

Rules & Regulations:

Ford Super Bowl Sweepstakes

ELIGIBILITY

NO ENTRY FEE, PURCHASE, PROOF OF PURCHASE OR PAYMENT NECESSARY TO ENTER OR TO WIN. No participant shall be required to view, hear or attend any sales presentation. ALL U.S. FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. SWEEPSTAKES VOID WHERE PROHIBITED.

A. ELIGIBILITY/GEOGRAPHIC AREA:

This sweepstakes is open to legal residents of Citrus County, Hernando County, Pasco County, Pinellas County, Hillsborough County, Manatee County, Sarasota County, DeSoto County, Hardee County, Highlands County and Polk County, who possess a valid Florida driver's license and are 18 years of age or older. Employees of Buccaneers Team LLC, the NFL Entities (as defined below), Ford Motor Company, Orlando Region Ford Dealers and each of their respective affiliated companies, subsidiaries, advertising or promotional agencies, and other agents, and the immediate family members of, and any persons domiciled with such employees, are not eligible.

B. HOW TO ENTER

Enter online by visiting www.buccaneers.com/Ford and follow the on-screen instructions to properly complete and submit an online entry from 1/4/2021 – 1/31/2021 (the "Promotional Period"). Entries must be received by 11:59 PM EST on January 31st, 2021. Limit one entry per person. Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Sweepstakes. Once submitted, entries become the sole property of the Sponsor and will not be acknowledged or returned.

C. WINNER SELECTION

PRIZE WINNERS

Winners will be selected by a random drawing conducted by GTB, whose decisions are final, from those entered in the sweepstakes during the Promotional Period. The winners will win the prize described in paragraph D below.

D. PRIZES

One (1) Grand Prize Winner for the sweepstakes will receive the following Prizes:

<u>PRIZE</u>	RETAIL VALUE	ODDS OF WINNING THE PRIZE
Two (2) Lower Level tickets for each Buccaneers home game during the 2021-22 Regular Season and Pre-Season	Estimated Retail value of \$1460.45	Odds of winning depend on the number of eligible entries received.
One (1) At Home Tailgate Package including: One (1) Big Screen TV One (1) Grill Two (2) Pop-up Chairs One (1) \$150 General Gift Card	Estimated Retail Value of \$1,000	Odds of winning depend on the number of eligible entries received.

PRIZE/ODDS: Only the number of prizes listed above will be awarded in this Sweepstakes. Odds of winning depend on the number of eligible entries received. Total ARV of all prizes: \$2,460.45. Any difference between the stated ARV and actual value of prize will not be awarded. Winner must accept prize as stated, or prize will be forfeited and awarded to an alternate winner. Limit one (1) prize per person/household. Unclaimed prizes will not be awarded.

***NOTE: If the Sponsor is unable to offer The Grand Prize as listed above for any unforeseen circumstance or a Force Majeure Event (defined below), potential winner will receive an Alternate Grand**

Prize.

Alternate Grand Prize: One (1) Grand Prize Winners for the Game Date listed, will receive an enhanced Ultimate Ford at Home Tailgate Package valued at \$2000, and Buccaneers Team Store gift cards. Approximate Retail value (ARV) of the Alternate Grand Prize is \$2,500 (the "Prize").

E. NAME AND ADDRESS OF SPONSOR

Orlando Region Ford Dealer Advertising Fund Inc., 2821 Harley Court, #300 Columbus, GA 31909

F. NAME AND ADDRESS OF PROMOTER

GTB; 10245 Centurion Parkway; Suite 100; Jacksonville, FL 32256

G. NOTIFICATION OF WINNERS/CLAIMING PRIZES

Winner from the random drawing will be notified by phone or email. Winners have 24 hours to accept the prize. If not accepted within the 24 hours, a new winner will be randomly drawn. Potential winner may waive his or her right to receive prize. Participation in the sweepstakes constitutes entrant's consent to the publication and use of his or her name, voice, photograph, image, likeness, biographical information and any statements regarding this sweepstakes in any and all media for public relations, advertising and promotional purposes by or on behalf of Sponsor, without limitation or further compensation. Prize winner will be required to sign and return an Affidavit of Eligibility and Liability Release and a Publicity Release within a specified time after prize notification or prize will be forfeited and awarded to an alternate winner.

H. PRIZE RESTRICTIONS

For All Prizes: No substitutions or cash equivalents permitted except at Sponsor's option for a prize of comparable or greater value due to prize unavailability. Prizes are non-transferable and non-assignable. Federal, state and local taxes, if any, are the responsibility of the winner. Reporting, declaring, and paying any sales, use or income tax liability that arises as a result of winning any prizes in this giveaway shall be the sole responsibility of the winner. Winner agrees to execute any and all tax documents as required by the Sponsor. Or Winner will be issued an IRS 1099 form for all prizes valued over \$600.00. Winner is responsible for all additional costs, fees, parking, transportation, food and beverage, etc. unless otherwise stated.

I. ADDITIONAL TERMS

By participating, entrant agrees to be bound by these Official Rules and the decisions of the Sponsor, which shall be final in all respects. If a winner fails to provide any documentation, affidavit, or other item required hereunder, is found to have violated these Official Rules, or otherwise does not meet eligibility criteria; prize will be forfeited and awarded to an alternate winner in a random drawing. Entrants understand that Promoter and Sponsor are not liable for injuries, losses or damages of any kind arising from participation in this promotion and acceptance, possession and use of any prize. In the event the giveaway is compromised by non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the giveaway, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the giveaway. Entrants also acknowledge that the dates of the Buccaneers regular season games may be subject to change based on any rescheduling by the NFL and Sponsor reserves the right in its sole discretion to modify, suspend, extend or terminate the sweepstakes or these rules as necessary based on any changes in the Buccaneer's schedule. Should the giveaway be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. By entering the giveaway, entrant agrees to release, discharge, and hold harmless the Buccaneers Team LLC, Buccaneers Stadium LLC, Buccaneers Holdings LLC, Tampa Sports Authority, the City of Tampa, the County of Hillsborough, the NFL Entities (as defined below), Ford Motor Company, Orlando Region Ford Dealers, any related companies, and their respective affiliates, subsidiaries, advertising and promotion agencies, sales representatives, dealers and their respective directors, officers, managers, employees and agents from all claims, damages and liability arising out of their participation in the sweepstakes and the acceptance, use, or misuse of any prizes.

J. PUBLICITY RELEASE: Acceptance of any Prize constitutes Prize winner's permission for the Promotion Entities to use Prize winner's name, photograph, likeness, voice, biographical information, statements and complete address (collectively, the "Attributes"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, (except where prohibited by law), and releases the Promotion Entities from all claims arising out of the use of such Attributes.

K. DISQUALIFICATION/FORCE MAJEURE: Sponsor is not responsible for lost, late, mutilated, misdirected, illegible, incomplete, inaccurate, or stolen, submissions or prize notifications. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation

of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error, which may occur in the processing of the entries. Sponsor is not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions or network connections that are human or technical in nature. Entrants must have a valid e-mail address. Please see the privacy policy located at <http://www.ford.com/help/privacy> for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes. This Sweepstakes is in no way endorsed or administered by, or associated with Facebook. You understand that you are providing your information to Sponsor and not to Facebook. The information you provide will only be used as provided in Sponsor's privacy policy. Any questions, comments or complaints regarding this Promotion shall be directed to Sponsor at Richard.Lawrence@gtb.com and not to Facebook. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said Facebook account at the time of entry will be considered the entrant. "Authorized account holder" is defined as the natural person who is assigned the Facebook account by Facebook. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), then Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select the winner in a random drawing from all eligible, non-suspect entries received as of the date of the event, giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prizes described in these Official Rules will be awarded.

L. GOVERNING LAW/JURISDICTION: All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules or the rights and obligations of entrants or sponsor in connection with the Sweepstakes shall be governed by and construed in accordance with the internal laws of the state of Florida without giving effect to any choice of law of conflict of law rules or provisions that would cause the application of any other state's laws. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts located in Duval County.

M. ENTRANT'S PERSONAL INFORMATION: Information collected from entrants is subject to Sponsor's Privacy Policy-please visit: <http://www.buyfordnow.com/tampa-orlando-jacksonville/privacy-statement.html>

N. WINNERS' LIST :

For a list of the grand prize winner (available after January 31, 2021) send a self-addressed, stamped envelope to Orlando Region Ford Dealers Ford Bucs Sweepstakes, c/o GTB, 10245 Centurion Parkway, Jacksonville, Florida 32256.

O. NFL ENTITIES: The National Football League, its member professional football clubs (including Administrator), NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, NFL International LLC, and each of their respective subsidiaries, affiliates, owners, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

