

2026 Countdown to Rivalries Sweepstakes

OFFICIAL RULES

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

1. ELIGIBILITY.

The Colts 2026 Countdown to Rivalries Sweepstakes ("Sweepstakes") is open to legal residents of the United States who are 18 years of age or older as of the date of entry. Employees, officers, directors, agents, and representatives of the Indianapolis Colts, Inc. ("Club"), the National Football League ("NFL"), or any of their respective agencies, owners, subsidiaries, and affiliates, or the immediate family members (spouse, mother, father, sister, brother, daughter, son, grandson, or granddaughter, regardless of where they live), or members of their same households (whether related or not), or those individuals who have, in the previous six months, won any sweepstakes or prize sponsored by Club or Sponsor are not eligible to participate or win a prize. By entering, participants agree to these Official Rules and the decisions of Club and the NFL (collectively, "Released Parties"), which shall be final and binding in all respects. The Sweepstakes is subject to all applicable federal, state, and local laws. Void where prohibited.

2. SWEEPSTAKES PERIOD.

The Sweepstakes begins at 12:01 AM Eastern Time on September 14, 2026, and ends at 11:59 PM Eastern Time on September 23, 2026 ("Sweepstakes Period"). The Sweepstakes, and participation in the Sweepstakes, are subject to these Official Rules.

3. HOW TO ENTER.

Participants enter the Sweepstakes by visiting www.colts.com and completing the pop up entry form to enter via SMS text messages or by visiting www.colts.com/SMS and completing the online form ("Entry Process"). Entry is free. Limit one entry per Participant, per email address, per event.

Multiple entries may result in disqualification. The use of scripts, macros, other automated means, or any other device to subvert the Entry Process is prohibited, and all such entries will be void. In the event of a dispute as to the identity of a Participant based on the email address used at the time of entry, said entry will be identified to the person named on the applicable entry form (regardless of whether that is the name of the authorized account holder of the email address from which said entry form was submitted), provided such individual is eligible according to these Official Rules. Participants' personally identifiable information will be used only in accordance with Club's Privacy Policy, as posted on <http://www.colts.com/footer/privacy-policy>.

Club is not liable for any error, omission, interruption, defect, or delay in any transmission or communication; or for any technical problem, including but not limited to any injury or

damage to Participant's or any other person's computer related to or resulting from participation in the Sweepstakes; typographical, printing, or other errors in these Official Rules, or in any Sweepstakes-related advertisements or other materials; the administration of the Sweepstakes, the processing of entries, the selection or announcement of winners, or the distribution of prizes; tabulation, timing errors, or other errors of any kind whether mechanical, human, electronic, typographical, or otherwise.

4. PRIZE.

The prize winner will receive one custom Colts Rivalries Jersey (the "Prize"). There will be one Prize winner.

All costs and expenses associated with the acceptance and use of the Prize not specified herein as being awarded, including, but not limited to, all federal, state, and local taxes, are the winner's sole responsibility. Club is not responsible for the cancellation of any event. All Prize details are at the sole discretion of Club. The total approximate retail value of each Prize is \$210.00. No transfer, assignment, or substitution of any Prize (or portion thereof) is permitted except by Club, which reserve the right to substitute a Prize (or portion thereof) with one of comparable or greater value as determined by Club.

5. WINNER SELECTION.

The Prize Winner will be randomly selected from all eligible entries received via the Entry Process by a staff member of Club. By participating, Participants agree to these Official Rules and to the decisions of Club, which shall be final and binding in all respects. Limit one Prize per Participant and per household. Odds of winning depend on the total number of eligible entries received.

6. WINNER NOTIFICATION.

The Prize winner will be contacted no later than September 24, 2026, via the email address provided on the registration form. If a Prize winner does not acknowledge the Prize within 48 hours of notice, an alternative winner will be randomly selected and notified until the Prize is claimed. Prize winner may be required to sign a Declaration of Eligibility, Release, and Indemnification that: (i) releases, indemnifies, and holds harmless, Club, its respective parents, affiliates, subsidiaries, successors companies, owners, officers, directors, employees, agents, assigns, and representatives from, and against, any and all harm, expense, loss, damage, liability, or injury resulting directly or indirectly from participating in the Sweepstakes or the award, receipt, possession, use, or misuse of any prize awarded in the Sweepstakes; (ii) contains the Prize winner's agreement to be bound by the Sweepstakes' Official Rules; and (iii) authorizes Club to use the Prize winner's likeness, photograph, image, voice, and biographical data for advertising, promotional, or any other purpose, in any media. If a Prize winner fails to sign a Declaration of Eligibility, Release, and Indemnification Form within three business days of receipt, the Prize winner may be disqualified.

7. MISCELLANEOUS.

By entering the Sweepstakes, each Participant agrees that: (i) Club and their designees may use (unless prohibited by law) Participants', names, residential locations,

photographs, images, voices, or likenesses for advertising, promotional trade, or any other purposes in any media now, or hereafter, known throughout the world in perpetuity, without further compensation, permission, or notification except as an endorsement of any commercial product or enterprise other than Club's; and (ii) Club and its affiliates, subsidiaries, owners, officers, directors, employees, agents, and assigns shall have no liability and will be held harmless, discharged, and released by each Participant from any claim, action, liability, loss, injury, or damage to Participant or any other person or entity, including, without limitation, personal injury or death to Participant, or any other person, or damage to personal or real property, due in whole, or in part, directly or indirectly, by reason of the Participant's participation in the Sweepstakes, or Participant's acceptance, possession, use, or misuse of the Prize, even if the loss, injury, or damage is caused by Club's ordinary negligence.

Club in its sole discretion, may: (i) disqualify any person who tampers with the Entry Process, the operation of the Sweepstakes Page, or any other component of the Sweepstakes, or who is otherwise in violation of these Official Rules; and (ii) modify, suspend, or terminate the Sweepstakes (or any portion thereof) for any reason, including, but not limited to, a virus, bug, non-authorized human intervention, war, strikes, pandemic, acts of God, or any other cause which may corrupt or impair the administration, security, fairness, or proper play of the Sweepstakes; and (iii) in the event of termination, in their discretion, award prizes for completed portions of the Sweepstakes (or applicable portions of the Sweepstakes) to the next eligible Participant (as determined by Club) as of the date of the event requiring such termination in accordance with these Official Rules.

CAUTION: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, CLUB RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PARTICIPANT.

8. USE OF DATA.

Club will be collecting personal data about Participants online, in accordance with its privacy policy, as posted on <https://www.colts.com/footer/privacy-policy>, which may be amended from time to time, according to applicable federal, state, and local law. By participating in the Sweepstakes, Participants consent to Club's collection and use of their personal information and acknowledge that they have read and accepted Club's privacy policy. The Prize winner, and his or her guests, by acceptance of Prize, except where legally prohibited, grant permission for Club, and its designees, to use their names, residential locations, photographs, voices, images, or other likenesses, and Prize information for advertising, trade, and promotional purposes without further compensation, except as an endorsement of any commercial product or enterprise other than Club's, in all media now known, or hereafter discovered, worldwide in perpetuity, without notice, review, or approval.

By entering, each Participant agrees that: (i) Club may retain Participant's contact information for marketing purposes; (ii) Club may use an autodialer (or other automated

technology) to call or text Participant's mobile device or provided phone number for marketing purposes; (iii) Participant hereby consents to receiving promotional offers, marketing alerts, and other advertising notifications by text message and Participant may revoke this consent at any time by contacting Club via the opt-out method provided in the text message, (iv) Participant understands and agrees that message frequency will vary, standard text messaging and data rates apply, and authorization to receive autodialed calls and texts is not a condition of purchase of any goods or services.

BY PROVIDING CONTACT INFORMATION, PARTICIPANT CONSENTS TO THE COLLECTION AND STORAGE OF THE INFORMATION PROVIDED. PARTICIPANTS TO THE SWEEPSTAKES MAY RECEIVE MARKETING AND OTHER PROMOTIONAL INFORMATION FROM CLUB AND THEIR AFFILIATED PARTIES AND CONTRACTORS; HOWEVER, ELIGIBILITY TO PARTICIPATE IN THE SWEEPSTAKES IS NOT DEPENDENT UPON PARTICIPANT'S CONSENT TO RECEIVE SUCH MARKETING AND OTHER PROMOTIONAL INFORMATION; AND PARTICIPANTS' CHANCES OF WINNING ARE NOT AFFECTED BY SUCH CONSENT. BY PROVIDING CONTACT INFORMATION, EACH PARTICIPANT CONSENTS TO BEING CONTACTED BY CLUB AND THEIR AFFILIATED PARTIES AND CONTRACTORS. CONTACT METHODS MAY INCLUDE MAILINGS, EMAILS, AND TELEPHONE CALLS (INCLUDING THOSE GENERATED FROM AN AUTOMATED TELEPHONE DIALING SYSTEM) AT THE TELEPHONE NUMBER PROVIDED, INCLUDING ANY WIRELESS TELEPHONE NUMBER PROVIDED.

9. TAXES.

Any valuation of the Prize stated above is based on available information provided to Club, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. The Prize winner is solely responsible for reporting and paying, any and all applicable taxes. The Prize winner must provide Club with valid identification, a valid taxpayer identification number, or social security number before any prize will be awarded. Any person winning over \$600.00 in prizes from Club will receive an IRS form 1099 after the end of the calendar year, and a copy of such form will be filed with the IRS.

10. DISPUTES.

By participating in the Sweepstakes, each Participant agrees that: (i) any and all disputes, claims, and causes of action arising out of, or connected with, the Sweepstakes, or any prizes awarded, shall be resolved, without resort to any form of class action, individually by a state or federal court of competent jurisdiction located in Indianapolis, Indiana; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorneys' fees; and (iii) under no circumstances will Participant be permitted to obtain awards for, and Participant hereby waives all rights to, claim punitive, incidental, consequential, or any other damages, other than actual out-of-pocket expenses. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO SOME PARTICIPANTS. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights

and obligations of the Participant and Released Parties in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Indiana, without giving effect to any choice of law or conflict of law rules (whether of the State of Indiana or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Indiana.

11. WINNER'S LIST.

For the name of the Prize Winner, send a self-addressed stamped envelope to, "2026 Countdown to Rivalries Sweepstakes," 7001 West 56th Street, Indianapolis, IN 46254. The Prize winner's name will be released after October 23, 2026.

12. SPONSOR.

This Sweepstakes is sponsored and administered by Indianapolis Colts, Inc., 7001 West 56th Street, Indianapolis, Indiana 46254. COLTS is a registered trademark.