

Kansas City Chiefs® and The Elf on the Shelf® Holiday Contest 2025

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 (“**Chiefs**”). CCA and B, LLC d/b/a The Lumistella Company is Sponsor’s “**Partner**” for this Promotion. By entering or participating in the Promotion (defined below), you accept and agree to be bound by these official Promotion rules (these “**Official Rules**”).
- 2. ELIGIBILITY.** This Kansas City Chiefs® and The Elf on the Shelf® Holiday Contest 2025 (“**Promotion**”) is open to legal residents of the United States (including the District of Columbia) who are eighteen (18) years of age or older at time of entry. Parents/legal guardians may enter on behalf of their minor children. Promotion is void in Florida, New York, Puerto Rico and where prohibited by law. Employees of Sponsor, Partner 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, 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 12:01AM Central Standard Time (“**CT**”) on December 2, 2025 and ends at 11:59PM CST on December 24, 2025 (“**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 visiting the Promotion website at <http://chiefs.ugc.photoshelter.com/kingdomelf> and following the instructions to register and submit your Entry, including the completion of the entry form available on the Promotion website (the “**Entry Form**”). You must submit all requested information on the Entry Form, which must include a photograph or video of your original, Chiefs-themed scene(s) of your Elf on the Shelf® (all of which, once submitted, shall be your “**Entry**”) and the name of the individual you are entering on behalf of (the “**Entrant**”). **You may only enter on behalf of yourself or a minor child for whom you are the parent or legal guardian.** 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 eligible.
- 5. EXCLUSIONS AND CONDITIONS.** To be eligible to win, the Entry must include a good faith submission (including at least one (1) photograph or video) of a the Elf on the Shelf toy, in a Chiefs-themed scene or setting. The original The Elf on the Shelf must be featured, any Entry that features a substitute toy or doll will be ineligible. You may not submit an Entry that: (a) 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 (except that you may include Sponsor’s trademarks, logos, and designs in your Entry, for which Sponsor grants you a limited license to use for the sole purposes of submitting an Entry into this Promotion); (b) 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; (c) is harmful to minors in any way or includes any image or other identifying information of any minor; (d) is in violation of any law, regulation, or obligations or restrictions imposed by any third party; (e) promotes illegal use of alcohol, drugs or tobacco, or a particular political agenda; or (f) communicates messages that may reflect negatively on the goodwill of Sponsor or Partner (“**Prohibited Content**”). By submitting your Entry, you acknowledge and agree that your Entry is your own original work, has not been copied from others without permission, and does not violate the privacy, intellectual property rights, or other rights of any other person, including any minors, or entity. Any Entry submitted that, in Sponsor’s sole and absolute discretion, violates the foregoing, including any Entries with Prohibited Content, 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 Entrant.** 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, unless in the case a parent/legal guardian is submitting on behalf of multiple Entrants (*i.e.*, separate siblings using the same parent’s email address to enter).

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>, Partner’s privacy policy located at <https://shop.elfontheshelf.com/pages/privacy-policy> 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 Entrant. By submitting an Entry in connection with the Promotion, you hereby agree that Sponsor may contact you regarding your submission.

7. **USE OF YOUR ENTRY.** By submitting an Entry, you hereby (i) acknowledge that your Entry becomes property of Sponsor upon submission, and (ii) assign to Sponsor all right, title, and interest in and to your Entry, and acknowledge that Sponsor may share such Entries with Partner, and their third-party partners. If any such rights cannot be assigned to Sponsor under applicable law, you grant Sponsor an exclusive, irrevocable, royalty-free, worldwide, transferable, assignable, sub-licensable, right and license (with the right to sublicense through multiple tiers of sublicensees) to make, have made, sell, offer for sale, use, execute, reproduce, modify, adapt, display, perform, transmit, distribute, make derivative works of, import, export, disclose and otherwise commercialize your Entry and all its content in connection with this Promotion and use your Entry in any media whatsoever now known or later invented for any non-commercial or commercial purpose, including, but not limited to, the marketing, sale, or promotion of Sponsor’s and Partner’s products or services, without further permission from you. You will not receive any compensation for use of your Entry. Your Entry may be posted on public website(s). Sponsor and Partner are not responsible for any unauthorized use of your Entry by visitors to such website(s). Neither Sponsor nor Partner are obligated to use your Entry for any purpose, even if it has been selected as a winning Entry.
8. **PRIVACY POLICY.** Please see Sponsor’s privacy policy located at <http://www.chiefs.com/privacy-policy.html> and Partner’s privacy policy located at <https://shop.elfontheshelf.com/pages/privacy-policy> 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. If you are selected as a Winner, your information may also be included in a publicly-available Winners’ list.
9. **WINNER DETERMINATION AND SELECTION DATE.** On or around January 12, 2026 (“**Selection Date**”) judging panel of 3 judges, designated by the Sponsor, will judge all eligible Entries received during the Promotion Period. 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 90. Entries will be evaluated on the following criteria:

Judging Criteria	Ranking Scale Applied
Creativity, Originality, Uniqueness	1-10

Inclusion of Chiefs Elements	1-10
Overall Impression	1-10

The Entrant whose Entry has the highest score will become the potential Grand Prize Winner. In the event the scoring of Entries results in a tie between two or more Entries, the Entrant whose Entry (among those with the highest total scores) with the highest score from the Inclusion of Chiefs Elements category will be deemed the potential Grand Prize Winner. The twenty-nine (29) Entries with the next highest scores will be the “**First Runners Up.**” Any ties between two or more Entries will be broken by the highest score from the Inclusion of the Chiefs Elements category as described above). The Grand Prize Winner and the First Runners Up, collectively, are the “**Winners.**”

- 10. WINNER NOTIFICATION.** Potential Winners will be notified within forty-eight (48) hours of the Selection Date, 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 a Prize. If no response is received from a potential Winner within the time allotted, the Sponsor may, in its sole discretion, select an alternate potential Winner. Any alternate potential Winner selected will also be required to respond to the notification within twenty-four (24) hours. Sponsor may, in its discretion, choose to only select one (1) alternate potential Winner, and if so, such unclaimed Prizes will remain unawarded. 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.

Each Winner must execute and return a statement of eligibility and liability/publicity release either by email to brandmarketing@chiefs.nfl.com or by returning the affidavit by regular mail within seven (7) days of accepting the Prize to: Kansas City Chiefs Brand Marketing Department, The University of Kansas Health System Training Complex, One Arrowhead Drive, Kansas City, Missouri 64129.

If a potential 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 potential Winner who must execute and return any required documents as noted in these Official Rules. 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 their 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 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.

- 11. PRIZE AND ODDS.** The Grand Prize Winner will be awarded a prize package consisting of (i) two (2) tickets and one (1) parking pass to a 2026 regular-season Kansas City Chiefs home game mutually agreed upon by the Grand Prize Winner and Sponsor; (ii) two (2) pre-game field passes to said home game; (iii) economy airfare for two (2) to Kansas City, Missouri from Grand Prize Winner’s home base airport; and (iv) two (2) nights of hotel accommodations in one (1) standard room (selected by Sponsor) in the greater Kansas City, Missouri metro area to be used the night before and the night of the selected home game in (i) above (the “**Grand Prize**”). Approximate retail value of the Grand Prize is \$3,200. Each First Runner Up will be awarded one (1) item signed by a current or former Kansas City Chiefs player (the “**First Runner Up Prize**”). Each First Runner Up Prize has an approximate retail value of market value. The Grand Prize and the First Runner Up Prizes are collectively the “**Prizes**” and each, a “**Prize.**” A total of thirty (30) Prizes will be awarded. Approximate retail value of all Prizes is \$7,200 USD. Actual value may vary depending on variables outside of the Sponsors’ control. Any difference between stated value and actual value will not be awarded. 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. Taxes on a Prize, if any, are the sole

responsibility of the Winner, who is advised to seek independent counsel regarding the tax implications of accepting a Prize.

12. **TRAVEL, ACCOMMODATION, AND EVENT REQUIREMENTS.** If the Grand Prize Winner resides within one hundred (100) miles of Kansas City, Missouri, a two hundred dollar (\$200) Visa gift card will be awarded in lieu of airfare. Travel and accommodations are at Sponsor's discretion and subject to availability and change. Grand Prize Winner and guest must travel on the same itinerary, from the airport closest to Grand Prize Winner's city of residence and on the dates specified by Sponsor. Except as expressly stated in Section 11 of these Official Rules, all travel and accommodation are solely the Grand Prize Winner's responsibility. Sponsor and Partner are 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 Grand Prize 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 Grand Prize Winner's responsibility.

The Grand Prize Winner and guest must abide by all venue policies. Sponsor and/or venue operator reserves the right to revoke full or partial Grand Prize from Grand Prize Winner or 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.

13. **DISCLAIMER OF WARRANTY.** EVERYTHING ON THE PROMOTION ENTITIES' (AS DEFINED BELOW) 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, THE PROMOTION ENTITIES MAKE 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 YOUR 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 YOU ARE A CITIZEN. EXCEPT FOR APPLICABLE MANUFACTURER'S LIMITED WARRANTIES AND ANY RIGHTS YOU MAY HAVE UNDER YOUR LOCAL LAWS, PRIZES ARE AWARDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE). YOU ASSUME THE ENTIRE RISK OF QUALITY AND PERFORMANCE, AND SHOULD THE PRIZES PROVE DEFECTIVE, YOU ASSUME THE ENTIRE COST OF ALL NECESSARY SERVICING OR REPAIR.
14. **INDEMNIFICATION.** By entering, you agree that Sponsor, Partner and their 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.
15. **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 your 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 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.

- 16. GENERAL CONDITIONS.** Each Winner grants (and agrees to confirm such grant in writing promptly upon request) to Sponsor and those acting under its authority the right to use 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, you agree that all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, your 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, you 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 they find 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 Winners 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.

- 17. WINNERS' LIST.** The names of the Winners will be available on or about January 31, 2026. To receive the names of the Winners by mail, please mail a self-addressed envelope, stamped to: Kansas City Chiefs® and The Elf on the Shelf® Holiday Contest 2025, 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.

© 2025 Kansas City Chiefs Inc. All Rights Reserved. Kansas City Chiefs® is a registered trademark of Kansas City Chiefs Football Club, Inc. The Elf on the Shelf® is a registered trademark of CCA and B, LLC d/b/a The Lumistella Company. All other trademarks are the property of their respective owners. All rights reserved.