

## 2019 Diamonds Direct “With This Diamond” Sweepstakes

### Official Rules

**NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZE. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. This Sweepstakes may not be used to conduct, advertise, or promote any form of gambling.**

**Eligibility:** The “With This Diamond” sweepstakes (“Sweepstakes”) is open to legal residents of the United States of America who are at least 18 years old as of August 21, 2019. Employees, contractors and family members of Diamonds Direct 2010, Inc. (“Sponsor”), the Indianapolis Colts, Inc. (“Club”), National Football League (“NFL”), and suppliers of promotional materials or prizes, and each of their respective parents, subsidiaries, affiliates, directors, owners, employees and agents (collectively, the “Released Parties”) are not eligible to enter or win. Void where prohibited by law. Sweepstakes is subject to all applicable federal, state, and local laws and regulations. One entry per household.

**Sponsor:** Sweepstakes is sponsored by Diamonds Direct 2010, Inc., 8557 N. River Road, Indianapolis, Indiana 46240.

**Sweepstakes Period:** The Sweepstakes begins on August 21, 2019 at 12:01 am EDT and ends on October 1, 2019 at 11:59 pm EDT (“Sweepstakes Period”).

**Prize:** There will be one prize consisting of: two game tickets to the Indianapolis Colts vs. Houston Texans home game on October 20, 2019, an opportunity to propose to his or her significant other on the field at the game, and a ring of their choice at a maximum of \$10,000 value, courtesy of Sponsor (collectively, the “Prize”).

**How to Enter:** Participants may visit [www.colts.com/WithThisDiamond](http://www.colts.com/WithThisDiamond) during the Sweepstakes Period to complete the official online entry form with Participant’s complete name, address, city, state, zip, daytime phone number, email address, date of birth, and a submission in 750 words or less, on why the Participant wishes to propose to his or her true love. In the alternative, eligible Participants may mail a letter containing the requested contact information along with their detailed submission to the “With This Diamond” Sweepstakes, 7001 West 56<sup>th</sup> Street, Indianapolis, Indiana 46254. Mailed entries must be received no later than October 1, 2019. All entries must be completed in full, with accurate information. All entries must be legible. Illegible, incomplete, lost, late, misdirected, stolen, delayed, damaged, postage due, machine printed, typewritten or mechanically reproduced entries will not be accepted. Sponsor and Club do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost/delayed/garbled data or transmissions, omission, interruption, deletion, defect, or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials that have been tampered with or altered are void. Only one entry per household will be accepted regardless of entry method. Only one entry per envelope on mail-in entries will be accepted. All entries become property of Club and will not be returned. Participants’ submissions of entries certify that they (1) satisfy the eligibility requirements, and (2) have read and complied with all of the Official Rules of this Sweepstakes, and agree to be bound by these Official Rules.

By providing an entry, each Participant grants to Club and its agents the right to publish, use, adapt, edit or modify the entry in any way, in whole or in part, in commerce, and in any and all media worldwide now

known or hereinafter developed, without limitation, and without further consideration, or notice to the Participant. Providing any entry further constitutes the Participant's assignment and transfer to Club of any and all rights, title, and interest in and to the entry, including, without limitation, all intellectual property rights. Any such Participant will indemnify and hold harmless Club, Sponsor, and the NFL from any claims to the contrary.

Chances of winning are dependent upon the number of eligible entries received. Prizes are not transferrable or assignable. No cash alternative is available. Sponsor reserves the right to substitute a Prize of equal or greater value for any reason.

**Prize Drawing:** There will be one Prize winner. A panel of judges appointed by Club and Sponsor will review each submission based on its originality, presentation, and sincerity. Selection of the winner will occur the week of October 1, 2019, after the conclusion of the Sweepstakes Period. In the event a potential winner cannot be contacted within two business days of the drawing by way of the information provided by the Participant; or a potential winner does not respond, declines the Prize, or is ineligible, an alternate prize winner will be selected from the remaining eligible participants, if time permits.

**Conditions of Participation:** All valid and complete entries submitted in accordance with these rules are eligible for the Prize drawing. By providing an entry, the Participant warrants and represents that (a) the entry is Participant's ORIGINAL design, (b) the entry has not been previously published, (c) the entry has not won previous awards, (d) the entry does not infringe upon the copyrights, trademarks, rights of privacy, publicity, or other intellectual property, or other rights of any person or entity, and (e) Participant will indemnify and hold harmless Sponsor, Club, and the National Football League from any claims to the contrary. ENTRIES ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL PARTICIPANT AND DO NOT REFLECT THE VIEWS OF SPONSOR OR CLUB IN ANY MANNER.

Each winner is solely responsible for all applicable federal, state, and local taxes, and any expenses associated with the Sweepstakes, unless otherwise indicated. If required, an IRS Form 1099-MISC will be provided in January 2020 to the Prize Winner. Sponsor reserves the right to substitute a Prize of comparable or greater value. By participating, Participants agree (1) to be bound by all the terms and conditions of these Official Rules, (2) that the decisions of Sponsor shall be final in all respects; and (3) that they release, discharge, and hold harmless the Released Parties from any liability, claims, causes of action (however named or described), or damages with respect to, or arising out of the Participants' participation in the Sweepstakes, and the acceptance, use, misuse, or possession of any Prize. Participant agrees that any and all disputes, claims, and causes of action arising out of, or in connection with the Sweepstakes or any Prize being awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Indiana. By accepting a Prize, a winner agrees to allow Sponsor and Club to broadcast, publish, disseminate, and use his or her name, city of residence, photograph, or likeness for advertising and promotion without further authorization, compensation, or remuneration, except where prohibited by law. Prize winner may be required to sign and return an IRS Form W-9, and an Affidavit of Eligibility, Liability & Publicity Release ("Affidavit") certifying the winner's age, eligibility, and re-affirming the release of the Released Parties from any and all liability arising from, among other things (i) participation in the Sweepstakes; (ii) acceptance and use of the Prize awarded; and (iii) the administration of the Sweepstakes and distribution of the Prize awarded, which must be received by Club within 48 hours of receipt to claim the Prize.

**General Conditions:** Sponsor and Club reserve the right to cancel, suspend or modify the Sweepstakes, or any part of the Sweepstakes, if any fraud, technical failures, or compromises (including, but not limited to, malfunctions, interruptions, or disconnections in phone lines, or network hardware, or software, unauthorized human intervention in any part of the entry process, or the Sweepstakes, or technical or human error which may occur in the administration of the Sweepstakes, and the processing of entries) or any other factor beyond Sponsor's or Club's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor or Club in their sole discretion.

**Winners' Names:** A list of the winner (first name, last name and city of residence only) can be obtained by sending a self-addressed, stamped (with first class postage affixed) envelope (No. 10 size) to The With This Diamond Sweepstakes, 7001 West 56<sup>th</sup> Street, Indianapolis, IN 4625. Request must be received by December 15, 2019. The Prize winner's name will be sent after the Sweepstakes concludes and the Prize is awarded.