messages regarding the promotion. You may opt-out of receiving the promotional messages from Sponsor at any time after receipt of the two (2) confirmation messages by clicking on the UNSUBSCRIBE link at the bottom of the email. By uploading a submission from your wireless device, the participant grants permission to the Sponsor to notify them via a return email message and must agree to accept all applicable charges associated therewith. You are responsible for all applicable fees and taxes associated with uploading submission from a wireless device. Proof of uploading a receipt is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials. Offer is void where prohibited. Concession Cash is a registered trademark of TPG Rewards, Inc. Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled submissions, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Sponsor shall not be responsible for incorrect or inaccurate submission information whether caused by any of the equipment or programming associated with or utilized in the promotion or by any technical or human error which may occur in the processing of the submission in the promotion. Sponsor assumes no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of submissions. By participating in this promotion, participant agrees to release and hold harmless Sponsor and their respective subsidiaries, affiliates, representatives and agents (including any third parties who assist in the administration of this promotion) and the respective directors, officers and employees of each from any and all liability from claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any reward, participation in this promotion or any promotion-related activities. Proof of submission is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials. Offer is void where prohibited. Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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