

**OFFICIAL RULES**  
**2021 7UP/COWBOYS GIFT CARD GIVEAWAY**

**INTERNET AND EMAIL ACCOUNT REQUIRED. NO PURCHASE NECESSARY. VOID OUTSIDE ELIGIBLE STATES AND WHERE PROHIBITED. PURCHASE DOES NOT IMPROVE CHANCE OF WINNING. GOVERNED BY LAWS OF THE STATE OF TEXAS. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.**

**ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**

**Promotion:** 2021 7UP/Cowboys Gift Card Giveaway (the "Promotion")  
**Sponsor:** Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX 75024

**Administrators:** Innovative Processing, Inc. PO Box 240, Clear Lake, MN 55319  
**Data Entry Administrator:** Pro Silver Star, Ltd., One Cowboys Way, Suite 100, Frisco, TX 75034

**Eligible States:** Louisiana (excluding the 75 mile radius around New Orleans, and any part of the State of Louisiana south of Alexandria, Oklahoma, Texas (excluding the 75 mile radius around Houston)

**Minimum Age:** Must be at least 18 or older at time of participation

**DATES:**

**Start Date:** 12:01am Central Time ("CT") July 23, 2021  
**End Date:** 11:59pm CT, September 30, 2021  
**Entry Receipt Deadline:** 11:59pm CT, September 30, 2021  
**Promotion Period:** Start Date through End Date  
**Entry Code Deadline:** 11:59am CT, September 30, 2021  
**Drawing Dates:** Every Friday beginning on July 30, 2021 through and including October 1, 2021 (10 Winners to be drawn each draw date, each a ("Winner"))  
**Winners List Request Deadline:** October 30, 2021

**ADDRESSES:**

**Website:** <https://www.dallascowboys.com/gamedaygear>

**Free Entry Code Request:** DrPepper@letushelponline.com

**Winners List Address:** 2021 7UP/Cowboys Gift Card Giveaway Winners List  
PO Box 240, Dept. UP, Clear Lake, MN 55319

**Mail in Entry:** 2021 7UP/Cowboys Gift Card Giveaway Entry  
PO Box 6000, Dept. UP, Clear Lake, MN 55319

**PRIZES:**

**100 Grand Prizes Total:** Each consisting of one (1) Cowboys Team Shop Gift Card (ARV \$100 USD) each a ("Prize")

**FURTHER PRIZE DESCRIPTIONS/TERMS:**

**GRAND PRIZE:** Each Prize will be distributed as a Cowboys Team Shop Gift Card e-gift code that can be redeemed online at: [shop.dallascowboys.com](http://shop.dallascowboys.com). Gift code follows all terms and conditions as listed on the website.

Any expense or item not specifically listed is the responsibility of Winner.

**HOW TO ENTER:** During the Promotion Period, to enter:

- **ONLINE CODE ENTRY:** Go to the Website. Click on the Promotion icon. Enter all information requested: your name residential address, email, phone, date of birth, and Entry Code. Click submit. Each submission will count as one Entry into the giveaway.

**Entry Codes can be found on inside of participating 12 Pack 7UP, Big Red, Canada Dry, Squirt, Sunkist, product. For a free Entry Code send an email request to [DrPepper@letushelponline.com](mailto:DrPepper@letushelponline.com) Subject of email request must be: **Cowboys Code Request**. Limit of one request per day. Anyone found to be using an online automated system to request a code will eliminate all code requests for that individual.**

- **MAIL IN ENTRY:** Entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY) on a 3½"x5" card ("**Mail-In Entry**") and mail in an envelope with proper postage affixed to: 2021 7UP/Cowboys Gift Card Giveaway Entry, PO Box 6000, Dept. UP, Clear Lake, MN 55319.

**ENTRY LIMITS:** Online Code Entry or Mail In Entry (each an "Entry") regardless of the submission method, will have an equal chance of winning. Entries must be received by the Entry Deadline. Limit 1 per day/70 total. Entrants may not use more than one name or residential or email address. Entrants must complete your own Entry. No use of any automated, form filling, programmed or similar service or system.

**DRAWING:** Winners will be selected by random drawing. Odds depend on the number of eligible entries received.

**PRIZE LIMIT:** Limit one prize (valued \$600 or more) per person/household per 12 consecutive months from any promotion sponsored by Sponsor or any of its affiliates. Limit of one Prize per person/household for this Promotion.

**NOTIFICATION:** Winners will be notified via the email, phone or mail. After a reasonable number of attempts during a day (determined by Sponsor or Administrator), if contact is not made with Winner or Winner does not claim the Prize within period specified, the Prize may be forfeited.

**AFFIDAVIT/RELEASE:** Winner may be required to sign an affidavit of eligibility and release of publicity/liability within the time Sponsor or Administrator specifies or prize may be forfeited.

## **THE FOLLOWING TERMS ARE PART OF THE FULL OFFICIAL RULES.**

**ELIGIBILITY:** To enter "Entrant" must be a U.S. legal resident of an Eligible State and at least the Minimum Age. Entrants are not eligible if Entrant or a member of Entrants immediate family or household (whether or not related) is an (A) employee, officer or director of any Promotion Party or (B) owner/operator or person responsible for purchasing or promotion decisions at retailers of Sponsor products.

**"Immediate family"** means spouses, parents, children, siblings and step-parents/children/siblings, whether or not living at the same residence.

**"Promotion Part(ies)"** means Sponsor, its bottlers or distributors, Pro Silver Star, Ltd, Dallas Cowboys Football Club, Ltd., Administrator, their respective parents, subsidiaries and affiliates, their promotion partners, advertising or promotion agencies, promotion materials suppliers, website developers, judging organizations, auditing or legal firms and other parties engaged in the promotion, administration or execution of the Promotion, and all of their employees, officers, directors and agents.

**GENERAL:** By participating, Entrant agrees to abide by the Rules and all decisions of Sponsor and its judges and administrators, which are final and binding in all respects. Non-compliance may result in disqualification. Entrants are not a Winner unless and until Entrants have fully complied with the Rules and all award processes have been completed (including affidavits and any verifications required by Sponsor). All entries must use Entrants actual name and residential address (as on Entrant's driver's license or government ID) (no P.O. boxes). Entries become Sponsor's property and will not be returned. Winners may not substitute, transfer or redeem for cash all or any part of Prize. If, for any reason, a Prize cannot be awarded or Winner is not capable of redeeming, Sponsor is not obligated to award it and reserves the right, in its sole discretion, whether or not to substitute the Prize (or portion of Prize) with a Prize of comparable or greater value or cash value or select an alternate winner for forfeited Prizes. If, for any reason, more Prizes are available or claimed than the stated number, Sponsor reserves the right to randomly draw Winners from eligible Entries. Winners are solely responsible for all taxes, if

any, on prizes and may be required to provide a W9 form to Sponsor or Administrator for any prizes valued at \$600 or more. Winners are responsible for any expense or item not specifically awarded in the Rules.

**USE OF NAME/LIKENESS:** By accepting a Prize, Winner grant Sponsor (and its designees) the right to use Winner's name and/or likeness for advertising purposes in any medium, without further compensation, except as prohibited by law.

**ACCOUNT HOLDER:** If disputed, Entry will be deemed made by the natural person who is assigned to the account by the applicable provider or organization that assigns the phone, email or other account number.

**LIMITATIONS:** Neither Sponsor nor any other Promotion Party is responsible for any:

- lost, late, damaged, incomplete, illegible, misdirected, undeliverable or postage due mail;
- email, network, electronic, software, equipment, service, processing, accessibility or other errors, failures or issues;
- unauthorized access, tampering, hacking, theft or destruction; or
- other technical or human error related to the promotion, execution or administration of the Promotion.

**VIOLATIONS:** Sponsor may, in its sole determination, disqualify anyone it believes has not complied with the Rules, may be tampering or acting in a non-sportsmanlike, disruptive, abusive, harassing or threatening manner.

**CAUTION:** ATTEMPTS TO UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY VIOLATE CIVIL AND CRIMINAL LAWS AND SPONSOR MAY SEEK REMEDIES TO THE FULLEST EXTENT UNDER LAW.

**CHANGES:** Sponsor may, in its sole determination, cancel or modify any aspect of the Promotion or Rules for any reason which Sponsor, in its sole opinion, deems affects the promotion, execution or administration of the Promotion (whether tampering, technical or human error, application of new or existing laws/regulations, or other issues).

**RULES INTERPRETATION:** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. Sponsor's or Administrator's failure to enforce any term of these Official Rules does not constitute a waiver of that provision. By entering this Promotion, Entrants waive any right to claim ambiguity in these Official Rules.

**LIABILITY RELEASE:** BY PARTICIPATING, ENTRANTS RELEASE AND AGREE THAT SPONSOR, NFL ENTITIES, NOR ANY PROMOTION PARTY WILL BE RESPONSIBLE OR LIABLE FOR ANY CLAIMS, ACTIONS, DAMAGES, LOSSES, COSTS, EXPENSES AND LIABILITY OF ANY KIND (INCLUDING PROPERTY DAMAGE, PERSONAL INJURIES AND/OR DEATH, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, COUNSEL FEES AND COURT COSTS) ARISING FROM ANYTHING RELATING TO:

- PROMOTION, EXECUTION OR ADMINISTRATION OF THE PROMOTION (OR ENTRANTS PARTICIPATION);
- CANCELLATION OR MODIFICATION OF ANY ASPECT OF THE PROMOTION;
- USE OF ANY WEB SITE RELATED TO THE PROMOTION OR MATERIALS ON THEM;
- ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF ANY PRIZE; OR
- PARTICIPATING IN OR TRAVELING TO ANY PROMOTION-RELATED ACTIVITY.

**INDEMNITY:** By participating, Entrants further agree to indemnify and hold harmless the NFL Entities, Promotion Parties and their respective agents, representatives, officers, directors, shareholders and employees from and against any injuries, losses, damages, claims, actions and liability of any kind resulting from or in connection with the Promotion or the Prizes.

**NO WARRANTY:** ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

SOME JURISDICTIONS MAY NOT ALLOW EXCLUSIONS OF IMPLIED WARRANTIES OR INCIDENTAL OR CONSEQUENTIAL DAMAGES. CHECK ENTRANTS LOCAL LAWS.

**DISPUTES:** IF NOT RESOLVED THROUGH DIRECT DISCUSSIONS, ANY DISPUTE OR CLAIM SHALL BE RESOLVED BY FINAL BINDING ARBITRATION WITH AN EXPERIENCED ARBITRATOR LICENSED TO PRACTICE LAW IN TEXAS. VENUE FOR ANY PROCEEDINGS WILL BE IN COLLIN COUNTY, TEXAS. REMEDIES SHALL BE SUBJECT TO ALL LIMITATIONS AND RELEASES IN THESE RULES, BE LIMITED TO ACTUAL OUT OF POCKET DAMAGES, AND SHALL NOT, IN ANY EVENT, INCLUDE ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES,

ATTORNEY'S FEES OR OTHER COSTS OR BRINGING A CLAIM, OR ANY INJUNCTIVE OR OTHER EQUITABLE RELIEF.

BY ENTERING THE PROMOTION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (B) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF.

**USE OF DATA:** All information submitted by Entrants will be treated according to Sponsor's Privacy Policy. By participating in the Promotion and providing any applicable contact information, Entrants hereby agree to Sponsor's collection and usage of Entrants personal information and acknowledge that Entrants have read and accepted Sponsor's Privacy Policy available at <https://www.keurig.com/content/privacy-policy>.

**ADMINISTRATION:** Administrator is responsible for the processing of Entries and administration of the Promotion. Contact Administrator at its above address with any questions, comments or problems.

**For a WINNERS LIST:** Mail a self-addressed stamped envelope to Winners List Address above by the Winners List Request Deadline. List will be sent once all Prizes awarded.

**THIS PROMOTION IS NOT SPONSORED OR ADMINISTERED BY FACEBOOK, INSTAGRAM OR TWITTER. THESE SOCIAL MEDIA SITES MAY BE USED TO ADVERTISE THE PROMOTION ONLY.**

**NFL ENTITIES:** The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives, and employees (collectively, the "**NFL Entities**") will have no liability or responsibility for any claim arising in connection with participation in this Promotion or any prize awarded. The NFL Entities have not offered or sponsored this Promotion in any way.

## ABBREVIATED RULES

### ONLINE ENTRY

**NO PURCHASE NECESSARY.** INTERNET & EMAIL REQ'D. Must be U.S. legal resident in LA, OK or TX (some exclusions apply), 18 or older. Find the Entry Code inside the 12 Pack product. Go to <https://www.dallascowboys.com/gamedaygear>, 7/23/21-9/30/21 to enter. For a free code email your request to [DrPepper@letushelponline.com](mailto:DrPepper@letushelponline.com). Subject line of request must be Cowboys Code Request. Limit of one request per day. Entries must be rec'd by and promotion ends 9/30/21. Go to <https://www.dallascowboys.com/gamedaygear> for Official Rules and details. Subject to full Official Rules. Void where prohibited.

**Note that the following copy is only for extremely small spaces, such as banner ads, ads in in-store publications, social media, etc.**

**NO PURCHASE NECESSARY.** Must be US citizen legal resident, 18+. See Promotion display at participating Stores for details. Subject to full Official Rules.

We can also further abbreviate it as follows:

**NO PUR. NEC.** Must be US legal res. 18+. See Promotion display at participating Stores for details. Sub. to full Off. Rules.

**AFFIDAVIT OF ELIGIBILITY/RELEASE OF LIABILITY**

STATE OF \_\_\_\_\_  
COUNTY OF \_\_\_\_\_

I, \_\_\_\_\_, hereby duly sworn say:

I am an adult, \_\_\_\_ years of age. I reside

at \_\_\_\_\_  
(Residential Street Address - city, state and zip - no PO Box will be accepted)

My phone numbers are: Home: (\_\_\_\_) \_\_\_\_\_ Cell:(\_\_\_\_) \_\_\_\_\_ Work:(\_\_\_\_) \_\_\_\_\_

My Email Address is: \_\_\_\_\_.

My place of employment is: \_\_\_\_\_.

<b>Promotion:</b>	2021 7UP/Cowboys Gift Card Giveaway (the "Promotion")
<b>Sponsor:</b>	Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX 75024
<b>Administrators:</b>	Innovative Processing, Inc. PO Box 240, Clear Lake, MN 55319
<b>Data Entry Administrator:</b>	Pro Silver Star, Ltd., One Cowboys Way, Suite 100, Frisco, TX 75034
<b>Eligible States:</b>	Louisiana (excluding 75 mile radius around New Orleans, and entire state south of Alexandria, Oklahoma, Texas (excluding 75 mile radius around Houston)
<b>Minimum Age:</b>	Must be at least 18 or older at time of participation

Approximate Retail Value of Prize: \$100.

I am submitting this Affidavit/Release for forwarding to Sponsor with the understanding that it will be relied on to confirm my eligibility in the Promotion.

I represent that I am a U.S. legal resident of an Eligible State and at least the Minimum Age. I also represent that I am not nor are any member of my immediate family or household (whether or not related): (A) an employee, officer or director of any Promotion Party or (B) an owner/operator or person responsible for purchasing or promotion decisions at retailers of Sponsor products.

**"Immediate family"** means spouses, parents, children, siblings and step-parents/children/siblings, whether or not living at the same residence.

**"Promotion Part(ies)"** means Sponsor, its bottlers or distributors, Pro Silver Star, Ltd., Dallas Cowboys Football Club, Ltd., Administrator, their respective parents, subsidiaries and affiliates, their promotion partners, advertising or promotion agencies, promotion materials suppliers, website developers, judging organizations, auditing or legal firms and other parties engaged in the promotion, administration or execution of the Promotion, and all of their employees, officers, directors and agents.

I confirm that:

- I have not used more than one name or residential or email address to enter.
- I completed my own entr(ies) and have not used any automated, form filling, programmed or similar service or system.
- I have entered using my actual name and residential address as on my driver's license or government ID.
- Neither I nor anyone in my household has won a prize (valued at \$600 or more) in the last 12 consecutive month period in any promotion sponsored by Sponsor or any of its affiliates.

As provided in the Official Rules, I accept and agree to abide by the Official Rules and all decisions of Sponsor and its independent judging and administration organizations, which are final and legally binding in all respects.

I hereby agree to be solely responsible for all applicable federal, state, and local taxes, if any, on prize(s).

If the prize or prizes have an approximate retail value ("ARV") as listed above of \$600 or more, I have included a signed W9 form.

I also agree to be responsible for any other expenses not specified herein as being awarded.

I agree that the prize cannot be transferred and no substitutions will be made.

By accepting the prize, I give permission for Sponsor and its designees to use my name and/or likeness for purposes of advertising and trade in any medium, without further compensation, unless prohibited by law.

**LIABILITY RELEASE:** BY PARTICIPATING, I RELEASE AND AGREE THAT NEITHER SPONSOR NOR ANY PROMOTION PARTY WILL BE RESPONSIBLE OR LIABLE FOR ANY CLAIMS, ACTIONS, DAMAGES, LOSSES, COSTS, EXPENSES AND LIABILITY OF ANY KIND (INCLUDING PROPERTY DAMAGE, PERSONAL INJURY AND/OR DEATH, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, COUNSEL FEES AND COURT COSTS) ARISING FROM ANYTHING RELATING TO:

- PROMOTION, EXECUTION OR ADMINISTRATION OF THE PROMOTION (OR MY PARTICIPATION);
- CANCELLATION OR MODIFICATION OF ANY ASPECT OF THE PROMOTION;
- USE OF ANY WEB SITE RELATED TO THE PROMOTION OR MATERIALS ON THEM;
- ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF ANY PRIZE; OR
- PARTICIPATING IN OR TRAVELING TO ANY PROMOTION-RELATED ACTIVITY.

**INDEMNITY:** I further agree to indemnify and hold harmless the Promotion Parties and their respective agents, representatives, officers, directors, shareholders and employees from and against any injuries, losses, damages, claims, actions and liability of any kind resulting from or in connection with the Promotion or the Prizes.

**NO WARRANTY:** ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

SOME JURISDICTIONS MAY NOT ALLOW EXCLUSIONS OF IMPLIED WARRANTIES OR INCIDENTAL OR CONSEQUENTIAL DAMAGES. CHECK YOUR LOCAL LAWS.

**DISPUTES:** IF NOT RESOLVED THROUGH DIRECT DISCUSSIONS, ANY DISPUTE OR CLAIM SHALL BE RESOLVED BY FINAL BINDING ARBITRATION WITH AN EXPERIENCED ARBITRATOR LICENSED TO PRACTICE LAW IN TEXAS. VENUE FOR ANY PROCEEDINGS WILL BE IN COLLIN COUNTY, TEXAS. REMEDIES SHALL BE SUBJECT TO ALL LIMITATIONS AND RELEASES IN THESE RULES, BE LIMITED TO ACTUAL OUT OF POCKET DAMAGES, AND SHALL NOT, IN ANY EVENT, INCLUDE ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, ATTORNEY'S FEES OR OTHER COSTS OR BRINGING A CLAIM, OR ANY INJUNCTIVE OR OTHER EQUITABLE RELIEF.

BY ENTERING THE PROMOTION, I AGREE THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (B) MY REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND I IRREVOCABLY WAIVE ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF.

\_\_\_\_\_  
(Signature of Prize Winner)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
Printed Name of Winner