

**MY 1<sup>ST</sup> DOWN WITH THE JAGUARS CONTEST**  
**OFFICIAL TERMS & CONDITIONS**

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

By submitting an entry to enter the My 1<sup>st</sup> Down with the Jaguars Contest (the "Contest"), you agree to be bound by these terms and conditions. Failure to comply with these terms and conditions may in the discretion of Jacksonville Jaguars, LLC ("Jaguars" or "Sponsor") and Ticketmaster L.L.C. ("Ticketmaster") or "Co-Sponsor") result in disqualification from the Contest. To submit an entry, you must meet the eligibility requirements and follow the rules regarding the registration set forth herein.

The Contest is void where prohibited or restricted by applicable laws, rules and legal requirements, and all applicable federal, state, municipal and local laws, rules and legal requirements apply. Sponsor reserves the right to cancel, modify or suspend the Contest at any time.

**Overview.** The Contest is designed by the Jaguars to encourage fans who have never been to a Jaguars game to enter and share their stories about their fandom. Eligible persons are invited to submit a registration to be awarded a Prize (as defined below). A panel of Judges (as defined below) will use the Judging Criteria (as defined below) to judge the registrations received. Subject to meeting all eligibility requirements relating to the Contest and compliance with all terms and conditions, the selected top Entrant that submits the best written submission based on the Judging Criteria (the "Winner") will receive the following: (i) two (2) tickets and one (1) parking pass to the Jaguars home game versus the Tennessee Titans scheduled to be played during Week 18 of the 2025/26 NFL regular season (the "Game") (ARV = \$500), (ii) two (2) custom Jaguars replica jerseys (ARV = \$400), and (iii) the opportunity for Winner and one (1) guest to receive a VIP pregame sideline experience prior to the Game. **Total ARV of the Prize = \$900.00.** The exact ticket location for the Game shall be determined by the Jaguars in its sole discretion. Jaguars will not replace any lost, mutilated, or stolen tickets. Jaguars are not responsible if the Game is delayed, postponed, or cancelled for any reason and Winner will not be reimbursed for any Game tickets. By accepting a prize that includes tickets, the Winner and Winner's guest (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. Released Parties are not responsible if Winner does not use Game tickets. Sponsor reserves 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 Game.

**How to Enter.** To submit an entry for the Contest, eligible persons ("Entrants") must submit a complete and correct registration ("Registrations") by submitting a written submission advocating why they should be selected to win the Prize at <https://web.witcontests.com/jaguars/sweepstakes/win/my-first-down-with-the-jags-251222> between 10:00 a.m. Eastern time on December 23, 2025 and at 11:59:59 p.m. Eastern time on December 28, 2025 ("Submission Period"). The completion of the Registration in its entirety in accordance with these Official Terms and Conditions will automatically generate your submission into the Contest. The information you provide in the Registration will be used to verify that you meet eligibility requirements for the Contest. **ENTRIES MAY NOT BE MAILED.** Only one (1) entry per Entrant shall be considered. Jaguars reserve the right to change the Contest's Submission Period at any time in its sole discretion.

**Eligibility.** Eligibility to participate in the Contest or to win a Prize is limited to persons who are 18 years of age or older at the time of entry 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 Terms and Conditions 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), the Social Media Entities (as defined herein), and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies are not eligible. Sponsor's determination of eligibility, in its sole discretion, shall be final. For purposes of these eligibility rules, "immediate family member" means a spouse, child, parent, parent of spouse, sibling, or spouse's sibling. If selected, the Entrant may be asked to provide proof of eligibility in a format deemed acceptable to Jaguars.

**Intellectual Property.** Except as prohibited by law, by submitting an entry, you grant, without payment or consideration, the Jaguars an unlimited, worldwide, royalty-free, perpetual, irrevocable, nonexclusive and freely transferable and sublicensable right and license to use, reproduce, modify, adapt, perform, display, distribute, create derivative works from and otherwise disclose to third parties any part and all of such Registration (including all written material, photos, and motion pictures, and all trademarks and logos of the Entrant included therein) for any purpose, whether commercial or noncommercial, anywhere, in any form of media, whether now known or later developed. All materials submitted in connection with the Contest become the property of Jaguars and will not be returned. All materials submitted in connection with the Contest shall be governed in accordance with Sponsor's Terms of Use, available in the footer section of [www.jaguars.com](http://www.jaguars.com), and these Official Terms and Conditions.

**Judging Criteria.** Judges selected by the Jaguars in its sole discretion (the “Judges”) will review the Registrations received and select one (1) Winner based on the following criteria (the “Judging Criteria”):

- Entrant’s creativity (0-30 points), enthusiasm (0-30 points) and showcasing their pride in the Jaguars (0-40 points).

Based on the above criteria, one (1) Winner with the highest point total from the Judges criteria will be selected to receive the Prize. In the event of a tie, all tied highest point totals will be re-judged based on the following criteria: Entrant’s creativity (0-100 points). The decisions of the Judges regarding the selection of the Winner, the Judging Criteria, and all related matters are final and binding.

Entries that are deemed by the judges in their sole discretion to be immoral, obscene, profane or not in keeping with the Jaguars image or in violation of these Official Rules will be void. In addition, to be eligible, Entry cannot include any third-party intellectual property, general property, likeness or imagery. Entry cannot defame or invade intellectual property rights of any person, living or deceased, or otherwise infringe upon any copyrighted, trademarked, or patented works or person’s personal or proprietary rights. All Entries become the exclusive property of the Jaguars, and none will be acknowledged or returned.

**Winner Selection.** If an Entrant is selected to receive the Prize, the Entrant will be notified by telephone or email on or about December 29, 2025. One (1) Prize winner (the “Winner”) shall be selected by the Jaguars in its sole discretion and 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 the Prize (an “Affidavit”). The Winner must provide a Form W-9 to receive the Prize. The Winner will receive an IRS Form 1099 from 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, fails to execute the Affidavit or other documentation required by the Jaguars, or fails to respond to the notification within 48 hours, the Jaguars will consider such Winner to have forfeited the Prize and another prize winner may be selected. The right to receive the Prize is non-transferable and the Winner has no right of substitution (in cash or otherwise). 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. 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, food, beverages, and souvenirs. Winner is responsible for all taxes and fees associated with Prize receipt and must agree to the terms and conditions relating to the benefits provided by the Jaguars. Odds of winning depend on the number of Registrations received.

**Conditions of Participation.** Each Entrant represents and warrants that all information contained in his/her Registration is, to the best of his/her knowledge, true and accurate. The Jaguars, Bold Events, Ticketmaster, LLC, and their respective affiliates, successors and assigns, and those working on its behalf, and each of their respective officers, members, managers, directors, representatives, employees, agents (the “Released Parties”) are not responsible for the following: (1) any incorrect or inaccurate information, whether cause by an Entrant, any printing errors in these Official Terms and Conditions, in the Registration questions or otherwise in any materials in connection with the Contest, or by any of the equipment or programming associated with or utilized in the Contest, or for any misdirected, incomplete, lost, late or illegible registrations or other errors or problems that may limit an Entrant’s ability to participate in the Contest; (2) 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 Contest; (3) any unauthorized human intervention in any part of the entry process or the Contest, or technical or human error which may occur in the administration of the Contest or the processing of entries or lost, late, misidentified or misdirected registration entries, or telecommunication or computer hardware or software performance, errors, delays or failures; or (4) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant’s participation in the Contest or receipt or use or misuse of any Prize. All federal, state and local taxes (where applicable) are the sole responsibility of the individual who is selected for a Prize in the Contest. The Jaguars reserve the right to disqualify any individual who tampers with the registration process or the administration of the Contest. The Jaguars reserve the right to cancel, suspend and/or modify the Contest or a Prize, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, or otherwise impacts the ability to conduct the Contest or fulfill any Prize, as determined by the Jaguars in its sole discretion. CAUTION: Any attempt to deliberately damage any website or undermine the legitimate operation of this Contest may a violation of criminal and civil laws and should such an attempt be made, the Jaguars reserve 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 the Jaguars and will not be acknowledged or returned. The decisions of the Jaguars are final on all matters relating to this Contest.

**Publicity Rights; Marketing Opt-In.** By submitting a Registration, Entrants grant to the Jaguars, Bold Events, LLC (“Bold Events”), their respective subsidiaries, affiliates, agents, and others working on their behalf, the right to use the Entrant’s likeness, voice, image, biographical information and any additional video or photographs taken by the Jaguars, Bold Events, or their respective affiliates or representatives of the Entrant during the Promotion for advertising and marketing purposes, including on the Promotion Site, in Jaguars or Bold Events social media, and in Jaguars or Bold Events emails, without additional compensation.

Entrants who have opted in by checking the applicable box on the landing page 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 Entrant by mail, email, SMS/text message, telephone, autodialing services, facsimile and/or by any other method and to share the Entrant'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. Such communications shall include, but not be limited to, promotional and advertising marketing communications.

**Disclaimers, Dispute Resolution and Limitations of Liability.** Each Entrant hereby forever discharges, releases, and agrees to defend, indemnify and hold harmless each Released Party and the NFL Entities (as defined herein) 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 Contest or the awarding, acceptance, use or misuse of any Prize provided under the Contest. Any and all disputes, claims, and causes of action arising out of or in connection with this Contest shall be resolved individually, without resort to any form of class action. This Contest shall be governed by, and construed in accordance with, the internal laws of the State of Florida, without regard to Florida's conflict of law principles that may cause the application of laws of another jurisdiction. Any action or litigation concerning this Contest shall (1) take place exclusively in the federal or state courts sitting in Duval County, Florida, and each entrant 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) in the sole discretion of the Jaguars, exclusively by final and binding arbitration under the rules of the American Arbitration Association ("AAA") and held at the AAA regional office nearest the entrant. If the Jaguars elect arbitration pursuant to this paragraph, the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration and judgment upon such arbitration Prize may be entered in any court having jurisdiction. Entrants agree to abide by the terms of these terms and conditions and the decisions of the Jaguars, which are final, and waive any right to claim ambiguity in these terms and conditions. Each entrant agrees to service of process by mail or other method acceptable under the laws of the State of Florida. ANY CLAIMS, JUDGMENTS AND/OR PRIZES SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH APPLYING TO THE CONTEST. EACH ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

**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.

**Entrant's Personal Information.** Information collected from entrants is subject to and will be used in accordance with the Privacy Policies (as amended from time to time) of the Jaguars (located in the footer section of jaguars.com), and in accordance with these Official Terms and Conditions.

**Announcement of Winners.** To request a list of Winners, please send a postage prepaid letter to Jacksonville Jaguars, LLC, attention: My 1st Down with the Jaguars Contest, Attn: Nick Berry, 1 EverBank Stadium Drive, Jacksonville, Florida, 32202 to be received by March 31, 2026.

**Sponsor Information:** Jacksonville Jaguars, LLC, One EverBank Stadium Drive, Jacksonville, FL 32202.

THIS CONTEST 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").

THE NFL ENTITIES AND THE SOCIAL MEDIA ENTITIES WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THE CONTEST OR ANY BENEFITS AWARDED. THE NFL ENTITIES HAVE NOT OFFERED OR SPONSORED THIS CONTEST 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) AND EACH AND ALL OF THEIR RESPECTIVE AFFILIATES, SUBSIDIARIES, SUCCESSORS AND ASSIGNS.

Ticketmaster is in no way responsible for the administration of this Contest, the selection or verification of winners, or the fulfillment of any prize. All inquiries regarding this Contest should be directed to Sponsor.