

BRONCOS FORD BRONCO ENTER TO WIN SWEEPSTAKES

Official Rules

1. INTRODUCTION: Denver Broncos Team, LLC, d/b/a the Denver Broncos Football Club (the "Broncos") and Ford Motor Company ("Ford" and, together with the Broncos, the "Sponsors") are offering a sweepstakes (the "Sweepstakes"). **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW. PARTICIPATION IN THIS SWEEPSTAKES IS SUBJECT TO BINDING ARBITRATION FOR DISPUTE RESOLUTION.**

2. ELIGIBILITY: Entrants must be U.S. residents 18 years of age or older excluding residents of the states of New York, Florida and Rhode Island. Employees of the Sponsors and the NFL Entities (as defined below) (collectively, the "Sweepstakes Entities"), their 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. 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 Sponsors and Denver Broncos Marketing ("Administrator"). Administrator's decisions are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

3. TIMING: The Sweepstakes begins at 8:00:00 a.m. MDT on April 25, 2024 and ends at 4:59:50 p.m. MST on December 18, 2024 ("Sweepstakes Period").

4. TO ENTER: Entrants must: visit <https://www.denverbroncos.com/sponsors/ford/>, fill out the registration form in its entirety and submit online to be eligible to win. Absolutely no entries will be accepted after the expiration of the Sweepstakes Period. Automated entries are prohibited and any use of automated devices will cause disqualification. Limit one entry per person/email address. 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 unique identities or uses any device or artifice to register multiple times, as determined by Administrator in its sole discretion, will be disqualified and forfeits all prizes won. 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. 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 or any other Sweepstakes Entity for any computer, on-line, telephone, human error or technical malfunctions that may occur. All entries become the property of the Sponsors and will not be returned. By entering, you agree to these Official Rules and the decisions of the Broncos and Administrator, 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 December 1, 2024, to Denver Broncos, 1701 Bryant Street, 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. ODDS: Odds of winning depend on number of eligible entries received. A group of five (5) finalists will be selected via a random drawing of all eligible entries on or about the Thursday immediately preceding the Denver Broncos' football team's last home game of the 2024 NFL season. An additional random drawing from among the finalists will occur on or around the date of the Denver Broncos' last home game of the NFL season to select the Grand Prize winner.

All drawings will be conducted the by Administrator, whose decisions are final in all matters relating to this Sweepstakes. Absolutely no assignment, transfer or substitution of the prize is permitted, except that the Sponsor may substitute a prize of equal or greater value. Limit one (1) prize per person.

Winner Notification: The finalists will be notified by telephone. Finalists must respond to such notification within 24 hours after notification or an alternate finalist will be selected from the remaining eligible entries. Once finalist accepts, they will be emailed information pertaining to the Grand Prize drawing.

Potential prize winners may be required to execute and return affidavits of eligibility and liability/publicity releases to the Administrator, except where prohibited by law, within five (5) days following the date of attempted notification. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is eighteen (18) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If the Administrator cannot verify that the potential winner is eighteen (18) years of age or older prior to winner notification, then the potential winner will be disqualified and an alternate potential winner will be randomly selected (time permitting).

The Grand Prize winner will be required to execute a Prize Acceptance Agreement that includes representations of eligibility and a liability/publicly release in favor of the Sweepstakes Entities and a properly completed I.R.S. Form W-9 for prize reporting purposes.

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 and/or prize information. 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.

Prizes: One "Grand Prize" winner will receive one (1) 2024 Ford Bronco ("Grand Prize"). Each finalist selected via random drawing will receive a gift bag of Broncos merchandise valued at \$50. Neither Broncos nor Ford make any representation or warranty with regard to the condition of the Grand Prize, which is being provided on an "as-is" "where-is" basis. By entering the contest, each entrant acknowledges that Broncos and Ford will use the Grand Prize to promote the contest, including by driving the Grand Prize within and without the state of Colorado, and as such the Grand Prize will be delivered in "used" condition and may have been driven for a substantial number of miles before being delivered to the winner. Prizes do not include, taxes, insurance, personal expenses, or any other items not specifically described in these Official Rules, and all expenses for any of the foregoing are the sole responsibility of the Winner. Approximate retail value of the Grand Prize is \$40,000, and approximate retail value of each Secondary Prize is \$50.

6. GENERAL CONDITIONS: All entrants grant to Sponsors and the NFL Entities and their licensees, affiliates and assigns, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the entrant's name, biographical information, likeness and other information collected on the Sweepstakes entry form as news or information and for advertising and promotional purposes without additional consideration, and further without such additional compensation, appear for any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews, as may be determined from time to time by the Sponsors and NFL Entities. Further, by accepting a prize, each winner agrees to release and hold harmless the Sponsors and NFL 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 (collectively, 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 foregoing Released Parties are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this promotion which may limit the ability to participate or by any human error which may occur in the processing of entries in this promotion. The 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 no Released Party assumes any responsibility for any errors, omissions, deletions, interruptions or delays in operation or transmission or communication line failure, theft or destruction or unauthorized website access. The Released Parties are not responsible for any injury or damage to entrant's or any other person's computer or property related to or resulting from participating in this Sweepstakes. The Sweepstakes Entities reserve the right to modify, terminate or suspend the online entry should virus, bugs, non-authorized human intervention or other causes corrupt the administration, security, fairness or proper operation of the Sweepstakes. These official rules constitute the full agreement relating to the Sweepstakes. In the event of any conflict between these rules and any of the documents relating to the Sweepstakes, these rules shall prevail. 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, in 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 Sponsors 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, Sponsors 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. WINNERS LIST: The name of the prize winners may be obtained after January 15, 2025, by sending a self-addressed, stamped envelope for receipt by February 15, 2025, to Denver Broncos Marketing, Broncos Summer Concert Series Enter to Win, 1701 Bryant Street, Suite 900, Denver, CO 80204.

9. PRIVACY. The Broncos' privacy policy is available at <https://www.denverbroncos.com/privacypolicy>. Entrants should also review Ford's privacy policy located at <https://www.ford.com/help/privacy>. By entering the Sweepstakes, you consent to the sharing of your personal information ("PI") provided or collected through the registration process among the Sweepstakes Entities, including the Sponsors, and to the collection, processing and use of PI outlined in the applicable privacy policies. If you are verified as a prize winner, your first name, last initial, city and state may be included in a publicly available winner's list.

10. Sponsors:

Ford Motor Company/Mountain States Ford Dealer Association, 1200 17th Street, Suite 2500,
Denver, CO 80202
Denver Broncos Team, LLC, d/b/a the Denver Broncos Football Club, 1701 Bryant Street, Suite
900, Denver, CO 80204.

11. ADMINISTRATOR:

Denver Broncos Marketing, 1701 Bryant Street, Suite 900, Denver, CO 80204.

Each entrant irrevocably waives all claims against the National Football League, its member professional football clubs, 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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