

## BRONCOS AND IKON PASS “ICONIC SEATS” SWEEPSTAKES OFFICIAL RULES

### 1. INTRODUCTION

Denver Broncos Team, LLC (“Sponsor”) d/b/a the Denver Broncos Football Club (“Broncos”) is offering a sweepstakes (“Sweepstakes”). Ikon Pass, Inc. (“Prize Provider”) is not a sponsor or administrator of the Sweepstakes, the Sweepstakes is in no way endorsed by Prize Provider, and Prize Provider shall have no responsibility or liability with respect to the Sweepstakes. **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW. THIS SWEEPSTAKES CONTAINS A BINDING ARBITRATION PROVISION.**

### 2. ELIGIBILITY

Entrants must be 18 years of age or older and residents of the 50 US States or the District of Columbia excluding New York, Florida and Rhode Island. Employees of the Broncos, the NFL Entities (as defined below), and Prize Provider (“Sweepstakes Entities”), their respective parents, subsidiaries, affiliated companies, and agents, dealers, advertising and promotional agencies, wholesale distributors and individual retail licensees and the immediate family (defined as parents, spouse, children, siblings, grandparents) of each such employees, and all those with whom such employees are domiciled, are NOT eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and the decisions of Sponsor. The Sponsor’s decisions are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements in these Official Rules

### 3. TIMING

The entry period will begin August 18, 2023 with weekly winners being selected during the week leading into each Broncos home game (each, a “Sweepstakes Period”). A drawing for each running of the weekly Sweepstakes will be held in connection with the following 2023 season games: August 26<sup>th</sup>, September 10<sup>th</sup>, September 17<sup>th</sup>, October 8<sup>th</sup>, October 22<sup>nd</sup>, October 29<sup>th</sup>, November 19<sup>th</sup>, November 26<sup>th</sup>, December 24<sup>th</sup>, and December 31<sup>st</sup>. See <https://www.denverbroncos.com/schedule/> for Denver Broncos 2023 season home game schedule and kick-off times. See section 5 for drawing dates for applicable to each Sweepstakes Period.

### 4. TO ENTER

Entrants must: visit <https://www.denverbroncos.com/iconicseats>, fill out the registration form in its entirety and submit online during each applicable Sweepstakes Period to be eligible to win. Absolutely no entries will be accepted after the cutoff deadline for each Sweepstakes Period and entries from one Sweepstakes Period do not roll over to future Sweepstakes Periods. Limit one entry per person/email address and limited to one (1) prize per person per season. Entrants may not enter with multiple email addresses nor use any other device or artifice to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple email addresses under multiple identities or uses any device or artifice to register multiple times will be disqualified and forfeits all prizes won, in Sponsor’s sole discretion. Enter only using an e-mail address subscribed and registered in your name. In the event of a dispute as to entries submitted by multiple individuals using the same e-mail account on the same day, entry will be deemed to have been submitted by the authorized subscriber of the e-mail account used to enter the sweepstakes at the actual time of entry and the authorized subscriber must comply with the Official Rules. The authorized e-mail account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet access provider. Potential winners may be required to show proof of being the authorized account subscriber. No responsibility is assumed by Broncos and Sweepstakes Entities for any computer, on-line, telephone, human error or technical malfunctions that may occur. All entries become the property of Broncos and Sweepstakes Entities and will not be returned. By entering, you agree to these Official Rules and the decisions of the Broncos and Sweepstakes Entities, which are final and binding in all respects. To obtain a copy of the Official Rules by mail, send a self-addressed, stamped envelope for receipt by January 2, 2024 to Denver Broncos, 1701 Bryant Street, Suite 900, Denver, CO 80204. WA and VT residents may omit return postage.

If entering with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

## 5. PRIZES/ODDS/WINNER SELECTION AND NOTIFICATION

Odds of winning depend on number of eligible entries received in each Sweepstakes Period. The winners for the grand prize to the next home game will be selected by a random drawing conducted by the Broncos from all eligible entries for the applicable Sweepstakes Period at 12:00 p.m. Mountain time on the Wednesday prior to the home game and notified by telephone and/or email. Winners must respond to such notification within 24-hours or an alternate winner will be selected from the remaining eligible entries. Once winner accepts prize, tickets will be transferred to the email address provided on the entry form and can be claimed by signing into their Broncos ticket account and clicking 'accept'. Once tickets have been accepted, they can be accessed by clicking on 'My Events'. All winners must have or establish a Ticketmaster account in order to collect the prize. **No assignment, resale, transfer or substitution of prize is permitted**, except by the Sponsor who may substitute a prize of equal or greater value. Broncos and Sponsor are not responsible if winner cannot attend the game they are selected to win, does not use tickets on day of specified game or if the game, or any scheduled event or opportunity is delayed, postponed or cancelled for any reason, and winner will not be reimbursed or issued the equivalent cash value of the prize. Two (2) grand prizes awarded per game. Each grand prize includes a pair of front row seats on the 50-yard line at the Broncos home game that the winner is selected to win at the time of the prize drawing. Seat locations will be either Section 123 A1 4-5 or Section 123 A1 6-7, at Sponsor's sole discretion. Sponsor reserves the right to substitute any grand prize for one of equal or greater value. Each grand prize package does not include taxes or any other items not specifically described in these Official Rules. Approximate retail value of each grand prize is: \$450.

If a potential prize winner does not comply with these Official Rules, the prize will be forfeited and an alternate potential winner will be randomly selected (time permitting). Any alternate potential winner selected will also be required to adhere to the time periods described in these Official Rules. Any prize notification or prize returned to the Sweepstakes Entities as undeliverable will result in disqualification and the awarding of that prize to an alternate potential winner (time permitting).

The Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information. Note: Any communication between a potential winner and Sponsor or its agencies regarding this Sweepstakes (e.g. phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes.

**6. GENERAL CONDITIONS:** Acceptance of prize offered constitutes permission for Sponsor, Prize Provider and the NFL Entities (as defined below) to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law. Further, by accepting a prize, winner agrees to release and hold harmless the Sweepstakes Entities, their parents, affiliates, subsidiaries, advertising and promotion agencies and their respective directors, officers, employees, representatives, dealers, advertising and promotional agencies, wholesale distributors and individual retail licensees and agents (the "Released Parties") from any and all liability for any injuries, loss or damage of any kind to person and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, participation in any Sweepstakes-related activity, or participation in this Sweepstakes. The Released Parties are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or

network. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Released Parties are not responsible for injury or damage to participant's or any other person's computer or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Sweepstakes, or submission of Entries, the Broncos reserve the right at their sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Broncos. This Sweepstakes is void where prohibited or restricted by law and is subject to all federal, state, and local laws and regulations. The Sweepstakes Entities reserve the right, at their sole discretion, to disqualify any individual they find, in their sole discretion, to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or like entry methods will void all such entries by such methods. The Sweepstakes Entities will prosecute any fraudulent activities to the full extent of the law. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

**7. DISPUTES:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant or Sweepstakes Entities in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you and the Sweepstakes Entities, shall be governed by, and construed in accordance with, the laws of the State of Colorado without giving effect to any choice of law or conflict of law rules. By participating in this Sweepstakes, each entrant agrees that: (i) Any claim, dispute, or controversy (whether in contract, tort, or otherwise) arising out of, relating to, or connected in any way with the Sweepstakes or the awarding or redemption of prizes will be resolved exclusively by final and binding arbitration conducted pursuant to the AAA's Procedures for Consumer-Related Disputes in conjunction with the AAA's Commercial Arbitration Rules (if and as applicable depending on the amount in controversy); (ii) This arbitration agreement is made pursuant to a transaction governed by the Federal Arbitration Act ("FAA"), 9 U.S.C. §§ 1-16; (iii) The arbitration shall be held at the AAA regional office nearest the entrant; (iv) The arbitrator's decision shall be controlled by the terms and conditions of these Official Rules and any of the other agreements referenced herein that the applicable entrant may have entered into in connection with the Sweepstakes; (v) The arbitrator shall apply Colorado law consistent with the FAA and applicable statutes of limitations and shall honor claims of privilege recognized at law; (vi) There shall be no authority for any claims to be arbitrated on a class or representative basis; arbitration can decide only the entrant's and/or Sponsor's individual claims and the arbitrator may not consolidate or join the claims of other persons or parties who may be similarly situated; (vii) The arbitrator shall not have the power to award punitive damages against any party; (viii) In the event that the administrative fees and deposits the entrant is required to pay under the AAA rules exceed \$125, and the entrant is unable to pay the additional fees and deposits, Sponsor retains the right to forward them to the AAA on the entrant's behalf, subject to ultimate allocation by the arbitrator. In addition, if the entrant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, the Sweepstakes Entities retain the right to pay as much of the entrant filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive; and (ix) If any part of this Arbitration Provision is deemed to be invalid or otherwise unenforceable or illegal, the balance of this Arbitration Provision shall remain in effect and shall be construed in accordance with its terms as if the invalid or illegal provision were not contained herein

**8. PRIVACY POLICY:** By entering the Sweepstakes, entrants consent to the collection, use and disclosure of their personal information for the purpose of administering the Sweepstakes and in accordance with Sweepstakes Entities' privacy policies. Prize Provider's privacy policy is available at:

<https://www.alterramtnco.com/privacy-policy/> and Sponsor's' privacy policy is available at:  
<https://www.denverbroncos.com/privacypolicy/>

**9. WINNERS LIST:** The name of the prize winners may be obtained after January 14, 2024, by sending a self-addressed, stamped envelope for receipt by March 14, 2024, to Denver Broncos Marketing, Broncos and Ikon Pass Sweepstakes, 1701 Bryant Street, Suite 900, Denver, CO 80204.

Participant irrevocably waives all claims against the National Football League, its member professional football clubs including Denver, Broncos Team, LLC d/b/a the Denver Broncos Football Club, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

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