

Kansas City Chiefs® 2020 RunItBack Playoff Sweepstakes

Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE PROMOTION (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 RHODE ISLAND AND WHERE PROHIBITED. IN THE EVENT THE SWEEPSTAKES IS ENTERED VIA A MOBILE DEVICE, MESSAGE AND DATA CHARGES MAY APPLY.

- 1. SPONSOR.** Kansas City Chiefs Football Club, Inc., a Texas corporation, located at The University of Kansas Health System Training Complex, One Arrowhead Drive, Kansas City, Missouri 64129 (“**Sponsor**”).
- 2. ELIGIBILITY.** The Kansas City Chiefs® 2020 RunItBack Playoff Sweepstakes (“**Promotion**”) is open to residents of the United States, except where void, who are eighteen (18) years of age or older at time of entry. In order to be eligible to win the Playoff Game Tickets/Bud Light Kegerator prize, entrants must be residents of the United States, except where void, and twenty-one (21) years of age or older at time of entry. Promotion is void in Florida, New York, Puerto Rico and Rhode Island, outside the United States 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 Promotion, 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. PROMOTION PERIOD.** Promotion begins on December 28, 2020 at 12:01AM CST and ends upon earliest of two dates: immediately upon Sponsor elimination from NFL 2020 Playoff tournament, or February 5th, 2021 at 11:59PM CST (“**Promotion Period**”). Sponsor’s clock is the official timekeeping device for the Promotion.
- 4. HOW TO ENTER.** During the Promotion Period, you may enter this Promotion by (a) pre-purchasing a “Run It Back Fanny pack” by December 28th, 2020, (b) entering for free by either (i) scanning one or more Promotion-activated QR codes that are provided or made available on a no-purchase basis throughout the Kansas City Metropolitan Statistical Area, or (ii) using Promotion-activated hashtags made available through Sponsor’s social media channels. No purchase is necessary to enter or claim the Prize, and a purchase will not increase your chances of winning. **Limit: one (1) entry per person/household/email address per QR code by location, and per social media hashtag posting.** Entries received from any person/household/email address in excess of the stated limitation will be void. All entries must be received with all required elements no later than the conclusion of the Promotion Period.

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 entries will be deemed invalid and 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. Multiple entrants are not permitted to share the same email address.

- 5. DRAW DATE.** Each business day, one (1) potential Winner will be randomly selected on the days set forth in Section 7 of these Official Rules (the “**Draw Date(s)**”) during the Promotion Period from among all eligible entries received prior to the conclusion of the Promotion Period. Draw Dates and corresponding Prizes are provided in Section 7 of these Official Rules. Sponsor reserves the right to randomly select another Winner. The random drawing on the Draw Dates will be conducted by Sponsor, whose decisions are final and binding on these Official Rules, conduct, results and all other matters relating to the Promotion. Sponsor shall not enter into any correspondence or discussion of the foregoing.
- 6. WINNER NOTIFICATION.** If you are selected as a potential Prize winner (a “**Winner**”), you will be notified within forty-eight (48) hours of the Draw Date in which you were randomly selected. Sponsor will notify you by in-person communication, phone, and/or email and you will be required to respond to the notification within forty-eight (48) hours indicating whether you can accept the Prize. If no response is received within the time allotted, an alternate Winner will

be randomly selected (time permitting). Any alternate Winner selected will also be required to respond to the notification within forty-eight (48) hours.

Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service which may result in a Winner not receiving initial Prize notification. The Winner must execute and return an affidavit of eligibility and liability/publicity release either by email to fanexperience@chiefs.com or by returning the affidavit by regular mail within seven (7) days of accepting the Prize to: Kansas City Chiefs Fan Experience Department, The University of Kansas Health System Training Complex, One Arrowhead Drive, Kansas City, Missouri 64129.

If a Winner is eighteen (18) years of age, but considered a minor in state of residence, the Prize will be awarded to a parent/legal guardian of the Winner who must execute and return any required documents as noted in these Official Rules. The Prize will be sent only upon verification by Sponsor that all Promotion requirements have been met by the Winner. If you are selected as a Winner, Sponsor may require you to prove your identity, including proof of address. Examples of identification documents include, but are not limited to, passport, driver’s license, or current utility bill. Failure of a Winner to comply with the above Prize claim requirements or these Official Rules for any reason, or the return of any Prize notification or Prize as undeliverable, or the determination that a Winner is ineligible to receive the Prize, may result in forfeiture of the Prize and selection of an alternate Winner in accordance with these Official Rules. Sponsor is not responsible for any entrant’s change of email address, mailing address, telephone number, and/or other contact information.

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

7. **PRIZE AND ODDS.** Sponsor will award a minimum of five (5) and a maximum of twenty-five (25) prizes (“Prize(s)”) throughout the Promotion Period. The Draw Date, Prize Description, and Approximate Retail Value (“ARV”) (where determinable) for each Prize is described in the Prize List, below. Each Prize in the Prize List corresponds directly to a particular Draw Date and if a Winner cannot accept a Prize as specified on the Draw Date, Prize will be forfeited and awarded to an alternate Winner (time permitting). Any difference between stated value and actual value will not be awarded. The Prize is non-transferable and cannot be redeemed for cash. No consolation prizes will be awarded. Odds of winning depend upon the number of eligible entries received. Sponsor reserves the right to substitute the Prize for a prize of equal or greater value at any time.

Prize List		
Draw Date	Prize Description	ARV (\$)
1/5/21	Clark Hunt Signed 2019 Chiefs Kingdom Book	\$100
1/6/21	Andrew Wylie Signed Photo	\$100
1/7/21	Sammy Watkins Signed Photo	\$100
1/8/21	2 Premium Seating Tickets to AFC Divisional Game and Bud Light Kegerator	\$630
1/11/21	Patrick Mahomes Signed Madden 2020 Xbox Video Game	\$800
1/12/21	Andy Reid Signed Super Bowl Flag	\$250
1/13/21	Anthony Hitchens Signed Photo	\$100
1/14/21	Frank Clark Signed Mini Helmet	\$100
1/15/21	2 Premium Seating Tickets to AFC Divisional Game and Bud Light Kegerator	\$630
1/18/21	Travis Kelce Signed Jersey	\$450
1/19/21	Clark Hunt Signed 2019 Chiefs Kingdom Book	\$100
1/20/21	Harrison Butker Signed Photo	\$100
1/21/21	Chris Jones Signed Jersey	\$200
1/22/21	2 Premium Seating Tickets to AFC Championship Game and Bud Light Kegerator	\$1,520
1/25/21	Patrick Mahomes Signed Super Bowl Flag	\$1,000
1/26/21	Tyreek Hill Signed Photo	\$100
1/27/21	Anthony Hitchens Signed Football	\$150

1/28/21	Travis Kelce Signed Super Bowl Flag	\$450
2/29/21	Clark Hunt Signed 2019 Chiefs Kingdom Book	\$100
2/1/21	Tyrann Mathieu Signed Jersey	\$300
2/2/21	\$50 Fanatics Gift Card	\$50
2/3/21	Tyreek Hill Signed Photo	\$100
2/4/21	Clark Hunt Signed 2019 Chiefs Kingdom Book	\$100
2/5/21	Tyrann Mathieu Super Bowl Flag	\$300
2/8/21	Patrick Mahomes Signed Jersey	\$1,000

- 8. PRIVACY.** All entries become the property of Sponsor and none will be returned. Please see Sponsor’s privacy policy located at <https://www.chiefs.com/privacypolicy/> for details regarding the use of personal information collected in connection with the Promotion. Any personal data relating to entrants and subject to these Official Rules will not be disclosed to a third party without the individual's prior consent. Personal data relating to entrants will be retained by Sponsor for a reasonable period after the Promotion closes to allow Sponsor to operate the Promotion and other promotional activities in a consistent manner and to deal with any queries on the Promotion, 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.
- 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 PROMOTION ARE APPROPRIATE OR AVAILABLE FOR USE AT ALL LOCATIONS AT ALL TIMES. IT IS ENTRANT’S RESPONSIBILITY TO ENSURE THAT ACCESSING SPONSOR’S WEBSITE(S) AND ENTERING THE PROMOTION 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 “**Promotion 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 the acceptance, possession, misuse or use of the Prize or your participation in the Promotion or any Promotion-related activity, in any way.
- 11. LIMITATIONS OF LIABILITY.** The Promotion 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 Promotion 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 Promotion; (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 Promotion or downloading or copying materials from or use of website.

IN NO EVENT WILL THE PROMOTION 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 PARTICIPATION IN THE PROMOTION OR ENTRANT’S ACCEPTANCE OR USE OF THE PRIZE, IN ANY MANNER UNDER ANY CIRCUMSTANCE. 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 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 Promotion, 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 Promotion 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 Promotion 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 Promotion, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion, 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 Promotion 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 Promotion or these Official Rules without notice.

- 13. WINNERS' LIST.** The name of the Winners will be available on or about [February 8th, 2021]. To receive the name of a Winner by mail, please mail a self-addressed, stamped envelope to: Kansas City Chiefs 2020 Playoff Activations Sweepstakes, The University of Kansas Health System Training Complex, One Arrowhead Drive, Kansas City, Missouri 64129. The name of the Winner will be sent once verified.

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