

Kansas City Chiefs® - Coca-Cola® “Refreshing Moments in Chiefs History” Official Rules

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 OR LOCATED OUTSIDE THE UNITED STATES AT THE TIME OF ENTRY. VOID WHEREVER ELSE PROHIBITED BY LAW OR THESE OFFICIAL RULES. PARTICIPATION IN THE PROMOTION IS SUBJECT TO THESE OFFICIAL RULES AT ALL TIMES.

Promotion Details

1. **ADMINISTRATOR AND SPONSOR.** The Promotion (as defined hereunder) is administered by the 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 (“**Administrator**”) and the Promotion is sponsored by The Coca-Cola Company, a Delaware Corporation, located at One Coca-Cola Plaza, Atlanta, Georgia 30313 (“**Sponsor**”).
2. **ELIGIBILITY.** The Kansas City Chiefs® - Coca-Cola® “Refreshing Moments in Chiefs History” (the “**Promotion**”) is open to legal residents of Kansas, Missouri, and Nebraska; who are eighteen (18) years of age or older at time of entry and who have downloaded and registered an account in the official Chiefs Mobile app (the “**App**”). Employees of Administrator, Sponsor, and their 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 (including but not limited to Yinzcam and Skidata), 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 September 15, 2018 and ends at 11:59 PM CT on October 28, 2018 (the “**Promotion Period**”). Administrator’s clock is the official timekeeping device for the Promotion.
4. **HOW TO ENTER.** There are two ways to enter:

Purchase and Scan Method: Prior to or during a Contest Period, you must have (i) downloaded the App, which may be downloaded at the Google Play Store OR the Apple iTunes Store, which App will at all times be subject to your agreement to and continued compliance with the applicable terms and conditions governing the use of the App.. Additionally, during the Contest Period, you must scan the participating special edition Kansas City Chiefs-branded Coca-Cola cans using the App, at which time you will be invited to watch a short “Refreshing Moments in Chiefs History” clip. By watching one (1) such clip during the Promotion Period, you will be eligible to win the grandprize set forth herein, subject to the eligibility rules set forth herein.

Mail-In Alternate Method of Entry: You may also enter this Promotion by sending a 3 ½ x 5 inch postcard including your name, telephone number, email address (optional), and home address to Refreshing Moments in Chiefs History Promotion, The University of Kansas Health System Training Complex, One Arrowhead Drive, Kansas City, Missouri 64129, with such entry effective as of the particular day the entry is actually received by Administrator. **No purchase is necessary to enter the Promotion or claim a prize, and a purchase will not increase your chances of winning. Limit: One grand prize (1) entry per person/household/email address.** Entries received from any person/household/email address in excess of the stated limitation will be void. No robotic, programmed, script, macro, or other automated entries are permitted nor will such entries be accepted. All entries become the property of Sponsor and Administrator and none will be returned. You understand that you are providing your personal information to Administrator. Please direct any questions, comments, or complaints regarding this Promotion to Administrator. Please see Administrator'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. Personal data relating to entrants will be retained by Administrator for a reasonable period after the Promotion closes to allow Administrator to operate the Promotion and other promotional activities in a consistent manner and to deal with any queries on the Promotion. If you are selected as the prize winner, your information may, but is not required to, be included in a publicly-available winners' list. Neither Administrator nor Sponsor shall be obligated to verify the receipt of any 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 for the purposes of entering or participating in this Promotion. Any attempt by an entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods, will void that entrant's entries and that entrant may be disqualified in Administrator's sole discretion. Use of any automated program to enter may result in disqualification in the Administrator's sole discretion.

5. **DRAWING DATE AND WINNER NOTIFICATION.** One (1) winner will be randomly selected and notified of such selection on or about October 29, 2018 from all eligible entries received during the Promotion Period by each winner's respective method of entry. Chosen winner must execute and return an affidavit of eligibility and liability/publicity release by returning the affidavit by regular or electronic mail within three (3) days of attempted notification. If a winner is eighteen (18) years of age, but an eligible 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. Failure of a winner to comply with the above prize claim requirements or these Official Rules for any reason, or the determination that a chosen winner is not eligible to participate in the Promotion, may result in another random drawing of all eligible entries to select a winner in accordance with these Official Rules. You are not a winner until your eligibility has been verified, and it is determined that you have complied with these Official Rules. Neither Administrator nor Sponsor shall be responsible for any entrant's change of email address, mailing address, telephone number, and/or other contact

information. The random drawings will be conducted by Administrator, whose decisions are final and binding on these Official rules, conduct, results, and all other matters relating to the Promotion and neither Administrator nor Sponsor shall enter into any correspondence or discussion regarding the results of the Promotion.

6. **PRIZE AND ODDS.** The grand prize for the Promotion will be: (a) two (2) tickets to the Kansas City Chiefs – Cleveland Browns professional football game on Sunday, November 4, 2018, in Cleveland, Ohio; (b) two (2) round trip coach or economy-fare airline tickets totaling a sum less than \$1,000 and booked with the assistance of Administrator; and (c) a one (1) night hotel stay (one room, double occupancy) on Saturday, November 3, 2018 at a hotel of Administrator’s choosing. The approximate retail value of the grand prize offered for this Promotion is \$2,500.

These prizes are non-transferable and cannot be redeemed for cash. Odds of winning depend upon the number of eligible entries received. Administrator reserves the right to substitute prizes for prizes of equal or greater value at any time.

Terms and Conditions

7. **GENERAL CONDITIONS.** By entering, entrants agree (a) that Administrator, Sponsor, and their respective parent companies, affiliates, subsidiaries, advertising and promotion agencies (including The Coca-Cola Company), and all of their officers, directors, employees, representatives and agents (the “**Promotion Entities**”), are indemnified, released and will be held harmless by entrants 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 a prize or entrant’s participation in the Promotion or any Promotion-related activity; and (b) each winner grants (and agrees to confirm such grant in writing promptly upon request) to Administrator and those acting under Administrator’s authority the right to use the use of 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. All federal, state, and local taxes on a prize, if any, are solely the responsibility of the applicable winner, regardless of whether prize is used in whole or in part. The Promotion is subject to all applicable federal, state, and local laws and regulations.

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 Administrator and 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.

8. **LIMITATIONS OF LIABILITY.** 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 or by the natural person whose name, telephone number, email address (optional), and home address appears on the 3 ½ x 5 inch postcard submitted at the time of the 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 or the natural person whose name, telephone number, email address (optional), and home address appears on the 3 ½ x 5 inch postcard submitted at the time of the entry. 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, stone, illegible, misdirected, or non-delivered entries or email; (c) any entries submitted in a manner that is not expressly allowed under these Official Rules; or (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, satellite, 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, or 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. The Promotion Entities are not responsible for any incorrect or inaccurate information, whether caused by website users, or by any equipment or programming associated with or utilized in the Promotion and assume no responsibility for 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 website. Administrator 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. The Promotion Entities are not responsible for 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. 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 Administrator, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, Administrator reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion, and randomly determine the winners from among all eligible, non-suspect entries received prior to any 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 Administrator or its agents. Further, Administrator reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion or these Official Rules without notice. Any modification of the Promotion will be amended to these Official Rules.

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 ACCESS TO AND USE OF SPONSOR'S WEBSITES OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEBSITES.

EVERYTHING ON SPONSOR'S WEBSITES IS 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 AND ENTERING THE PROMOTION IS LEGAL AND NOT PROHIBITED BY THE LAWS OF THE JURISDICTION IN WHICH ENTRANT IS A CITIZEN. 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.

9. WINNERS' LIST. Sponsor may, in its discretion, post the name of the winners.

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