



## Kansas City Chiefs® Baby Crawl Race Contest

### Official Rules

**THE CONTEST (DEFINED BELOW) IS INTENDED FOR THE UNITED STATES ONLY, AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY. VOID IN FLORIDA, NEW YORK, PUERTO RICO, AND WHERE PROHIBITED BY LAW. PARTICIPATION IN THE CONTEST IS SUBJECT TO THE CONTEST DETAILS AND TERMS AND CONDITIONS OF THESE OFFICIAL RULES.**

- 1. SPONSOR.** Kansas City Chiefs Football Club, Inc., a Texas corporation, located at The University of Kansas Heath System Training Complex, One Arrowhead Drive, Kansas City, Missouri 64129 (“**Sponsor**”). By entering or participating in the Contest (defined below), each Contestant (defined below) accepts and agrees to be bound by these official Contest rules (these “**Official Rules**”).
- 2. ELIGIBILITY.** This Kansas City Chiefs® Baby Crawl Race Contest (“**Contest**”) is open to legal residents of the United States who (i) are residents of Missouri or Kansas; (ii) are legal age of majority in their state of residence at time of entry; and (iii) are the parent or legal guardian of an infant between the ages of six (6) months old and fifteen (15) months old (“**Infant(s)**”) as of the date of the Race (defined below). Each eligible entrant is a “**Contestant.**” Contest is void in Florida, New York, Puerto Rico, and where prohibited by law. Employees of Sponsor and its parent companies, affiliates, subsidiaries, sales representatives, advertising, sales promotion, and judging agencies, and all other service agencies involved with the development, production, implementation, administration, or fulfillment of the Contest, and members of the immediate families (defined for these Official Rules as spouses, parents, children, siblings, and each of their respective spouses, regardless of where they reside) or individuals living in the same household (whether related or not) of any of the above are not eligible to participate.
- 3. CONTEST PERIOD.** This Contest begins at [11:00AM] Central Time (“**CT**”) on [April 10, 2025] and ends at [9:30AM] CT on [June 7, 2025] (“**Contest Period**”). Sponsor’s clock is the official timekeeping device for the Contest.
- 4. HOW TO ENTER.** During the Contest Period, you may enter the Contest by being one of the first 100 Contestants to complete the registration information for the Baby Crawl Race associated with the GEHA Field at Arrowhead 5k held on [June 7, 2025] (the “**Race**”) located at [\[GEHA Field at Arrowhead 5K\]](#) and by paying the registration fee. You must submit all requested information on the registration form, and the associated registration fee or else your entry is not valid. You will receive confirmation via email communication from Sponsor that your entry has been confirmed. **NO MORE THAN 100 INFANTS WILL BE ACCEPTED INTO THE CONTEST. SPONSOR WILL NOT ACCEPT ENTRIES FOR MORE THAN 100 INFANTS.**
- 5. ENTRY MATERIAL SUBMISSION GUIDELINES.** Entries not completed as described in these Official Rules during the Contest Period will be void. **Limit: 1 Entry per Infant.** Entries received in excess of the stated limitation will be void. Use of multiple email addresses, phone numbers and/or mailing addresses, identities, registrations and logins, or any other methods and/or the manipulation of such information, for the purpose of obtaining more than the stated number of entries, is prohibited and such persons will be disqualified and all of their entries will be deemed invalid and any Prize won shall be forfeited. Sponsor will not verify receipt of entries. Entries that are late, lost, stolen, undelivered, illegible, damaged, misdirected, mutilated, garbled, incomplete, altered or otherwise irregular, generated by script, macro or other automated or mechanical means, or that contain false information, have been submitted through illicit means or by any means which subvert the entry process, or that do not conform with or satisfy any or all of the conditions set out in these Official Rules will be void. As between you and Sponsor, all entries shall become the property of Sponsor upon submission.

In the event of a dispute regarding the identity of an entrant, such Entry will be deemed to be made by the authorized account holder of the email address submitted at the time of entry. “**Authorized account holder**” is deemed as the natural person who is assigned to an email address by an Internet access provider, service provider or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Potential winners may be required to show proof of being an authorized account holder. Sponsor reserves the right to reject any Entries that do not comply with these Official Rules. By entering, you indicate your unconditional agreement to, and acceptance of these Official Rules, Sponsor’s privacy policy located at

<http://www.chiefs.com/privacy-policy.html>, and Sponsor's decisions, which are final and binding. You cannot win a Prize unless you comply with all requirements in these Official Rules. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents will void all entries submitted by, or associated with, the applicable Contestant. By submitting an Entry in connection with the Contest, you hereby agree that Sponsor may contact you regarding your submission.

6. **PRIVACY POLICY.** Please see Sponsor's privacy policy located at <http://www.chiefs.com/privacy-policy.html> for details regarding the use of personal information collected in connection with the Contest. Any personal information relating to entrants and subject to these Official Rules will not be disclosed to a third party without the individual's prior consent. Personal information relating to entrants will be retained by Sponsor for a reasonable period after the Contest closes to allow Sponsor to operate the Contest and other promotional activities in a consistent manner and to deal with any queries on the Contest, as well as to send information about Sponsor's products to entrants. If you are selected as a Winner, your information may also be included in a publicly-available Winners' list.
7. **WINNER DETERMINATION AND NOTIFICATION.** There will be up to ten (10) qualifying waves of up to ten (10) Infants each (each, a "**Qualifying Wave**"), as designated by Sponsor in its sole discretion. The winner of each Qualifying Wave, as determined in the sole discretion of the Sponsor, will be the Contestant whose Infant is either the first to crawl across the designated finish line or the Infant leading when time expires, without walking or other disqualification, for that Infant's designated wave (each, a "**Semi-Finalist**"). **ANY CONTESTANT WHOSE INFANT RESORTS TO WALKING WILL BE IMMEDIATELY DISQUALIFIED.** All Contestants and Infants will start at the same time and have an equal distance to travel. Details, including the time allotted and location of the starting line and the finish line, will be established in the Sponsor's sole discretion. There must be two (2) people present at the Race to accompany each Infant, one (1) at the starting line and one (1) at the finish line, and at least one (1) individual present must be a parent or legal guardian of the Infant.

Each Semi-Finalist will then participate in a final "**Championship Wave.**" The "**Winner**", as determined in the sole discretion of the Sponsor, will be the Semi-Finalist whose Infant is either the first to crawl across the designated finish line or the Infant leading when time expires, without walking or other disqualification, of the Championship Wave. **ANY CONTESTANT WHOSE INFANT RESORTS TO WALKING WILL BE IMMEDIATELY DISQUALIFIED.** All Contestants and Semi-Finalists will start at the same time and have an equal distance to travel. Details, including the time allotted and location of the starting line and the finish line, will be established in the Sponsor's sole discretion. There must be two (2) people present at the Race to accompany each Infant, one (1) at the starting line and one (1) at the finish line, and at least one (1) individual present must be a parent or legal guardian of the Infant. The Winner will be notified in person at the Race.

**YOU ARE NOT A WINNER UNTIL YOUR ELIGIBILITY HAS BEEN VERIFIED AND IT IS DETERMINED THAT YOU HAVE COMPLIED WITH THESE OFFICIAL RULES.**

8. **PRIZE AND ODDS.** Sponsor will award the following prize (each, a "**Prize**") to the Winner: [KC Wolf Plush]. The Prize has an approximate retail value of [\$55.00] (the "**Prize**"). The Prize is non-transferable and cannot be redeemed for cash. Odds of winning depend upon the number of Contestants and Infants who participate in the Contest. Sponsor reserves the right to substitute the Prize for a Prize of equal or greater value at any time.
9. **DISCLAIMER OF WARRANTY.** EVERYTHING ON SPONSOR'S WEBSITE(S) ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. FURTHER, SPONSOR MAKES NO REPRESENTATION THAT MATERIALS ON ITS WEBSITES RELATING TO THE CONTEST ARE APPROPRIATE OR AVAILABLE FOR USE AT ALL LOCATIONS AT ALL TIMES. IT IS YOUR RESPONSIBILITY TO ENSURE THAT ACCESSING SPONSOR'S WEBSITE(S) AND ENTERING THE CONTEST IS LEGAL AND NOT PROHIBITED BY THE LAWS OF THE JURISDICTION IN WHICH ENTRANT IS A CITIZEN.
10. **INDEMNIFICATION.** By entering, you agree that Sponsor and its respective parent companies, affiliates, subsidiaries, advertising and promotion agencies, and all of their officers, directors, employees, representatives and agents (the "**Contest Entities**"), are indemnified, released and will be held harmless by you from any and all liability, for any damages, injuries, or losses of any kind to person(s), including death, or property, arising directly or indirectly from your entry, and the acceptance, possession, misuse or use of the Prize or your participation in the Contest or any Contest-related activity, in any way.

**11. LIMITATIONS OF LIABILITY.** The Contest Entities are not responsible for and are hereby released from liability with respect to: (a) any printing, typographical, mechanical, or other errors in the printing, the offering, or the administration of the Contest or in the announcement of the Prize; (b) lost, late, illegible, misdirected, or non-delivered Entries or emails; (c) any Entries submitted in a manner that is not expressly allowed under these Official Rules; (d) for lost, interrupted or unavailable satellite, network, server, Internet Service Provider, website or other connections availability, accessibility or traffic congestion, or miscommunications, or failed computer, network, telephone, or cable hardware, software or lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, or computer hardware or software malfunctions, failures or difficulties; (e) other errors of any kind whether human, mechanical, electronic or network, or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information; (f) any incorrect or inaccurate information, whether caused by website users, or by any equipment or programming associated with or utilized in the Contest; (g) any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of any website; or (h) injury or damage to entrant's or any other person's computer related to or resulting from participating in the Contest or downloading or copying materials from or use of website.

IN NO EVENT WILL THE CONTEST ENTITIES OR SOCIAL MEDIA ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF ENTRANT'S ACCESS TO AND USE OF SPONSOR'S WEBSITES OR SOCIAL MEDIA ENTITIES' WEBSITES AND/OR APPLICATIONS OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEBSITES AND/OR APPLICATIONS. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**12. GENERAL CONDITIONS.** Winner grants (and agrees to confirm such grant in writing promptly upon request) to Sponsor and those acting under Sponsor's authority the right to use the Winner's and Infant's name, photograph, likeness, voice, image, statements, and biographical information at any time or times for advertising, trade, publicity, and promotional purposes in any media now known or hereafter discovered, worldwide and on the World Wide Web, without review, notification, approval or additional compensation, unless prohibited by law.

By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of Sponsor in connection with the Contest, will be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules, and any matters or proceedings shall take place in the State of Missouri. By entering, entrants consent to jurisdiction and venue of the federal, state, and local courts in Jackson County, Missouri.

Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds may be tampering with the entry process or operation of the Contest or any associated website, may be acting in violation of the terms of an associated website or these Official Rules or may be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person.

If, for any reason, the Contest is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, hacking, unauthorized intervention, fraud, technical failures or any other causes which, in sole opinion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest, and randomly determine the Winner from among all eligible, non-suspect entries received prior to action taken. Any attempt to deliberately damage any website or undermine the legitimate operation of the Contest is unlawful and subject to legal action by Sponsor or its agents. Further, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest or these Official Rules without notice. If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. A waiver of any provision(s) of these Official Rules must be in writing, and a waiver in one instance or provision shall not be considered a waiver of any other instance or provision.

**13. WINNERS' LIST.** The names of the Winners will be available on or about [June 7, 2025]. To receive the names of the Winners by mail, please mail a self-addressed envelope, stamped to: Kansas City Chiefs Baby Crawl Race Contest, The University of Kansas Health System Training Complex, One Arrowhead Drive, Kansas City, Missouri 64129. The names of the Winners will be sent once verified.

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