

## Super Bowl Trip Sweepstakes (“Sweepstakes”) Official Rules

**No Purchase or Text Message Necessary to Enter or Win. A Purchase or Text Message will Not Increase Your Chances of Winning.**

**Eligibility:** The Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age (except in the case of residents of jurisdictions where the legal age of majority is greater than eighteen (18) years, such legal age of majority) or older at the time of entry (hereafter, “Eligible Entrants”). Employees, officers, directors, agents and representatives of National Football League (hereafter, “Sponsor”), the NFL Entities (defined as NFL Enterprises LLC, NFL Properties LLC, the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL International LLC, NFL Productions LLC, NFL sponsors, and each of their respective affiliates, owners, subsidiaries, shareholders, officers, directors, partners, agents, representatives and employees, both individually and collectively), and each of their respective parents, affiliates, subsidiaries, agents, wholesalers, retailers, vendors, distributors, suppliers, advertising and promotion agencies (hereafter collectively, “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. Void where prohibited by law. All applicable federal, state and local laws and regulations apply.

**Promotion Period:** Sweepstakes begins 12:00:00 am Central Time (“CT”) on 1/16/25 and ends 11:59:59 pm CT on 2/2/25 (hereafter, “Promotion Period”).

**How to Enter:** During the Promotion Period, Eligible Entrants will have the opportunity to enter the Sweepstakes via one (1) of the following three (3) ways:

- 1) Opt-in to Receive Text Messages via SMS: Eligible Entrants must first text the keyword (SBLIX) to (635-635) from their mobile device. Upon completion, Eligible Entrant will receive an automated text message from Sponsor confirming their desire to opt-in to receive recurring future automated text messages. By responding “Y” to the automated text message, Eligible Entrant will be opted in to receive such text messages to the mobile number from which they texted and receive one (1) entry. Consent is not required to purchase or to enter, text STOP to opt-out and HELP for more information. Eligible Entrant will be charged standard messaging and/or data rates for each text message sent from and received by their device according to the terms of their wireless service agreement. Eligible Entrant must be a wireless service subscriber with text messaging functionality to enter via this method. Eligible Entrant should check their phone capabilities for specific text messaging instructions. Text messaging is not available in all areas.
- 2) Opt-in to Receive Text Messages via URL: Eligible Entrants who visit [nfl.com/superbowl/smssweepstakes](https://nfl.com/superbowl/smssweepstakes) and follow the instructions to provide their email address and mobile number will receive an automated text message from Sponsor confirming their desire to opt-in to receive recurring future automated text messages. By responding “Y” to the automated text message, Eligible Entrant will be opted in to receive such text messages to the mobile number from which they texted

and receive one (1) entry. Consent is not required to purchase or to enter, text STOP to opt-out and HELP for more information. Eligible Entrant will be charged standard messaging and/or data rates for each text message sent from and received by their device according to the terms of their wireless service agreement. Eligible Entrant must be a wireless service subscriber with text messaging functionality to enter via this method. Eligible Entrant should check their phone capabilities for specific text messaging instructions. Text messaging is not available in all areas.

- 3) Online Entry Form: To enter without opting in to receive recurring automated text messages from Sponsor, send an email with "SBLIX Entry" in the subject line to [prizing@nfl.com](mailto:prizing@nfl.com) and include in the body of such email all of the following information: your full name, street address, city, state, zip code, day and evening telephone numbers (including area codes), and date of birth. Incomplete and/or inaccurate entries are void. Sponsor will use email addresses provided via email for prize notification purposes only. Email entries will not receive a reply or acknowledgement.

**All entries must be received by 11:59:59 pm ET on 2/2/25 to be eligible. Limit one (1) entry per person, per email address and per household throughout the Promotion Period, regardless of the method of entry. You may only use one (1) email address or mobile phone number to enter the Sweepstakes. Entries received from any person, email address, or household in excess of the above stated limitation will be void.** Your submission of an entry constitutes your consent to participate in this Sweepstakes and your consent for Sponsor to obtain, use and transfer your name, email address, mobile phone number, address and other information for the purpose of administering this Sweepstakes and as otherwise set forth in Sponsor's Privacy Policy. The use of script, macro or automated devices (or any other devices intended to automate or subvert any aspect of entry) to enter the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) will be void. All entries become the exclusive property of the Sponsor and will not be acknowledged or returned. In the event of a dispute as to the identity of an entrant who is opting-in to receive text messages, entry will be awarded to the person named as the primary account holder of the cell phone used to opt-in, provided such individual is eligible according to these Official Rules. In the event of a dispute as to the identity of an entrant based on the email address submitted, entry will be awarded to the person named on the applicable Official Entry Form (regardless of whether that is the name of the authorized account holder of the email address from which said entry form was submitted) provided such individual is eligible according to these Official Rules.

Released Parties are not responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, damaged, inaccurate, or undelivered entries, emails, or other communications of any kind; or for telephonic, human or computer failures, problems or errors, defects or delays in any transmission, interruptions in service due to system upgrades, repairs, modifications or other causes, failures or malfunctions of connections, satellite, network, cable, Internet Service Provider (ISP), phones, 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 Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prize, for any injury or damage to participant's or any other person's computer or other device relating to or resulting

from participation in this Sweepstakes, or for printing, typographical, human or other errors appearing in these Official Rules or other Sweepstakes-related materials. Sponsor reserves the right, in its sole discretion, to void any entries of entrants and disqualify such entrants whom Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes and/or who are in violation of these Official Rules.

**Winner Selection & Notification:** One (1) potential Grand Prize winner will be randomly selected on or about 2/3/25 from among all eligible entries received. Odds of winning will depend upon the total number of eligible entries received. Potential Grand Prize winner will be notified by text message, telephone call and/or email, depending on entry method. Potential winner will be required to execute and return an Affidavit of Eligibility, Liability and (where legal) Publicity Release as well as any other documents required by Sponsor within twenty-four (24) hours of the time of issuance of notification. Noncompliance with any of the foregoing, failure to respond within the designated timeframe, the inability to contact the potential winner within a reasonable time period, or any notification being returned as undeliverable or potential winner's noncompliance with these rules may result in disqualification and, at Sponsor's discretion and time permitting, an alternate winner being selected. Winner status is subject to verification of eligibility and compliance with these Official Rules. The Released Parties are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in the potential winner's email account to receive email messages.

**One (1) Grand Prize:** The Grand Prize winner will receive a 4-day/3-night trip for winner and one (1) guest to attend Super Bowl LIX ("SBLIX") currently scheduled to take place on February 9, 2025 in New Orleans, LA ("Host City"). Trip includes: a) round trip coach air transportation from a major U.S. gateway airport near winner's residence to the Host City; b) standard hotel accommodations for three (3) nights (one (1) room, double occupancy) at a hotel to be determined by Sponsor in its sole discretion, and two (2) tickets to SBLIX. Approximate Retail Value ("ARV"): \$22,400. Actual value of trip may vary based upon location of winner's residence. All prize details are at Sponsor's sole discretion. If winner resides within a one hundred fifty (150) mile radius of the Host City, ground transportation (or other form of transportation) may be provided in lieu of air transportation at Sponsor's sole discretion, and no compensation or substitution will be provided for difference in prize value. Trip must be taken on dates designated by Sponsor or prize will be forfeited in its entirety (and Sponsor will have no further obligation) and, at Sponsor's discretion and time permitting, may be awarded to an alternate winner. Travel and accommodation restrictions and other restrictions may apply. Winner and guest must travel together on same itinerary and are responsible for obtaining all required travel documents prior to date of travel. All travel arrangements must be made through travel agent of Sponsor's selection on a carrier of Sponsor's choice. Released Parties are not responsible for travel delays or cancellations. Released Parties reserve the right to remove or to deny attendance to the Grand Prize winner and/or guest who engages in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at SBLIX. SBLIX tickets are subject to the terms and conditions specified thereon. If unused, SBLIX tickets cannot be returned. Winner and their guest must comply with all stadium rules and regulations. Failure to do so may result in forfeiture of such portion of the prize and removal from the stadium. In the event SBLIX is postponed and rescheduled, the applicable trip will be rescheduled. Resale of SBLIX tickets is strictly prohibited. NFL tickets are subject to certain terms and conditions as specified thereon. Winner and guest must abide by all stadium policies and regulations, including without limitation all health and safety protocols, and ticket terms and conditions at all times. Sponsor reserves the

right to revoke the full or partial prize from the Grand Prize winner or guest who the Sponsor, stadium personnel or the NFL Entities deem in any of their sole discretion, may be intoxicated, be a safety risk, have violated any stadium or NFL policy or law, fail to comply with the NFL's (or its designee's) health and safety protocols, or bring or are likely to bring the Released Parties into disrepute. For the avoidance of doubt, unused tickets cannot be refunded, exchanged or applied towards tickets for any subsequent NFL event or for cash.

**Miscellaneous:** No transfer, assignment, cash redemption, or substitution of prize is permitted except by Sponsor, who reserves the right to substitute the prize with one of comparable or greater value, at its sole discretion and except as otherwise provided herein. By participating, Eligible Entrants agree to be bound by these Official Rules and agree that: 1) Sponsor and its designees may use (unless prohibited by law) entrant's name, city and state of residence, photograph, any oral or written statements, and/or likeness for advertising, trade and/or any other purposes in any media now or hereafter known throughout the world in perpetuity, without further compensation, permission or notification, and 2) the Released Parties shall have no liability and entrant will defend, indemnify and hold harmless Sponsor and the Released Parties from and against any claim, action, liability, loss, injury or damage to entrant or any other person or entity, including, without limitation, personal injury or death to entrant or any other person 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 the prize (including, but not limited to, and travel or activity related thereto) or participation in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Sweepstakes (or portion thereof) for any reason, including should virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Sweepstakes or for any other reason and, in the case of termination, at its discretion, select the winner from all eligible non-suspect entries combined and received prior to the event that required such termination or as otherwise deemed fair and appropriate by Sponsor. **CAUTION:** Any attempt to deliberately damage the website or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, 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.

**Arbitration:** Except where prohibited by law, as a condition of participating in this Sweepstakes, Eligible Entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Sweepstakes, or prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the entrant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased.

**Privacy:** By participating in the Sweepstakes, participant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at <https://www.nfl.com/legal/privacy/>. In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.

**Choice of Law:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Eligible Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of New York, USA.

**Winner's Name:** For the name of the winner (available after the winner is verified), send a self-addressed, stamped envelope to be received by 4/2/25 to: National Football League, Attn: Super Bowl Trip Sweepstakes Winner, 345 Park Avenue, New York, NY 10154.

**Sponsor:** National Football League, 345 Park Avenue, New York, NY 10154.