

# Kansas City Chiefs® Chiefs Ritual Officer Contest

## Official Rules

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE 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 WHERE PROHIBITED BY LAW. PARTICIPATION IN THE PROMOTION IS SUBJECT TO THE PROMOTION 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 Health System Training Complex, One Arrowhead Drive, Kansas City, Missouri 64129 (“**Sponsor**”). The Promotion is in no way sponsored by, endorsed by, administered by, or associated with any third party social media site, including Facebook®, Instagram®, Twitter®, TikTok®, and LinkedIn® (each, a “**Social Media Entity**” and collectively, “**Social Media**”). By entering or participating in the Promotion (defined below), each Entrant (defined below) accepts and agrees to be bound by these official Promotion rules (these “**Official Rules**”).
- 2. ELIGIBILITY.** This Kansas City Chiefs® Chiefs Ritual Officer Contest (“**Promotion**”) is open to legal residents of the United States who are twenty-one (21) years of age or older at time of entry. Promotion 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 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.** This Promotion begins at 8:00AM Central Time (“**CT**”) on January 4, 2023 and ends at 5:00PM CT on January 15, 2023 (“**Promotion Period**”). Sponsor’s clock is the official timekeeping device for the Promotion.
- 4. HOW TO ENTER.** During the Promotion Period, you may enter the Promotion by following the link to the entry form as specified in an applicable post by Sponsor relating to this Promotion or by replying to such post describing your Chiefs Ritual (as defined below) (the “**Entry Form**”), which may be located on any one of the Sponsor’s following Social Media pages: @KansasCityChiefs (Facebook®); @chiefs (Instagram®); @Chiefs (Twitter®); @chiefs (TikTok®) or Kansas City Chiefs (LinkedIn®). You must submit all requested information on the Entry Form, including a description of your Chiefs Ritual (defined below), (all of which, once submitted, shall be your “**Entry**”). Once an Entry is received by Sponsor, Sponsor will evaluate the contents of the Entry as further explained below, in totality and with relation to these Official Rules, and make a decision in its sole discretion as to whether the Entry meets the requirements in order to be considered an eligible entry.
- 5. EXCLUSIONS AND CONDITIONS.** To be eligible to win, your Entry must include a good faith submission (including any related photographs or videos) of a Kansas City Chiefs gameday or pre-gameday activity that has actually been performed or engaged in by you in connection with a sufficient number of Kansas City Chiefs games so as to constitute, in Sponsor’s sole discretion, a ritual (your “**Chiefs Ritual**”). To be eligible to win, you agree to allow Sponsor to view your Social Media page(s) and posting history in order to perform an informal review of such. This may require you to adjust your Social Media account settings to allow Sponsor to view your posting history. Any entrant may be disqualified from the Promotion based on the results of such Social Media review.

You may not submit an Entry that violates any third-party right, including any copyright, trademark, patent, trade secret, moral right, privacy right, right of publicity, or any other intellectual property or proprietary right; that is unlawful, harassing, abusive, tortious, threatening, harmful, invasive of another’s privacy, vulgar, defamatory, false, intentionally misleading, trade libelous, pornographic, obscene, sexually explicit, patently offensive, promotes racism, bigotry, hatred, or physical harm of any kind against any group or individual or is otherwise objectionable; that is harmful to minors in any way or includes any image or other identifying information of any minor; or that is in violation of any law, regulation, or obligations or restrictions imposed by any third party including but not limited to Social Media Entities. Any Entry submitted that, in Sponsor’s sole and absolute discretion, violates the foregoing, will be void and will not be eligible for consideration in the Promotion.

6. **ENTRY MATERIAL SUBMISSION GUIDELINES.** Entries not completed as described in these Official Rules during the Promotion Period will be void. **Limit: 1 Entry per individual.** 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. Multiple entrants are not permitted to share the same email address or Social Media account. 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 or Social Media account 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 and the policies and terms of the Social Media Entities.** Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents will void all Entries submitted by, or associated with, the applicable entrant. By submitting an Entry in connection with the Promotion, you hereby agree that Sponsor may contact you regarding your submission.

7. **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 Promotion. 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 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.
8. **WINNER DETERMINATION.** A judging panel of five (5) judges, designated by the Sponsor, will determine twenty (20) Semi-Finalists from among all eligible Entries received during the Promotion Period. Winners will be determined after two rounds of judging. For each round, each judge will score each eligible Entry individually, assigning each eligible Entry a score out of 30, and then all of the scores for each eligible Entry will be totaled together, giving each eligible Entry a score out of 150 for each round of judging. The first round of judging (the **“First Round”**) will occur following the end of the Promotion Period and will include evaluation of the Entries based on the following criteria:

First Round Judging Criteria	
Judging Criteria	Ranking Scale Applied
Creativity and Originality	1-10
Inclusion of Chiefs Element	1-10
Overall Impression	1-10

The twenty (20) entrants with the highest scores from the First Round (the **“Semi-Finalists”**) will move on to a second round of judging (the **“Second Round”**). During the Second Round, Semi-Finalists will submit a “video interview” for evaluation based on the following criteria:

Second Round Judging Criteria	
Judging Criteria	Ranking Scale Applied
Chiefs “Spirit”	1-10
Length/Quality of History as a Chiefs Fan	1-10
Overall Impression	1-10

The scoring for the second round will be as described above. The Semi-Finalist with the highest Second Round score will become the potential Primary Winner. In the event the scoring of the video submissions of the Second Round result in a tie between two or more Semi-Finalists, the Semi-Finalist (among those with the highest scores from the Second Round) with the highest score from the First Round will be deemed the potential Primary Winner. As further set out in Section 9 below, to be a verified Winner, potential Winners must allow Sponsor to conduct criminal, driver history, Social Media review, and all other requested background checks of potential Winners to the extent allowed and consistent with all applicable laws. For the potential Primary Winner, the background check will include a criminal and consumer report background check as well as an informal Social Media review. For potential Semi-Finalists, the Sponsor may perform an informal Social Media review. Any potential Winner may be disqualified from the Promotion based on the results of such background check and/or Social Media review. If the potential Primary Winner is disqualified from the Promotion based on the results of the required background check, an alternate potential Primary Winner will be selected from among the remaining Semi-Finalists, who must also pass all required background checks. Additional alternate potential Primary Winners will continue to be selected until an alternate Primary Winner passes all required background checks in Sponsor’s sole discretion.

- 9. WINNER NOTIFICATION AND BACKGROUND CHECKS.** Semi-Finalists will be notified on or about January 15, 2023, by in-person communication, phone, message via Social Media account, and/or email and will be required to respond to the notification within twenty-four (24) hours indicating whether they can move on to the Second Round and will be required to submit their video interview within that twenty-four (24) hour period. If no response is received within the time allotted, an alternate Semi-Finalist will be selected based on First Round scores. Any alternate Semi-Finalist selected will also be required to respond to the notification within twenty-four (24) hours. Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service which may result in Semi-Finalists not receiving a notification.

The potential Primary Winner will be notified on or about January 15, 2023, by in-person communication, phone, message via Social Media account, and/or email and will be required to respond to the notification within twenty-four (24) hours indicating whether they can accept the Prize. If no response is received from the potential Primary Winner within the time allotted, an alternate potential Primary Winner will be selected from among the Semi-Finalists based on Second Round scores. Any alternate potential Primary Winner selected will also be required to respond to the notification within twenty-four (24) hours. Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service which may result in potential Winners not receiving initial Prize notification.

The potential Primary Winner must execute and return an affidavit of eligibility and liability/publicity release. The release may be returned by email to [fanexperience@chiefs.com](mailto:fanexperience@chiefs.com) prior to receiving or participating in any portion of the Grand Prize. In addition, prior to being verified as the Primary Winner, the potential Primary Winner must execute and return a consumer report background check release.

A Prize will be sent only upon verification by Sponsor that all Promotion requirements have been met by the potential Winner. Sponsor may require a potential Winner to prove his/her 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 potential Winner to comply with the above Prize claim requirements, including the background check or Social Media review requirements, or these Official Rules for any reason, or the return of any Prize notification or Prize as undeliverable, or the determination that a potential Winner is ineligible to receive a 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.**

- 10. PRIZE AND ODDS.** Sponsor will award the following grand prize (the "**Grand Prize**") to the verified primary Winner (the "**Primary Winner**"): (i) honorary title of "Chiefs Ritual Officer"; (ii) \$142.20 USD; (iii) 142 game tickets for games during the 2022-2023 or 2023-2024 Kansas City Chiefs seasons for pre-season, regular season, or playoff home games of the Sponsor's choosing (provided that two (2) tickets will be to the first Kansas City Chiefs home playoff game for the 2022-2023 season); (iii) a "contract signing" experience at a location and on a day of the Sponsor's choosing; (iv) a tour of GEHA Field at Arrowhead Stadium on a day of the Sponsor's choosing; (v) two (2) pregame sideline passes for the first Kansas City Chiefs home playoff game for the 2022-2023 season; and (vi) a Coin Toss Captain experience for first Kansas City Chiefs home playoff game for the 2022-2023 season. Approximate retail value of the Grand Prize is \$32,000 USD. Actual value may vary depending on variables outside of the Sponsor's control. Any difference between stated value and actual value will not be awarded. Sponsor will award the following Prize(s) (each, a "**Secondary Prize**") to each Semi-Finalist, who was not the Primary Winner: (i) a pair of Kansas City Chiefs socks, and (ii) a note from the Kansas City Chiefs. Approximate retail value of each Secondary Prize is \$25.00 USD. Actual value may vary depending on variables outside of the Sponsor's control. Any difference between stated value and actual value will not be awarded. Each Grand Prize and Secondary Prize may be referred to herein as a "**Prize**", and the Primary Winner and all Semi-Finalists may be referred to herein as a "**Winner**". A Prize is non-transferable and cannot be redeemed for cash. Odds of winning depend upon the number of eligible entries received. Sponsor reserves the right to substitute a Prize for a Prize of equal or greater value at any time. The Sponsor will make a fixed contribution to tax authorities based on an estimated tax liability for the Primary Winner. Exact tax liability subject to personal finance situation and winner is subject to any difference in tax cost.

THE TITLE OF "CHIEFS RITUAL OFFICER," THE "CONTRACT SIGNING" EXPERIENCE, AND ALL OTHER PRIZES SHALL IN NO WAY BE CONSTRUED AS RELATING TO AN EMPLOYMENT RELATIONSHIP WITH SPONSOR. THIS PROMOTION IS NOT AN OFFER OR ADVERTISEMENT FOR EMPLOYMENT. THIS PROMOTION IS FOR MARKETING PURPOSES ONLY AND IS NOT RELATED TO AN EMPLOYMENT OPPORTUNITY OF ANY KIND. THE SPONSOR EXPRESSLY DISCLAIMS RESPONSIBILITY FOR ANY AND ALL LOSSES ARISING OUT OF RELIANCE ON THIS PROMOTION AS AN OFFER OR ADVERTISEMENT FOR EMPLOYMENT.

- 11. TRAVEL, ACCOMMODATION, AND EVENT REQUIREMENTS.** As applicable, travel and accommodations are solely the Winner's responsibility. Sponsor is not liable for any missed events or opportunities or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay or in the event Winner and/or guest misses a scheduled airline flight. Ground transportation, meals, gratuities, trip cancellation insurance, personal purchases and all other expenses not specified herein are solely the Winner's responsibility.

The Promotion event date is subject to change. Seating assignments are subject to availability and change at Sponsor's sole discretion. The Winner and guest must abide by all venue policies. Sponsor and/or venue operator reserves the right to revoke full or partial Prize from Winner or Winner's guest who it and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Sponsor and/or venue operator into disrepute.

- 12. 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.
- 13. 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 your Entry, and the acceptance, possession, misuse or use of the Prize or your participation in the Promotion or any Promotion-related activity, in any way.

- 14. 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 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.

- 15. 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. 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.

- 16. WINNERS' LIST.** The names of the Winners will be available on or about January 18, 2023. To receive the names of the Winners by mail, please mail a self-addressed envelope, stamped to: Kansas City Chiefs Chiefs Ritual Officer 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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