TAKE A MINUTE TO GET ON KISMET PRESENTED BY DIAGEO
OFFICIAL RULES

By entering into the Take a Minute To Get on Kismet Sweepstakes presented by Diageo (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 Registrations (as defined below) 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, and all applicable federal, state and local laws, rules and legal requirements apply. **Winners are solely responsible for any taxes, customs, duties and like amounts in respect of the Promotion prizes including any travel required to accept and claim Promotion prizes**. Jacksonville Jaguars, LLC ("Jaguars" or "Sponsor") reserves the right to cancel, modify or suspend the Promotion at any time.

1. **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 (i) uploading a pledge detailing their plan for how they will get home prior to Jaguars home games and/or holiday celebrations (examples include a screenshot of their plan, a text showing that they are a designated driver, proof of rideshare, etc.) ("Pledge") at Take a Minute, Make a Plan Sweepstakes - Jacksonville Jaguars in accordance with the Pledge Content Requirements detailed below (the "Promotion Site") or (ii) mailing in a postcard with your full legal name, affirmation that entrant is at least 25 years of age, email address, phone number, and zip code to Take a Minute to get on Kismet Sweepstakes presented by Diageo, Jacksonville Jaguars, LLC, Attn: Aaron Malave, 1 Tower Court, Suite 200, Jacksonville, Florida 32202.

Pledge Content Requirements: The Pledge must be the sole, original work of Registered Applicant and cannot infringe upon the rights of any other party, including but not limited to any intellectual property, trade secret or other proprietary rights of any other party. The Pledge shall not: (a) reference/depict the actual consumption of alcoholic beverages; (b) reference/depict persons conducting themselves in an inappropriate manner; (c) contain material that would state or imply that the consumption of alcoholic beverages is acceptable before or while operating machinery, driving a vehicle or undertaking any other activity that requires a high degree of alertness or physical coordination; (d) contain any material that would degrade or demean the human form, image or status of women, men or the members of any group based on race, religion, ethnic background, sexual orientation or any other minority status; or (e) include a reference to or depiction of any person who is or may be under 21 years of age. Pledges with obscene, provocative, lewd or otherwise objectionable content or that which reflects poorly on the Jacksonville Jaguars professional football team, Diageo (as defined below) or its products (including but not limited to CROWN ROYAL Blended Canadian Whisky) are prohibited and will not result in Promotion entry.

Registrations will be accepted beginning 11:59 am ET on November 16, 2026 until 11:59 pm ET on November 20, 2026 (the "Entry Period"). Mailed entries must be received by Sponsor no later than November 20, 2026 to be considered for the Promotion. 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.

2. **Eligibility**. Eligibility to participate in the Promotion or to win a Prize is limited to persons who are (a) 25 years of age or older; and (b) legal U.S. residents of any of the following counties: (i) Florida: Nassau, Duval, Clay, St. Johns, Flagler, Putnam, Alachua, Bradford, Union, Baker, Columbia, Hamilton, Gilchrist, Suwannee, Lafayette, Marion, Lake, Volusia, Seminole, Orange, Brevard, Madison, Taylor, Dixie, Levy, Citrus, Sumter, Jefferson, Leon, Wakulla, Gadsden, Liberty, Franklin; (ii) Georgia: Brooks, Cook, Berrien, Lowndes, Lanier, Echols, Clinch, Atkinson, Ware, Coffee, Bacon, Appling, Pierce, Brantley, Wayne, Long, Liberty, Bryan, Bulloch, Effingham, Chatham, McIntosh, Glynn, Camden, Charlton, Evans, Tattnall. 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, Diageo Americas, Inc. ("Diageo"), the NFL Entities (as defined herein), the Social Media Entities (as defined herein), and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies are not eligible. Owners, directors, officers, managers, members, employees and agents (and their immediate families and household members) of alcohol beverage suppliers, importers, wholesalers, distributors or retailers are also not eligible. Sponsor's determination of eligibility, in its sole discretion, shall be final and conclusive. A potential winner may be required to show proof of being the authorized Registered Applicant (as defined below).

3. **Winner Selection**. Eligible persons who fully complete and return the Registration to the Jaguars prior to the conclusion of the Entry Period ("Registered Applicants") shall be entered for a chance to win a Prize (as defined below). Two (2) winners of a Grand Prize (as defined below) and three (3) winners of a Runner Up Prize (as defined below) will be selected by a random drawing conducted by the Jaguars on or about November 21, 2026 from all eligible Registrations received during the Entry Period (collectively, the "Winners"). For purposes of clarity, provided that the Registration complies with these Official Rules (including the Pledge Content Requirements set forth in Section 1), the quality of the Pledge will not be taken into account as part of the winner selection procedure. Sponsor reserves the right to change the drawing date in its sole discretion. Odds of winning depend on the number of eligible Registrations received. All materials submitted in connection with the Promotion become the property of Sponsor and will not be returned and shall be governed in accordance with Sponsor's Privacy Policy, available at Jaguars Privacy Policy | Jacksonville Jaguars - jaguars.com.

4. **Prize.**

A. Two (2) Winners will each receive the following prize (each a "Grand Prize"):

i. Two (2) invitations to join the Club on the Kismet on November 28, 2026 in Jacksonville, FL;
ii. One (1) night hotel stay in downtown Jacksonville, Florida (standard room, double occupancy) (ARV = $150);
iii. Two (2) tickets to the Titans v. Jaguars game on November 29, 2026 (ARV = $200)
iv. One (1) parking pass to the Titans v. Jaguars game on November 29, 2026 (ARV = $50) (the "Live Event")
v. One (1) rideshare gift card ($100)

ARV of each Grand Prize= $700.00.

ARV of all Grand Prizes = $1,400.00.

B. Three (3) Winners will each receive the following prize (each a "Runner Up Prize"):

i. One (1) rideshare gift card (ARV = $100)

ARV of all Runner Up Prizes = $300

Total ARV of all Prizes = $1,700

Grand Prize Winners must be available on both November 28, 2026 (to join the Club on Kismet) and November 29, 2026 to attend the Titans v. Jaguars game.

The exact seat locations for the above-referenced Live Event shall be determined by Sponsor in its sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets. Sponsor is not responsible if the Live Event is delayed, postponed, or cancelled for any reason and Winner will not be reimbursed for the Live Event tickets. Live Event may be subject to standard raincheck and cancellation policies and procedures. By accepting a Prize that includes tickets to a Live Event, the Winner and Winner's guests (if applicable) agree to abide by any ticketback terms, conditions and restrictions, and all applicable venue rules and regulations, including with respect to health and safety protocols. Sponsor is not responsible if Winner does not use tickets on the day of the Live Event. The Jaguars reserve the right to remove or to deny attendance to any Winner and/or guest who engages in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the Live Event.

Limit of one (1) Prize per family, household or address. ALCOHOL IS NOT PART OF ANY PRIZE. The Prize is nontransferable and no substitution will be made except as provided herein at Sponsor's sole discretion. Sponsor reserves the right to substitute the Prize (or any portion thereof) for one of equal or greater value if the Prize should become unavailable for any reason. Winner is solely responsible for all costs and expenses incurred that are not included in the Prize, including items such as: travel, ground transportation, gratuities, and souvenirs. Winner is responsible for all taxes and fees associated with Prize receipt. Sponsor will determine issuer of rideshare gift card, with such gift card being subject to such issuer's terms.

5. **Conditions of Participation**. Each participant in the Promotion agrees to be bound by these Official Rules and the decisions of Sponsor (which shall be final), and to accept delivery of the Prize. In addition, each Registered Applicant represents and warrants that all information contained in his/her Registration entry is true and accurate; and, with regard to the Pledge, Registered Applicant represents and warrants that he/she has a bona fide, sincere intention to conduct him/herself as set forth in the Pledge. Sponsor is not responsible for any printing errors in these Official Rules, in the Registration page or otherwise in any materials in connection with the Promotion or for any misdirected, incomplete, lost, late or illegible Registrations 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 Registrations, 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 shall not be responsible for lost, late, misidentified, damaged, corrupted, garbled, inaccessible or misdirected Registrations, or telecommunication or computer hardware or software performance, errors, delays or failures. Sponsor reserves the right to disqualify any individual who tampers with the Registration 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, in its 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, the 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. Registrations become the property of Sponsor and will not be acknowledged or returned. Sponsor's decisions are final on all matters relating to this Promotion.

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

7. **Winner Notification**. The Prize Winners will be notified by phone call or email on or about November 21, 2026. Sponsor will require all Winners to execute an affidavit of eligibility, publicity release (except where prohibited), and liability waiver and other documentation prior to the delivery of the Prize (an "Affidavit"). Grand Prize Winner's guest must be 25 years of age or older, execute a publicity release (except where prohibited) and liability waiver prior to the delivery of the Prize; failure to do so (or if Grand Prize elects not to have a guest accompany him/her on Kismet and/or to the Titans vs. Jaguars game) will result in the Grand Prize Winner receiving the Grand Prize in increments for themselves alone without any substitute prize or compensation. The Winners must provide a Form W-9 to receive the Prize. 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, the Jaguars will consider such Winner to have forfeited the Prize and another prize winner will be selected (for Grand Prize, time permitting). In the event that any potential winner is disqualified for any reason, Sponsor will award the Prize to an alternate winner through a random drawing from remaining eligible Registrations (for Grand Prize, time permitting). Only three (3) alternate awards will be attempted, after which the Prize will remain unawarded; for Grand Prize, Jaguars will proceed three (3) alternate awards only if time permits. The right to receive the Prize is non-transferable and the Winner has no right of substitution (in cash or otherwise). The Prize cannot be redeemed for cash except to the extent that applicable law allows for the cash redemption of gift card by its holder. The Jaguars reserves the right to substitute a prize of equal or greater value in the event any portion of the Prize is unavailable, as determined by the Jaguars in its sole discretion.

8. **Announcement of Winners**. To request a list of Winners, please send a postage prepaid letter to Jacksonville Jaguars, LLC, attention: Take a Minute to get on Kismet Sweepstakes presented by Diageo, Attn: Aaron Malave, 1 Tower Court, Suite 200, Jacksonville, Florida, 32202 to be received by February 26, 2027.

9. **Sponsor**. The sponsor of this Promotion is Jacksonville Jaguars, LLC, Jacksonville, FL. Diageo has not sponsored this Promotion and, as such, is not responsible for administering the Promotion or the award of any Prize in same.

10. **Disclaimers, Dispute Resolution and Limitations of Liability**. Each Registered Applicant hereby forever discharges, releases, and agrees to defend, indemnify and hold harmless the Jaguars, Bold Events, Diageo, the National Football League, the NFL Entities (as defined herein), the Social Media 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 Applicant 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 option, shall be resolved exclusively by final and binding arbitration in Jacksonville, Florida. The arbitration shall be administered by AAA pursuant to its Comprehensive Arbitration Rules and Procedures and in accordance with the Expedited Procedures in those Rules. Judgment on the award may be entered in any court having jurisdiction. This clause shall not preclude Sponsor or Registered Applicant from seeking provisional remedies in aid of arbitration from a court of appropriate jurisdiction. Registered Applicants 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 Applicant 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 APPLICANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEYS' OR OTHER PROFESSIONALS' FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF REGISTERED APPLICANT, 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 NONINFRINGEMENT. **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.**

11. **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.

12. **Registered Applicants Personal Information.** Information collected from Registered Applicants 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 (EXCLUDING 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).

EMPLOYEES, OFFICERS, DIRECTORS, AGENTS AND REPRESENTATIVES OF THE NFL ENTERPRISES LLC, THE NFL PARTIES (DEFINED AS NFL PROPERTIES LLC, NATIONAL FOOTBALL LEAGUE, ITS MEMBER PROFESSIONAL FOOTBALL CLUBS, NFL VENTURES, INC., NFL VENTURES, L.P., NFL INTERNATIONAL LLC, NFL PRODUCTIONS LLC, AND EACH OF THEIR RESPECTIVE AFFILIATES, OWNERS, SUBSIDIARIES, SHAREHOLDERS, OFFICERS, DIRECTORS, AGENTS, REPRESENTATIVES AND EMPLOYEES, BOTH INDIVIDUALLY AND COLLECTIVELY) AND EACH OF THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES (HEREAFTER COLLECTIVELY, "RELEASED PARTIES"), AND EACH SUCH INDIVIDUAL'S IMMEDIATE FAMILY MEMBERS (MOTHER, FATHER, SISTER, BROTHER, ANY CHILD, HUSBAND, WIFE AND THEIR RESPECTIVE SPOUSES, REGARDLESS OF WHERE THEY RESIDE) AND THOSE LIVING IN THEIR SAME HOUSEHOLDS, WHETHER OR NOT RELATED, ARE NOT ELIGIBLE TO PARTICIPATE OR WIN A PRIZE.

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY OR ASSOCIATED WITH ANY SOCIAL MEDIA PLATFORM/ENTITY ON WHICH IT MAY APPEAR, INCLUDING BUT NOT LIMITED TO, FACEBOOK, X (FORMERLY TWITTER), INSTAGRAM, SNAPCHAT (SNAP INC.), PINTEREST, ETC. (COLLECTIVELY, "SOCIAL MEDIA ENTITIES")