

**2020 FLORIDA BLUE HOLIDAY SWEEPSTAKES**  
**OFFICIAL RULES**

By entering into the 2020 Florida Blue Holiday Sweepstakes (the "Promotion"), you agree to be bound by these Official Rules. Failure to comply with these Official Rules may result in disqualification from the Promotion. To enter, you must meet the eligibility requirements and follow the rules regarding entry set forth herein.

**NO PURCHASE IS NECESSARY TO ENTER OR WIN.**  
**A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.**

The Promotion is void where prohibited or restricted by applicable laws, rules and legal requirements, or where the methods of entry set forth below would be deemed consideration. All applicable federal, state and local laws, rules and legal requirements apply. **Winners are responsible for any taxes, customs, duties and like amounts in respect of the Promotion prizes.** Jacksonville Jaguars, LLC ("Jaguars" or "Sponsor") or Florida Blue operated by Blue Cross and Blue Shield of Florida, Inc. ("Co-Sponsor") reserve the right to cancel, modify or suspend the Promotion at any time.

1. **Eligibility.** Eligibility to participate in the Promotion or to win a Prize is limited to persons who are 18 years of age or older as of December 8, 2020 and legal residents of the state of Florida or Georgia. Any effort by an entrant to misrepresent himself or herself through the use of aliases or multiple e-mail addresses or telephone numbers or misrepresent his or her eligibility age will disqualify that entrant. Entries that have been generated by a script, macro, bot or any other automated means will be deemed void. Entries that are mechanically reproduced, copied, illegible, incomplete, postage due, late or inaccurate are void. Entrants who disregard these Official Rules are not eligible to participate or win. Directors, officers, managers, members, employees, contractors and agents (and their immediate families and household members) of Sponsor, Co-Sponsor, the NFL Entities (as defined herein), and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies are not eligible. Sponsor's and/or Co-Sponsor's determination of eligibility, in its sole discretion, shall be final and conclusive. The potential winner may be required to show proof of being the authorized Registered Participant. Sponsor and/or Co-Sponsor reserves the right to verify an entrant's eligibility before, during or after the Promotion.

2. **How to Enter.** To participate in the Promotion for a chance to win a Prize (as defined below), eligible persons must submit complete and correct registrations ("Registrations") during the Entry Period (as defined below) by (a) entering online through the Promotion landing page at [www.jaguars.com/floridablue](http://www.jaguars.com/floridablue) (the "Promotion Site"); or (b) mailing in a postcard with your full legal name, date of birth, email address, phone number, address of legal residence to Florida Blue Holiday Sweepstakes, Jacksonville Jaguars, LLC, Attn: Lauren Baker, 1 TIAA Bank Field Drive, Jacksonville, Florida 32202. The Promotion will begin at 10:00 am Eastern Time ("ET") on Tuesday, December 8, 2020 and will end at 11:59 pm ET on Sunday, December 13, 2020 (the "Entry Period"). Mailed entries must be received by Sponsor no later than the end date of the Entry Period. Sponsor's designated computer is the official time keeping device for this Promotion. No other forms of entry are valid. Limit one (1) entry per person.

3. **Winner Selection and Prizes.** Eligible persons who fully complete and return the Registration to Sponsor and Co-Sponsor prior to the conclusion of the Entry Period ("Registered Participants") shall be entered to win the prize described below (the "Prize"). One (1) winner will be selected by a random drawing conducted by Sponsor or Co-Sponsor on or about December 14, 2020. All materials submitted in connection with the Promotion become the property of Sponsor and Co-Sponsor and will not be returned and shall be governed in accordance with Sponsor's Terms of Use, available in the footer section of [www.jaguars.com](http://www.jaguars.com). The Winner selected will receive one (1) Jaguars-branded memorabilia item signed by a Jaguars player (to be determined by Sponsor in its sole discretion). The exact item shall be determined by Sponsor in its sole discretion. **ARV = \$300.00**

The Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the Prize (or a component thereof) for one of equal or greater value if the designated Prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with Prize receipt.

4. **Conditions of Participation.** Each participant in the Promotion agrees to be bound by these Official Rules and the decisions of Sponsor and Co-Sponsor (which shall be final), and to accept delivery of the Prize. In addition, each Registered Participant represents and warrants that all information contained in his/her entry is true and accurate. Sponsor is not responsible for any printing errors in these Official Rules, on the Promotion Site or otherwise in any materials in connection with the Promotion (including in any social media post or advertisement in respect of the Promotion) or for any misdirected, incomplete, lost, late or illegible submissions within the Promotion Site or other errors or problems that may limit a participant's ability to participate in or win the Promotion. In addition, Sponsor is not responsible for any other error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of anything within the Promotion Site, or

for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, including in connection with the administration of the Promotion and the announcement of the Winners. Sponsor is not responsible for the incorrect or inaccurate capture of information whether caused by Promotion Site users, tampering, hacking or by any equipment or programming associated with or used in the Promotion, or any other factors beyond Sponsor's reasonable control. Sponsor shall not be responsible for telecommunication or computer hardware or software performance, errors, delays or failures. Sponsor shall not be responsible for lost, late, misidentified or misdirected entries, or telecommunication or computer hardware or software performance, errors, delays or failures. Sponsor reserves the right to disqualify any individual who tampers with the entry process or the administration of the Promotion. Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor and Co-Sponsor, in their sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the Prizes offered herein. CAUTION: Any attempt to deliberately damage any website or undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages (including but not limited to professionals' fees) and/or other remedies from any such person(s) responsible for the attempt to the fullest extent permitted by law. Entries become the property of Sponsor and will not be acknowledged or returned. Sponsor's and Co-Sponsor's decisions are final on all matters relating to this Promotion.

5. **Publicity Rights; Marketing Opt-In.** By submitting an entry, Registered Participants grant to the Jaguars, Co-Sponsor and Bold Events, LLC ("Bold Events"), their respective subsidiaries, affiliates, agents, and others working on their behalf, the right to use the Registered Participant's name, likeness, voice, image, biographical information and any additional video or photographs taken by the Jaguars, Bold Events, Co-Sponsor or their respective affiliates or representatives of the Registered Participant during the Promotion for advertising and marketing purposes, including on the Promotion Site, in Jaguars, Bold Events or Co-Sponsor, and in Jaguars, Bold Events or Co-Sponsor emails, without additional compensation. Registered Participants further expressly consent on an ongoing basis to allow the Jaguars, Bold Events, Co-Sponsor, their affiliates, agents, employees and authorized third parties to communicate with the Registered Participant by mail, email, SMS/text message, telephone, autodialing services, facsimile and/or by any other method and to share the Registered Participant's personal information with the Jaguars, Bold Events, media partners, facility manager, and other companies with which the Jaguars, Bold Events and Co-Sponsor do business. Such communications shall include, but not be limited to, promotional and advertising marketing communications.

6. **Winner Notification.** The Winners will be notified by telephone and/or email on or about December 14, 2020. Sponsor and/or Co-Sponsor may require the Winner to execute an affidavit of eligibility, publicity release (except where prohibited), and liability waiver and other documentation prior to the delivery of a Prize (an "Affidavit"). The Winner must provide a Form W-9 to receive a Prize. The Winner will receive an IRS Form 1099 from Sponsor and/or Co-Sponsor for the approximate retail value of the Prize for the calendar year won. If the Winner fails to pick up or redeem the Prize at the location designated by the Jaguars on a date and time designated by the Jaguars or fails to execute the Affidavit or other documentation required by the Jaguars or Co-Sponsor, as applicable, the Jaguars will consider such Winner to have forfeited the Prize and another prize winner will be selected. In the event that the potential winner is disqualified for any reason, Sponsor may choose to award the Prize to an alternate winner through a random drawing from remaining entries. Only three (3) alternate awards will be attempted, after which the Prize will remain unawarded. The right to receive the Prize is non-transferable and the Winner has no right of substitution (in cash or otherwise).

7. **Announcement of Winners.** To request a list of Winners, please send a postage prepaid letter to Jacksonville Jaguars, LLC, attention: Florida Blue Holiday Sweepstakes, Attn: Lauren Baker, 1 TIAA Bank Field Drive, Jacksonville, Florida, 32202 to be received by March 31, 2021.

8. **Sponsor.** The sponsor of this Promotion is the Jaguars and the Co-Sponsor is Florida Blue operated by Blue Cross and Blue Shield of Florida, Inc.

9. **Disclaimers, Dispute Resolution and Limitations of Liability.** Each Registered Participant hereby forever discharges, releases, and agrees to defend, indemnify and hold harmless the Jaguars, Co-Sponsor, Bold Events, the National Football League, the NFL Entities (as defined herein), and those working on their behalf, and each of their respective officers, members, managers, directors, representatives, employees, agents, successors and assigns, subsidiaries and affiliates from any damage, injury, death, loss or other liability, either at law or equity, whether known or unknown, asserted or non-asserted, that may arise from or in any way relate to participation in this Promotion or the awarding, acceptance, use or misuse of any prize given out under the Promotion or any other substitute prize. Any and all disputes, claims, and causes of action arising out of or in connection with this Promotion shall be resolved individually, without resort to any form of class action. This Promotion shall be governed by, and construed in accordance with, the internal laws of the State of Florida without regard to its conflict of law principles that may cause the application of laws of another jurisdiction. Any action, dispute, claim, controversy or litigation

concerning this Promotion shall (1) take place exclusively in the federal or state courts sitting in Duval County, Florida, and each Registered Participant expressly consents to the jurisdiction of and venue in such courts and waives all defenses of lack of jurisdiction and inconvenient forum with respect to such courts; or (2) at Sponsor's or Co-Sponsor's option as applicable, shall be resolved exclusively by final and binding arbitration in Jacksonville, Florida. The arbitration shall be administered by the American Arbitration Association pursuant to its Commercial Arbitration Rules and in accordance with the Expedited Rules. Judgment on the award may be entered in any court having jurisdiction. This clause shall not preclude Sponsor or Registered Participant from seeking provisional remedies in aid of arbitration from a court of appropriate jurisdiction. Entrants agree to abide by the terms of these Official Rules and the decisions of Sponsor, which are final, and waive any right to claim ambiguity in these Official Rules. Each Registered Participant agrees to service of process by mail or other method acceptable under the laws of the State of Florida. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS PROMOTION. REGISTERED PARTICIPANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEYS' OR OTHER PROFESSIONALS' FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE. WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING ALL PRIZES, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND EITHER EXPRESS OR IMPLIED INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. **THE PARTIES EACH HEREBY WAIVE, TO THE FULLEST EXTENT PERMITTED BY LAW, ANY RIGHT IT MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY SUIT, ACTION OR PROCEEDING DIRECTLY OR INDIRECTLY ARISING OUT OF, UNDER OR IN CONNECTION WITH THESE OFFICIAL RULES.**

10. **Severability.** In the event that any provision of these Official Rules shall be declared invalid or unenforceable for any reason by a court of competent jurisdiction, such provision shall be severed from the remainder of these Official Rules, which shall remain in full force and effect, and the Official Rules shall be construed as if such invalid or unenforceable provision had not been part of the Official Rules, and the court making such determination shall have the power to reduce the scope or applicability of such provision in a manner that makes such provision valid and enforceable and comes closest to expressing the intention of the invalid or unenforceable provision.

11. **Entrant's Personal Information.** Information collected from entrants is subject to and will be used in accordance with Jaguars' Privacy Policy (as amended from time to time) as set forth in the footer section of Jaguars.com.

THE NFL ENTITIES WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THE PROMOTION OR ANY BENEFITS AWARDED. THE NFL ENTITIES HAVE NOT OFFERED OR SPONSORED THIS PROMOTION IN ANY WAY. "NFL ENTITIES" SHALL MEAN COLLECTIVELY, NFL VENTURES, L.P., NFL VENTURES, INC., NFL PRODUCTIONS LLC, NFL ENTERPRISES LLC, NFL PROPERTIES LLC, NFL INTERNATIONAL LLC, ALL OF THE NFL MEMBER CLUBS (INCLUDING JAGUARS), ANY SUCCESSOR OR FUTURE ENTITY THAT IS, DIRECTLY OR INDIRECTLY, JOINTLY OWNED AND/OR CONTROLLED BY ALL OR SUBSTANTIALLY ALL OF THE NFL MEMBER CLUBS, OR OWNS ASSETS THAT PRODUCE REVENUES THAT ARE REQUIRED TO BE SHARED WITH OTHER NFL MEMBER CLUBS UNDER THE NFL CONSTITUTION (INCLUDING ANY SUCH ENTITY CONTROLLED BY THE NFL MEMBER CLUBS AND THE JAGUARS COLLECTIVELY) AND EACH AND ALL OF THEIR RESPECTIVE AFFILIATES, SUBSIDIARIES, SUCCESSORS AND ASSIGNS.