

**NFL Australia Holiday Giveaway Promotion  
Official Rules  
No Purchase Necessary to Enter or Win**

Participation in the Promotion is deemed acceptance of these Official Rules.

**YOU SHOULD BE AWARE OF SEVERAL KEY TERMS**

These Official Rules are important and you should read them carefully. There are, however, specific terms that we want to draw to your attention:

**Limitation of our liability:** Except for any liability under the Australian Consumer Law, the *Consumer Guarantees Act 1993* (New Zealand) or any other liability that cannot be excluded, the Sponsor's and Released Parties' liability to you is excluded or limited in certain circumstances. See section titled 'Release of Liability' for further details.

This summary is not a substitute for reading and understanding the Official Rules, and it is not intended to substitute, expand or amend them. Please contact us if you have any questions.

**Promotion**

Between Friday 12<sup>th</sup> December 2025 – Wednesday 24<sup>th</sup> December 2025 (inclusive), visit <https://nfl.com/aunz/win> and follow the directions provided for a chance to win one (1) of twelve (12) prizes (total prize pool valued at approximately \$11,534 AUD). Entries must be received by 11:59pm AEDT on Wednesday 24<sup>th</sup> December 2025 be eligible for participation and participation in the Promotion is subject to these Official Rules.

**Eligibility:** The **NFL Australia Holiday Giveaway Promotion** (the “**Promotion**”) is open to residents of Australia and New Zealand. Employees, officers, directors, agents and representatives of NFL ANZ Pty Ltd (the “**Sponsor**”), the National Football League, its member professional football clubs, NFL Enterprises LLC, NFL Properties LLC, NFL Ventures, Inc., NFL Ventures, L.P., NFL International LLC, NFL Productions LLC and each of their respective affiliates and subsidiaries, and all of their sponsors, licensees, wholesalers, retailers, distributors, suppliers, (including prize suppliers) advertising and promotion agencies (the “**Released Parties**”), and each such individual’s immediate family members (mother, father, sister, brother, child, husband, wife and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to participate or win. By participating, entrants agree to be bound by these Official Rules.

**Promotion Period:** The Promotion begins at **Friday 12<sup>th</sup> December 2025** at 6am (AEDT) and ends on **Wednesday 24<sup>th</sup> December 2025** at 11:59pm (AEDT) (the “**Promotion Period**”).

**How to Participate:** During the Promotion Period, visit <https://nfl.com/aunz/win> (hereafter, “**URL**”) and follow the directions provided to submit the provided registration form with all required information to receive one (1) entry. There is no cost to enter. Entries must be received by no later than 11:59pm AEDT on **Wednesday 24<sup>th</sup> December 2025** to be eligible for participation. A limit of one (1) entry per person and per email address per day applies. Entrants attempting to use multiple email addresses or identities may be disqualified, at Sponsor’s sole discretion. Additional entries from any person or email address in excess of the stated limitation will be void. Entrants must fully complete and submit all non-optional information requested on the registration form to be eligible (including

by providing accurate Personal Information, as defined below). Incomplete entries are void and will be disqualified.

The use of script, macro or automated devices (or any other devices intended to automate or subvert any aspect of entry) to enter the Promotion is prohibited and any entry through such means and any entry that is deemed to be ineligible (in accordance with these Official Rules) are void. The name of the "authorized account holder" associated with any given email address will be deemed to be the entrant and must comply with these Official Rules. The authorized account holder is defined as the natural person who is assigned an email address by an Internet access provider, an online service provider or another organization that is responsible for assigning e-mail addresses or the domain associated with the submitted email address. Proof (to Sponsor's satisfaction) of being the authorized account holder may be required by Sponsor.

The Sponsor reserves the right, in its sole discretion, to disqualify any individual who has (or whom the Sponsor reasonably believes has) tampered with the participation process or entry materials or otherwise impaired the administration, security, fairness or proper play of this Promotion or is in violation of these Official Rules. The Sponsor may, in its sole discretion, deem an entry to be invalid if it includes any content which, in the reasonable opinion of the Sponsor, contains profanity, nudity, potentially insulting, scandalous, inflammatory or defamatory images or language, or which is otherwise objectionable.

**Personal Data:** Sponsor and the Released Parties will not enter into any correspondence, including email, with non-winning entrants relating to such entrants' participation in the Promotion.

The Sponsor will collect the name, phone number, email address and postcode of an entrant ("**Personal Information**") for the purposes of administering the Promotion and verifying an entrant in the event their participation qualifies for a prize and otherwise in accordance with the Sponsor's Privacy Notice available at <https://www.nfl.com/help/privacy>. By entering the Promotion, entrants consent to the Sponsor using and disclosing their Personal Information to third parties, including prize suppliers, for these purposes. Failure to provide all necessary Personal Information may result in an entrant's entry in the Promotion being deemed ineligible. The Sponsor is not responsible for any false or missing information. Entrants agree that their Personal Information will be stored and processed by Sponsor in the United States. Personal Information may also be transferred to countries outside of Australia or New Zealand, including the United States. Such other countries may not have privacy laws and regulations that provide the same level of protection to those that exist in Australia or New Zealand. By providing Personal Information in connection with the Promotion, entrants hereby expressly consent to such transfers of their Personal Information to the United States or other countries. Entrants have the right to review, rectify or cancel any personal data (including Personal Information) held by the Sponsor by contacting the Sponsor at [https://digitalcare.nfl.com/hc/en-us/requests/new?ticket\\_form\\_id=360000328793](https://digitalcare.nfl.com/hc/en-us/requests/new?ticket_form_id=360000328793) or by emailing [GDPR@nfl.com](mailto:GDPR@nfl.com). Entrants also have the right to lodge questions or complaints concerning their Personal Information with the relevant regulatory or supervisory authority at any time. Winners should direct any request to opt out, access, update or correct personal information held by a prize supplier to that supplier.

In the event an entrant opted-in to receive marketing communications from the Sponsor or to allow the Sponsor to share their Personal Information with other individuals or companies and no longer wish to do so, or an entrant no longer wishes to participate in the Promotion, that entrant may inform the Sponsor at any time by contacting the Sponsor at [GDPR@nfl.com](mailto:GDPR@nfl.com).

The Sponsor agrees to ensure that the collection of all Personal Information complies with all applicable laws, including without limitation, all national and local laws, policies and regulations, including, as applicable, the *Privacy Act 1988* (Aus) and the *Privacy Act 2020* (NZ) (collectively “**Applicable Laws**”). Where required by Applicable Laws, the Sponsor will deploy appropriate notices and functionality to obtain authorizations and consents as required.

**Winner Selection:** Twelve (12) winners will be selected in a random drawing conducted on **Monday 5<sup>th</sup> January 2026** at 12pm AEDT from among all the eligible entries received throughout the Promotion Period. The random drawing will take place at the Sponsor's offices at 14 Edgewater Court, Robina, 4226, Queensland Australia. The potential winner's will be notified at the email address provided in his/her registration form and must respond to the notification email within five (5) days from the time of initial email notification and may be required to execute and return a declaration of eligibility, a liability release and, where lawful, a publicity release (with each such document being no more than a re-statement of one or more provisions of these Official Rules). If such documents are not returned within the time period specified by the Sponsor, the email notification is returned as undeliverable, the Sponsor is unable to contact any potential winner or a potential winner is not in compliance with these Official Rules, the prize will be forfeited and, at the Sponsor's discretion, an alternate winner may be selected by random drawing. Odds of winning a prize depend upon the total number of eligible entries received.

**Prizes:** **One (1) \$1,000 AUD NFL Shop Australia voucher** with an approximate retail value of \$1,000 AUD. **One (1) PlayStation 5 and One (1) NFL Madden 26 PlayStation code** with an approximate retail value of \$849 AUD. **One (1) Las Vegas Raiders Signed Ashton Jeanty Jersey** with an approximate retail value of \$600 AUD. **One (1) VIP Melbourne Experience from Visit Victoria for 2 (including 2 x tickets to NFL Super Bowl Party in Melbourne, return flights from the nearest capital city, 3 nights accommodation, dining experiences and an MCG tour)** with an approximate retail value of \$5,000 AUD. **One (1) Philadelphia Eagles Black replica signed Jalen Hurts jersey, and a Saquon Barkley signed Eagles football** with an approximate retail value of \$1,500 AUD. **One (1) Year's supply of Hellmann's Mayonnaise** with an approximate retail value of \$268 AUD. **One (1) Los Angeles Rams Membership Pack** with an approximate retail value of \$125 AUD. **Two (2) General Admission tickets to the NFL Melbourne Game in 2026 and Melbourne Game Football** with an approximate retail value of \$900 AUD. **One (1) 12-month Apple Music subscription and Two (2) tickets to the NFL Super Bowl Party in Melbourne** with an approximate retail value of \$280 AUD. **One (1) Seattle Seahawk Michael Dickson Signed Jersey** with an approximate retail value of \$500 AUD. **One (1) Wilson NFL Duke Melbourne Football and Mini Duke Replica Football** with an approximate retail value of \$399 AUD. **One (1) Netflix Strangers Things x NFL merchandise pack** with an approximate retail value of \$113 AUD. The prizes will be delivered within 6 weeks of the draw. The Prize (or any part of it) is not transferrable or exchangeable or redeemable for cash. The Prize value is in Australian dollars inclusive of GST based upon the recommended retail value of the Prize components at the time of entry. All Prize redemptions are also subject to any terms and conditions imposed by the supplier (for example, the accommodation, restaurant, stadium, tour operator etc.). The Winner agrees to comply and be bound by such terms and conditions. Not all activities and experiences may operate all days of the week. It is up to the winner to redeem each component of a prize individually with each operator at time of booking. Prize suppliers and operators will not be held responsible if the activity or experience isn't available over the selected stay dates. It is also the responsibility of the winner to cover the costs of any additional out-of-pocket expenses associated with redeeming the prize over and above packaging and delivery of the prize to the winner. To the extent permitted by law, the Sponsor and prize suppliers and operators make no representations or warranties as to the suitability of the Prize.

**No Substitutes; Additional Costs:** No transfer, assignment, cash redemption, or substitution of prize (or portion thereof) is permitted by a winner. If a prize is not available for any reason, the Sponsor

reserves the right to substitute the prize with another item of equal or greater value if the winner agrees in writing and subject to any approvals required from regulatory authorities. If the winner does not agree despite reasonable attempts by the Sponsor to reach an agreement and the prize is not available due to circumstances beyond the Sponsor's control, the Sponsor may substitute the prize with another item or items determined by the Sponsor to be of equal or higher value.

**Publicity Release:** By entering the Promotion, all entrants agree that the Released Parties and their sponsors and partners may use (unless prohibited by law), the name, country/city residence, photograph, any recording (voice, film or video), and/or likeness of any entrant, winner or their guest (if applicable) for advertising, trade and/or any other purposes in any media now or hereafter known throughout the world, without further compensation, permission or notification

**Consumer Guarantees:** Under the Australian Consumer Law (as that term is defined in the *Competition and Consumer Act 2010* (Aus)) and similar legislation of Australian states and territories, as well as under the *Consumer Guarantees Act 1993* (New Zealand) (the "**CGA**"), certain statutory guarantees are conferred in relation to the supply of goods or services to a Consumer (as that term is defined by the Australian Consumer Law or the CGA as relevant) (together the "**Consumer Guarantees**"). The operation of the Consumer Guarantees cannot be, and are not in these Official Rules, excluded, restricted or modified.

**Release of Liability:** Subject to the Consumer Guarantees and any other liability that cannot be excluded by law, the Released Parties shall have no liability and will not be held responsible for any claim, action, liability, loss, injury or damage, including, without limitation, personal injury or death or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of a prize and any travel or travel-related activity thereto (including, but not limited to, attendance at a game or event), as applicable, or participation in this Promotion. Notwithstanding anything elsewhere in these Official Rules, no person's or entity's liability for death or personal injury caused by its negligence or liability for fraud shall be limited in any way. Where these Official Rules provide for discretion exercisable by a Released Party that could otherwise be capable of causing a significant imbalance in the parties' rights and obligation hereunder, to the detriment of a consumer and contrary to the requirement of good faith, that discretion shall be exercised reasonably and in good faith.

Subject to the Consumer Guarantees and any other liability that cannot be excluded by law, the Released Parties are not responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, inaccurate, or undelivered registration forms or entries, or for telephonic, human, electronic or computer failures, problems or errors, interruptions in service due to system upgrades, repairs, modifications or other causes, failures or malfunctions of connections, electronics, satellite, network, cable, Internet Service Provider (ISP), phones, mobile, or other devices (including wireless phones/handsets or other wireless devices), phone lines or telephone systems, traffic congestion on the internet, technical or mechanical malfunctions, or other malfunctions or errors, whether caused by equipment, programming, human error or otherwise relating to or in connection with the Promotion, including, without limitation, errors which may occur in connection with the administration of the Promotion, the processing of registration forms, entries or the announcement of the prize(s), the cancellation or postponement of any game or event that may be part of the prize (if applicable), or for any injury or damage to entrant's or any other person's computer or wireless device relating to or resulting from participation in this Promotion, or for printing, typographical, human or other errors appearing in these Official Rules or other Promotion-related materials. Entrants are responsible for any charges of online service providers or wireless carriers.

**Sponsor's Reservation of Rights:** The Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Promotion for any reason, including should viruses, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Promotion and, in the case of termination, at its discretion, select by random drawing the potential winner(s) from among all eligible non-suspect entries received prior to the event that required such termination. Failure by the Sponsor to enforce any of its rights at any stage does not constitute a waiver of those rights.

**Governing Law:** For Australian consumers, these Official Rules shall be governed by, and construed in accordance with, the substantive laws of Victoria whose courts shall have exclusive jurisdiction in relation to any and all disputes and causes of action arising out of or connected with this Promotion or any prize awarded. For New Zealand consumers, these Official Rules shall be governed by, and construed in accordance with, the laws of New Zealand whose courts shall have exclusive jurisdiction in relation to any and all disputes and causes of action arising out of or connected with this Promotion or any prize awarded.

**Sponsor:** NFL ANZ Pty Ltd of Level 40, Governor Macquarie Tower, 1 Farrer Place, Sydney NSW 2000 Australia. You may request the name(s) of the winner(s) by sending a self-addressed stamped envelope no later than 6<sup>th</sup> January 2025 to the foregoing address.

**CAUTION:** Any attempt to deliberately damage the website through which the Promotion is hosted or undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws and should such an attempt be made, whether successful or not, the Sponsor reserves the right to seek any and all remedies available from any such person(s) responsible for the attempt to the fullest extent permitted by law.

### **Abbreviated Rules for Marketing Materials**

**NFL Australia Holiday Giveaway Promotion.** NO PURCHASE NECESSARY. The Promotion begins on Friday 12<sup>th</sup> December 2025 6am AEDT and concludes on Wednesday 24<sup>th</sup> December 2025 11:59pm AEDT. Open to residents of Australia and New Zealand. Odds of winning depend on the number of eligible entries received. Sponsor: NFL International Ltd. -- NFL ANZ Pty Ltd of Level 40, Governor Macquarie Tower, 1 Farrer Place, Sydney NSW 2000 Australia.