

Kansas City Chiefs “Chiefs Gameday Challenge” Promotion Official Rules.

THESE OFFICIAL RULES ARE A CONTRACT BETWEEN YOU AND THE KANSAS CITY CHIEFS FOOTBALL CLUB, INC., SO READ CAREFULLY BEFORE PARTICIPATING.

No Purchase Necessary to Participate or Win.

Purchasing Will Not Increase Your Chances of Winning.

This Promotion May Not Be Used to Conduct, Advertise or Promote Any Form of Gambling.

Eligibility: The Kansas City Chiefs “Chiefs Gameday Challenge” Promotion (“Promotion”) is only offered and open to individuals who at the time of participation are (i) legal residents of and are physically located in the fifty (50) United States or District of Columbia and (ii) are age eighteen (18) years or older. Employees, officers and directors of the Kansas City Chiefs Football Club, Inc. (the “Club” or the “Chiefs”), the National Football League and its member teams and operators, and their respective parents, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of sweepstakes materials and their immediate families (spouses and/or parents, children, and siblings, and their spouses, regardless of where they reside) or member of the same household (whether related or not) are NOT ELIGIBLE to enter or win. Club is not responsible if a Game is delayed, postponed or cancelled for any reason and no prize will be awarded if a Game is delayed, postponed or cancelled except in the sole discretion of Club. Void where prohibited by law, rule or regulation. All federal, state and local laws, rules and regulations apply. All federal, state and local taxes are the sole responsibility of winners. The Promotion may only be entered in, or from, the state of Missouri. Entries originating from any other state or jurisdiction will be deemed ineligible. The Club reserves the right to verify the eligibility of winners before awarding any prize.

Promotion Period: The Promotion will run from the date and time that the Game (as defined below) is launched and available in the App (as defined below) through the conclusion of the final Weekly Entry Period (as defined below) (the “Promotion Period”). The Promotion Period is divided into potentially twenty-one (21) entry periods (each a “Weekly Entry Period”) as outlined in the section entitled “Winner Selection/Notification” and will incorporate all regular season and post-season Kansas City Chiefs 2022-23 season games scheduled to take place beginning in Week 1 of the NFL regular season and throughout the twenty-one (21) Weekly Entry Periods, or until the 2022-23 season has officially ended. The Club’s computer is the official time keeping device for the Promotion.

To Participate: During the Promotion Period, open the Official Kansas City Chiefs Mobile Application (“App”) and click on the “Chiefs Gameday Challenge” button (“Promotion Button”). If you do not have the App, you can download it for free on the iOS and Android operating systems. After clicking the Promotion Button, you will need to confirm that you are eighteen (18) years of age or older by entering your birthdate, and if a first-time user, complete the

required information (username, email, zip code) to participate in the Promotion. Participants are responsible for ensuring that all required information is accurate. Limit one (1) registration form submission per person and per email address for the duration of the Promotion Period. Additional registration forms received from any such person or email address after the first registration form is received from that person or email address will be void. The use of a script, macro or any other device to automate or subvert the registration process is prohibited and all such registrations will be void. Registration form submissions will be accepted throughout the Promotion Period, in accordance with the terms of these Official Rules.

After completion of the registration process, you will be given access to the “Chiefs Gameday Challenge” home page (“Game Home Page”) within the App. Visit the Game Home Page and follow the instructions to play the “Chiefs Gameday Challenge” predictive game (the “Game”).

(a) Object of the Game: The object of the Game is to earn as many points as possible during a Weekly Entry Period. A Weekly Entry Period will begin at 8:00 AM Central Time on gameday during each week of the Promotion Period and end at the conclusion of the Chiefs game on gameday during each week of the Promotion Period. Prizes will be awarded to the participants with the most points in each Weekly Entry Period, as further described in the “Prizes” section below.

(b) Participants may earn points by correctly predicting the outcome of ten (10) different scenarios each game. Once a user has locked in their prediction, the user will not be able to change their selection. Additionally, once a game has begun, any remaining unanswered predictions will be closed and a user will not be able to answer said prediction.

Winner Selection/Notification: Potential winners of each Weekly Entry Period will be determined on or about two (2) days following the end of each Weekly Entry Period. Ten (10) prizes will be awarded for each Weekly Entry Period to the participants who log the 10 highest numbers of valid points to the leaderboard for the applicable Weekly Entry Period.

In the event of a tie for any weekly or grand prize, the winner(s) will be determined at random. The tabulation of points, administration of tie breakers, and identification of potential winners will be conducted by the Club, whose decision is final and binding with respect to these Official Rules and in all other matters relating to this Promotion. Each prize will be awarded to the authorized account holder of the email address identified in the registration form, regardless of whether that is the person named on the applicable registration form (subject to verification of eligibility and compliance with the terms of these Official Rules). Potential winners will be notified by Club via email throughout the Promotion Period. If a potential winner cannot be contacted; is ineligible according to these Official Rules; declines his/her prize for any reason whatsoever; otherwise fails to fully comply with these Official Rules; or if prize notification is returned as undeliverable, potential prize winner will forfeit his/her prize and the prize may be awarded to an alternate winner or the Club may retain the prize.

Prize Details: All costs and expenses associated with the acceptance and use of any prizes awarded in connection with the Promotion, including, but not limited to, all federal, state and local taxes, and other miscellaneous expenses (including, but not limited to, meals, personal expenses, activities, tips, incidental room charges, travel (except as otherwise specifically provided for herein), ground transportation (if applicable)) are each winner's sole responsibility. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by the Club. The Club has no obligations or commitments to any winner or his/her guests in connection with this Promotion. Prizes are as follows:

	1 st Prizes	2nd Prizes	3rd Prizes	4th Prizes	5th Prizes	6th Prizes	7th Prizes	8th Prizes	9th Prizes	10th Prizes
WK 1 at AZ	Signed Travis Kelce Jersey	Signed Patrick Mahomes Mini Helmet	Signed Chris Jones Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 2 vs. LAC	Signed Chris Jones Jersey	Signed Nick Bolton Mini Helmet	Signed Mecole Hardman Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 3 at IND	Signed JuJu Smith-Schuster Jersey	Signed Trent McDuffie Mini Helmet	Signed Clyde Edwards-Helaire Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 4 at TB	Signed Patrick Mahomes Jersey	Signed Travis Kelce Mini Helmet	Signed Chris Jones Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 5 vs. LV	Signed Creed Humphrey Jersey	Signed JuJu Smith-Schuster Mini Helmet	Signed Nick Bolton Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 6 vs. BUF	Signed Clyde Edwards-Helaire Jersey	Signed Creed Humphrey Mini Helmet	Signed Patrick Mahomes Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points

WK 7 at SF	Signed Chris Jones Replica Helmet	Signed Justin Reid Mini Helmet	Signed Willie Gay Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 9 vs. TEN	Signed Mecole Hardman Jersey	Signed Chris Jones Mini Helmet	Signed L'Jarius Sneed Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 10 vs. JAX	Signed Patrick Mahomes Football	Signed Willie Gay Mini Helmet	Signed Orlando Brown Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 11 at LAC	Signed Clyde Edwards-Helaire Football	Signed Juan Thornhill Mini Helmet	Signed Nick Bolton Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 12 vs. LAR	Signed Travis Kelce Jersey	Signed Patrick Mahomes Mini Helmet	Signed Juan Thornhill Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 13 at CIN	Signed Patrick Mahomes Jersey	Signed Chris Jones Mini Helmet	Signed Creed Humphrey Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 14 at DEN	Signed Creed Humphrey Jersey	Signed Frank Clark Mini Helmet	Signed Tommy Townsend Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 15 at HOU	Signed Justin Reid Jersey	Signed George Karlaftis Mini Helmet	Signed Creed Humphrey Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 16 vs. SEA	Signed Trent McDuffie Jersey	Signed Creed Humphrey Mini Helmet	Signed Frank Clark Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points

WK 17 vs. DEN	Signed Clyde Edwards-Helaire Jersey	Signed L’Jarius Sneed Mini Helmet	Mecole Hardman Signed Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
WK 18 at LV	Signed Travis Kelce Football	Signed Andy Reid Mini Helmet	Harrison Hutker Signed Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
Wildcard Round (if applicable)	Signed Mecole Hardman Jersey	Signed Nick Bolton Mini Helmet	Clyde Edwards-Helaire Signed Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
Divisional Round (if applicable)	Signed JuJu Smith-Schuster Jersey	Signed Clyde Edwards-Helaire Mini Helmet	Juan Thornhill Signed Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
AFC Championship (if applicable)	Signed Chris Jones Jersey	Signed Clyde Edwards-Helaire Mini Helmet	Patrick Mahomes Signed Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points
Super Bowl (if applicable)	Signed Travis Kelce Jersey	Signed Patrick Mahomes Mini Helmet	Creed Humphrey Signed Photo	4000 CKR Points	3000 CKR Points	2000 CKR Points	1000 CKR Points	500 CKR Points	250 CKR Points	100 CKR Points

Approximate retail value of all prizes awarded is \$6,786. Approximate retail value of each jersey is \$325, each replica helmet is \$145, each football is \$120 and each mini helmet is \$30 and each photo is \$6.

In order to receive “CKR” points, users must have a Chiefs Kingdom Rewards account, or register for a free account, using the same email address as used upon Free Play account creation. By registering or logging into Chiefs Kingdom Rewards, users are agreeing to the program’s terms and conditions, which can be found here: <https://www.chiefskingdomrewards.com/terms>

Miscellaneous: No transfer, assignment, cash redemption, or substitution of a prize (or portion thereof) is permitted except by the Club, who reserves the right to substitute a prize (or applicable portion thereof) with one of comparable or greater value at their sole and absolute discretion. The Club reserves the right to void and remove any and all predictions and resulting

points a participant who the Club believes has attempted to tamper with, influence, or impair the administration, security, fairness, judging or proper play of this Promotion and such participant will be disqualified and all associated predictions and resulting points will be void. Potential winners may be required to execute and return a Prize Claim Form (including an affidavit of eligibility and liability and publicity release) within seven (7) days of date of issuance of notification. In the event that any selected potential winner declines his/her prize or his/her prize is returned as undeliverable, is not eligible to accept the prize, does not comply with the terms of these Official Rules or is not available for any reason when notified, his/her prize opportunity will be forfeited and the Club, at their sole discretion and time permitting, may notify the next runner-up for the prize at issue. To the extent permitted under the Club's Privacy Policy, participation in the Promotion constitutes each participant's and each winner's consent to the Club's and its agents' use of winner's name, image, likeness, photograph, video, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. The Club's Privacy Policy, as amended by the Club from time to time, can be found at <https://www.chiefs.com/privacypolicy/>. By participating, participants agree that the Club reserves the right to conduct a background check and entry in the Promotion constitutes participant's permission for Club to conduct such background check, provided that, to the extent additional authorization is necessary under law, participants shall authorize such check. Club reserves the right (at its sole discretion) to disqualify any participant based on the results of the background check or failure of the participant to properly authorize such check). The Club reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Promotion and these Official Rules (or portion thereof) for any reason, including should virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Promotion or for any other reason and, in the case of termination, at its discretion, select the winners for the prizes at issue from all eligible non-suspect predictions and points tabulated prior to the event that required such termination. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CHIEFS MOBILE APPLICATION OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, CLUB RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Agreement to Official Rules. By participating in the Promotion, participants agree to be bound by these Official Rules and the decisions of the Club (including, but not limited to, the Club's employees or agents handling prize redemption), which are final and binding in all matters relating to the Promotion. The Club reserves the right to change these Official Rules at any time in their sole discretion. By participating in the Promotion, each participant waives any right to claim ambiguity in these Official Rules.

Release. By participating in this Promotion, participant agrees to release, indemnify, and hold harmless, the Club from any and all liability for any injuries, loss, harm, damage, cost, or expense of any kind to any person(s), including, without limitation, property damage, personal injury, and/or death, arising in whole or in part, directly or indirectly, from acceptance, possession, use, and/or misuse of a prize or participation in this Promotion or any Promotion-

related activity and for any claims based on publicity rights, defamation, or invasion of privacy. The Club is not responsible for cancellations or delays, or if any prize cannot be awarded or used, or if the Promotion cannot be conducted as planned for any reason, including, without limitation, due to the cancellation of any Club games.

Dispute Resolution (Arbitration). Please read the following arbitration agreement in this section (“Arbitration Agreement”) carefully. It requires you to arbitrate most disputes with the Club and limits the manner in which you can seek relief from us.

(a) Applicability of Arbitration Agreement. You agree that any dispute between you and Club relating in any way to the Promotion, our advertising or marketing practices, or these Official Rules, will be resolved by binding arbitration, rather than in court, except that (1) you may assert claims in small claims court if your claims qualify, so long as the matter remains in such court and advances only on an individual (non-class, non-representative) basis; and (2) you or the Club may seek equitable relief in court for infringement or other misuse of intellectual property rights (such as trademarks, trade dress, domain names, trade secrets, copyrights, and patents). This Arbitration Agreement shall apply, without limitation, to all claims that arose or were asserted before the Effective Date of these Official Rules or any prior version of these Official Rules. IF YOU AGREE TO ARBITRATION WITH THE CLUB, YOU ARE AGREEING IN ADVANCE THAT YOU WILL NOT PARTICIPATE IN OR SEEK TO RECOVER MONETARY OR OTHER RELIEF IN ANY LAWSUIT FILED AGAINST THE CLUB ALLEGING CLASS, COLLECTIVE, AND/OR REPRESENTATIVE CLAIMS ON YOUR BEHALF. INSTEAD, BY AGREEING TO ARBITRATION, YOU MAY BRING COVERED CLAIMS AGAINST THE CLUB ONLY IN AN INDIVIDUAL ARBITRATION PROCEEDING. IF SUCCESSFUL ON SUCH CLAIMS, YOU COULD BE AWARDED MONEY OR OTHER RELIEF BY AN ARBITRATOR. YOU ACKNOWLEDGE THAT YOU HAVE BEEN ADVISED THAT YOU MAY CONSULT WITH AN ATTORNEY IN DECIDING WHETHER TO ACCEPT THIS ARBITRATION AGREEMENT.

(b) Arbitration Rules and Forum. The Federal Arbitration Act governs the interpretation and enforcement of this Arbitration Agreement. To begin an arbitration proceeding, you must send a letter requesting arbitration and describing your claim to One Arrowhead Drive, Kansas City, MO 64129 ATTN: Chiefs Gameday Challenge Arbitration Claim. The arbitration will be conducted by the American Arbitration Association (“AAA”) in accordance with their Consumer Arbitration Rules and the Consumer Due Process Protocol. If the arbitrator finds that you cannot afford to pay AAA’s filing, administrative, hearing and/or other fees and you cannot obtain a waiver from AAA, the Club will pay them for you. In addition, the Club will reimburse all such AAA filing, administrative, hearing and/or other fees for claims with an amount in controversy totaling less than \$10,000 unless the arbitrator determines the claims are frivolous. You may choose to have the arbitration conducted by telephone, based on written submissions, or in person in the county where you live or at another mutually agreed location. Any judgment on the award rendered by the arbitrator may be entered in any court of competent jurisdiction.

(c) Authority of Arbitrator. The arbitrator, and not any federal, state or local court or agency shall have exclusive authority to resolve any dispute related to the interpretation, applicability, enforceability or formation of this Arbitration Agreement including, but not limited to any claim that all or any part of this Arbitration Agreement is void or voidable. The arbitrator will decide the rights and liabilities, if any, of you and the Club. The arbitration proceeding will not be consolidated with any other matters or joined with any other proceedings or parties. The arbitrator shall have the authority to grant motions dispositive of all or part of any claim or dispute. The arbitrator shall have the authority to award monetary damages and to grant any non-monetary remedy or relief available to an individual under applicable law, the arbitral forum's rules, and these Official Rules (including the Arbitration Agreement). The arbitrator shall issue a written award and statement of decision describing the essential findings and conclusions on which any award (or decision not to render an award) is based, including the calculation of any damages awarded. The arbitrator shall follow the applicable law. The arbitrator has the same authority to award relief on an individual basis that a judge in a court of law would have. The award of the arbitrator is final and binding upon you and us.

(d) Waiver of Jury Trial. YOU AND THE CLUB HEREBY WAIVE ANY CONSTITUTIONAL AND STATUTORY RIGHTS TO SUE IN COURT (OTHER THAN SMALL CLAIMS COURT AS PERMITTED HEREIN) AND HAVE A TRIAL IN FRONT OF A JUDGE OR A JURY. You and the Club are instead electing that all covered claims and disputes shall be resolved by arbitration under this Arbitration Agreement, except as specified in subsection (a) above. An arbitrator can award on an individual basis the same damages and relief as a court and must follow these Official Rules as a court would. However, there is no judge or jury in arbitration, and court review of an arbitration award is subject to very limited review.

(e) Waiver of Class or Consolidated Actions. ALL CLAIMS AND DISPUTES WITHIN THE SCOPE OF THIS ARBITRATION AGREEMENT MUST BE ARBITRATED ON AN INDIVIDUAL BASIS AND NOT ON A CLASS, COLLECTIVE OR REPRESENTATIVE BASIS. ONLY INDIVIDUAL RELIEF IS AVAILABLE FOR CLAIMS COVERED BY THIS ARBITRATION AGREEMENT, AND CLAIMS OF MORE THAN ONE CUSTOMER OR USER CANNOT BE ARBITRATED OR CONSOLIDATED WITH THOSE OF ANY OTHER CUSTOMER OR USER. Notwithstanding anything to the contrary herein, in the event that this subsection (e) is deemed invalid or unenforceable with respect to a particular claim or dispute, neither you nor Club shall be entitled to arbitration of such claim or dispute and instead the applicable claim or dispute shall be resolved in a Missouri court.

(f) 30-Day Right to Opt Out. You have the right to opt out of the provisions of this Arbitration Agreement by sending a timely written notice of your decision to opt out to the following address: One Arrowhead Drive, Kansas City, MO 64129 ATTN: Chiefs Gameday Challenge or email to customerrelations@kcchiefs.com, within 30 days after

first becoming subject to this Arbitration Agreement. Your notice must include your name and address, your username (if any), the email address you used to set up your account (if you have one), and a clear statement that you want to opt out of this Arbitration Agreement. If you opt out of this Arbitration Agreement, all other parts of these Official Rules will continue to apply to you. Opting out of this Arbitration Agreement has no effect on any other arbitration agreements that you may currently have with us, or may enter into in the future with us.

(g) Severability. Subject to subsection (e), if any part or parts of this Arbitration Agreement are found under the law to be invalid or unenforceable, then such specific part or parts shall be of no force and effect and shall be severed and the remainder of the Arbitration Agreement shall continue in full force and effect.

(h) Survival of Agreement. This Arbitration Agreement will survive the termination or expiration of the Promotion or your relationship with the Club.

(i) Modification. Notwithstanding any provision in these Official Rules to the contrary, we agree that if the Club makes any future material change to this Arbitration Agreement, it will not apply to any individual claim(s) of which you had already provided notice to the Club.

Privacy and Use of Participant Information for Marketing Purposes. By participating in the Promotion, you consent to the Club's collection, use and disclosure of your personal information provided pursuant to the Promotion for purposes of administering the Promotion, and for purposes of marketing of the service, products of the Club, its affiliates, partners and sponsors to the extent permitted under the Club's Privacy Policy. The Club's Privacy Policy, as amended by the Club from time to time, can be found at <https://www.chiefs.com/privacypolicy/>. Participant may opt-out of communications from Club as provided in such communications.

Choice of Law. THIS AGREEMENT AND ANY ACTION RELATED THERETO WILL BE GOVERNED AND INTERPRETED BY AND UNDER THE LAWS OF THE STATE OF MISSOURI, CONSISTENT WITH THE FEDERAL ARBITRATION ACT, WITHOUT GIVING EFFECT TO ANY CONFLICT OF LAW OR OTHER PRINCIPLES THAT PROVIDE FOR THE APPLICATION OF THE LAW OF ANOTHER JURISDICTION.

Force Majeure. The Club shall not be liable for any delay or failure to perform resulting from causes outside its reasonable control, including, but not limited to, acts of God, epidemics, pandemics, or other health crisis, war, terrorism, riots, embargos, acts of civil or military authorities, fire, floods, accidents, strikes or shortages of transportation facilities, fuel, energy, labor or materials.

Winners List. For the names of the winners (available after 3/1/2023), mail a self-addressed, stamped envelope to be received by 4/1/2023 to: Chiefs Gameday Challenge Promotion Winners, c/o Kansas City Chiefs, 1 Arrowhead Drive, Kansas City, MO 64081.