

# New Mexico Lottery Authority Promotion Rules

## I Luch-adore You Promotion

**THE NMLA AT ITS SOLE DISCRETION MAY TERMINATE, END, OR CANCEL THIS PROMOTION AT ANY TIME.**

**PROMOTION AND RULES ARE SUBJECT TO CHANGE AT THE NMLA'S DISCRETION AT ANY TIME.**

### **1. Promotion Description**

- a. The New Mexico Lottery Authority (NMLA) will conduct the I Luch-adore You Promotion (Promotion) according to these rules.
- b. The NMLA is seeking New Mexico Lottery players to submit original text (Text) to display on "I Luch-adore You" Valentine's Day cards (Cards).
- c. The selected Text will be displayed on Cards and be used to promote and support the promotion. The Cards will be available for printing at the New Mexico Lottery's website, nmlottery.com.
- d. The NMLA will have full and unfettered use of the Text as it deems fit for the Cards and all advertising and promotion related to the Promotion.
- e. The NMLA will select up to four (4) Texts that will each win a Chocolate & Coffee Prize Pack (\$250 value) each.
- f. The NMLA may choose not to select any Text.

### **2. Method of Entry**

- a. Entrants must submit their Text via a form available from a link on the Promotions page at the NMLA website, nmlottery.com.

### **3. Entry Periods, Deadlines, and Winner Selection Dates**

- a. Entry period begins Thursday, January 15, 2026.
- b. Entries must be received no later than 11:59 PM MT on Thursday, January 29, 2026.
- c. Entry eligibility will be determined by the time/date of successful submission for the Promotion by the Entry and Promotion Schedule below.

### **ENTRY AND PROMOTION SCHEDULE**

Thursday, January 15, 2026	Entry begins
Thursday, January 29, 2026, at 11:59 PM MT	Entries due
Wednesday, February 4, 2026, or as soon as practicable	Notifications of Selected Entrants

### **4. Location of Selection**

New Mexico Lottery  
4511 Osuna Rd. NE  
Albuquerque, NM 87109

### **5. Eligibility Requirements**

- a. Entrants must certify that they are at least eighteen (18) years of age.
- b. Entrants must be New Mexico residents.
- c. Entrants may submit up to four (4) Texts maximum.

- d. An entrant may only win one (1) time in the Promotion.
- e. Entrants must include their name, mailing address, email address, and phone number.
- f. Text entries must work with the "I Luch-adore You" theme.
- g. Text entries must not include any political or religious icons or messaging.
- h. Text entries must not include profanity, hate speech, or inappropriate language.
- i. Text entries should not appeal to or be directed at children.
- j. Group Text entries will not be accepted.
- k. Text must not violate copyright and/or intellectual property laws. Text must be an original concept and created solely by the entrant. No work copied from other published works is acceptable.
- l. By submitting a Text into the Promotion, the Entrant agrees to the following Entry Agreement:
 

*You have created and written a certain "work" which is your original idea, a copy of which is submitted as an entry in the I Luch-adore You Promotion. If selected, it will be used for the purpose of accompanying artwork on the "I Luch-adore You" Valentine's Day cards, available at nmlottery.com, and advertising and promotion related to the New Mexico Lottery I Luch-adore You Promotion. You represent and warrant to us that:*

  1. *The Text created by you is your original idea;*
  2. *It does not and will not infringe upon or violate the copyrights or any other rights whatsoever of any person or entity;*
  3. *No adverse claim exists with respect to it;*
  4. *It has not heretofore been published or exploited in conjunction with Luchador-themed cards anywhere in the world;*
  5. *You own and control said Text and all rights in it throughout the world;*
  6. *You have the full and exclusive right and authority to enter into this agreement and to make the grant herein contained; and*
  7. *You agree to hold New Mexico Lottery and their assigns and licensees harmless from and against any loss, damage, or expense, including court costs and reasonable attorneys' fees, that the New Mexico Lottery and their assigns and licensees may suffer or incur as a result of any breach or alleged breach of the foregoing warranties.*
- m. The NMLA shall have discretion to eliminate from consideration any work that does not meet the above criteria.
- n. Entrants agree that their Text submission does not automatically grant or assume any award or compensation.

## 6. Prize Details

- a. Up to four (4) Winners will be awarded a Chocolate & Coffee Prize Pack (\$250 value) each.
- b. The above reference compensation is the only compensation that will be given to the Winner for the use of their Text entry.

## 7. Winner Selection

- a. The designated NMLA judging team will select up to four (4) Winners from the Texts submitted.
- b. Texts may be judged based on originality, concept, brand fit, and ability to work with the Cards artworks.

- c. If there are not enough submissions for the Promotion, then the NMLA may, at its sole discretion, cancel all or part of the Promotion.
- d. If more than one entrant submits the exact Text and that Text is selected, a drawing will be held from those entrants to determine the Winner.
- e. The NMLA may choose not to select any Text.
- f. All decisions by the NMLA will be final.

## **8. Selected Entry Notification**

- a. A selected entrant will be notified using the email address used in the entry form.
- b. A selected entrant must acknowledge receipt of the email by replying with their mailing address. The prize will be mailed to the address provided.
- c. A selected entrant must respond with their mailing address within the timeframe specified by the NMLA. Failure to respond in the designated timeframe may result in disqualification, in which case an alternate may be contacted, and the same process will be followed.

## **9. Miscellaneous**

- a. Exceptions or modifications to these rules must be approved in writing by the NMLA CEO and the NMLA EVP for Security.
- b. NMLA employees, members of the NMLA Board of Directors, and NMLA vendors may not participate as an entrant in the Promotion.
- c. Anyone judging the Promotion may not participate as an entrant in the Promotion.
- d. Failure to provide accurate information could cause an entrant selected as a Winner to be disqualified.
- e. The NMLA reserves the right to assign a designee(s) to perform the responsibilities of parties specifically assigned duties within these rules.
- f. Upon submitting an entry, the entrant(s) agree that the NMLA may use their Text, name, voice, photograph, video, any social media postings, and/or likeness in any form for the purpose of advertising and/or publicizing the NMLA and that the NMLA is authorized to use the Text on the Cards and associated promotions.
- g. Use or distribution of "auto" software programs or other similar software programs or applications to enter the Promotion is prohibited. If discovered to be using such a program or application, a player's entries may be disqualified.
- h. Void where prohibited by law.