

Project: Outdoor Ultimate Homegate Sweepstakes Presented by CoronaExtra
Item: Official Rules
Draft: 2
Date: October 14, 2020
Comments:

- A) Please advise should this Sweepstakes be promoted via direct mail as additional disclosures will be required
- B) For email blasts the full Official Rules must be made available either as a link from the body copy of the email or as an attachment. For print ads, Material Rules must be incorporated into the creative piece. Additionally, for TV spots, a TV Disclaimer must be incorporated.
- C) Full Official Rules must be offered via hyperlink online no more than (2) "clicks" away from online advertisements (i.e. banner, etc.).
- D) The New York Jets are solely responsible for securing permission for the use of all third-party names, logos, marks, and images associated with this Sweepstakes. teamDigital is not responsible for any actions or liability resulting from The New York Jets failure to secure proper clearance.

Ultimate Homegate Sweepstakes Presented by Corona Extra Official Rules

No Purchase Necessary to Enter or Win. A Purchase will Not Increase Your Chances of Winning.

Eligibility: The Ultimate Homegate Sweepstakes Presented by Corona Extra (hereafter, "Sweepstakes") is open to legal residents of New York, New Jersey and Connecticut who reside within a seventy-five (75) mile radius of MetLife Stadium (located in East Rutherford, NJ) and who are at least twenty-one (21) years old at the time of entry. Employees, officers, directors, agents and representatives of New York Jets LLC (hereafter, "Sponsor"), the National Football League, its member professional football clubs, NFL Ventures, L.P., and each of their respective parents, affiliates, subsidiaries, wholesalers, retailers, distributors, suppliers, advertising & promotion agencies (hereafter collectively, "Released Parties"), and each such individual's immediate family members (mother, father, sister, brother, child, husband, wife & 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. Void outside a seventy-five (75) mile radius of MetLife Stadium and where prohibited by law. All applicable federal, state & local laws apply.

Promotion Period: Sweepstakes begins 10:00:00 am Eastern Time ("ET") on 10/19/20 and ends 10:00:00 am ET on 11/20/20 (hereafter, "Promotion Period").

How to Enter: Visit NYjets.com/homegate during the Promotion Period and follow the instructions provided to complete/submit the Official Entry Form to receive one (1) entry. All entries must be received by 10:00:00 am ET on 11/20/20 to be eligible. **Limit one (1) entry per person, per email address and per household throughout the Promotion Period. You may only use one (1) email address to enter the Sweepstakes. Entries received from any person, email address, or household in excess of the above stated limitation will be void.** Your submission of an entry constitutes your consent to participate in this Sweepstakes and your consent for Sponsor to obtain, use and transfer your name, address and other information for the purpose of administering this Sweepstakes. The use of script, macro or automated devices (or any other devices intended to automate or subvert any

aspect of entry) to enter the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) will be void. All entries become the exclusive property of the Sponsor and will not be acknowledged or returned. In the event of a dispute as to the identity of an entrant based on the email address submitted, entry will be awarded to the person named on the applicable Official 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.

Released Parties are not responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, damaged, inaccurate, or undelivered entries; or for telephonic, human or computer failures, problems or errors, defects or delays in any transmission, interruptions in service due to system upgrades, repairs, modifications or other causes, failures or malfunctions of connections, satellite, network, cable, Internet Service Provider (ISP), phones, phone lines or telephone systems, traffic congestion on the internet, technical or mechanical malfunctions, or other malfunctions or errors, whether caused by equipment, programming, human error or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prize, for any injury or damage to participant's or any other person's computer or other device relating to or resulting from participation in this Sweepstakes, or for printing, typographical, human or other errors appearing in these Official Rules or other Sweepstakes-related materials. Sponsor reserves the right, in its sole discretion, to void any entries of entrants and disqualify such entrants whom Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes and/or who are in violation of these Official Rules.

Winner Selection & Notification: One (1) potential winner will be selected in a random drawing conducted on or about 12/1/20 from among all the eligible entries received by teamDigital, an independent judging organization. By entering, entrants agree to be bound by these Official Rules and to the decisions of the Sponsor and judges, which will be final and binding in all respects. Potential winner will be notified at the telephone number and/or email address provided in their entry. Potential winner will be required to execute and return an Affidavit of Eligibility, Liability and (where legal) Publicity Release as well as any other documents required by Sponsor within five (5) days of date of issuance of notification. Non-compliance with any of the foregoing or with these Official Rules may result in disqualification and awarding of prize to an alternate winner, at Sponsor's sole discretion. If prize notification letter is returned as undeliverable, potential winner will be disqualified and time permitting, an alternate winner may be selected at Sponsor's sole discretion. Odds of winning depend upon the total number of eligible entries received throughout the Promotion Period. Each entry will have an equal chance of winning.

One (1) Grand Prize: Grand Prize consists of one (1) \$500 Pat Lafrieda gift card, one (1) XL Big Green Egg outdoor grill, one (1) pub style table with two (2) chairs, one (1) 55" outdoor TV, one (1) set of cornhole boards, one (1) cooler, two (2) Adirondack Chairs, twenty-four (24) pint glasses, and an Oasis Furniture set including sofa, arm chair and coffee table to be selected by Sponsor in its sole discretion. Approximate Retail Value ("ARV") = \$11,000. All merchandise/furniture is subject to manufacturer's standard warranty. The ARV is subject to change based on current market value at time of prize fulfillment. Any difference between the ARV and the actual value, if any, will not be awarded. Terms, conditions and restrictions apply to gift card, as designated by issuer. **Winner is responsible for reporting and payment of all taxes and fees associated with prize receipt and/or use. PRIZE IS AWARDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND, EXPRESSED OR IMPLIED.**

Miscellaneous: No transfer, assignment, cash redemption, or substitution of prize is permitted except by Sponsor, who reserves the right to substitute the prize with one of comparable or greater value, at its sole discretion and except as otherwise provided herein. By participating, entrants agree to be bound by these Official Rules and agree that: 1) Sponsor and its designees may use (unless prohibited by law) entrant's name, city and state of residence, video footage, photograph, any oral or written statements, and/or likeness for advertising, trade and/or any other purposes in any media now or hereafter known throughout the world in perpetuity, without further compensation, permission or notification, and 2) the Released Parties shall have no liability and entrant will defend, indemnify and hold harmless Sponsor and the Released Parties from and against any claim, action, liability, loss, injury or damage to entrant or any other person or entity, including, without limitation, personal injury or death to entrant or any other person or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize (including, but not limited to, any travel, delivery and setup of prize, or activity related thereto) or participation in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Sweepstakes (or portion thereof) for any reason, including should virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Sweepstakes or for any other reason and, in the case of termination, at its discretion, select the winner from all eligible non-suspect entries combined and received prior to the event that required such termination. **CAUTION:** Any attempt to deliberately damage the website or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek any and all remedies available from any such person(s) responsible for the attempt to the fullest extent permitted by law.

Arbitration: Except where prohibited by law, as a condition of participating in this Sweepstakes, entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Sweepstakes, or prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the entrant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased.

Use of Entrant Information for Marketing Purposes: Any personally identifiable information collected during an entrant's participation in this Sweepstakes will be collected by Sponsor for purposes of marketing and advertising. Entrant may opt-out of these communications by emailing: privacy@newyorkjets.com.

Choice of Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of New Jersey, USA.

Winner's Name: For the name of the winner (available after 12/31/20), send a self-addressed, stamped envelope to be received by 1/29/21 to: Ultimate Homegate Winner, 1 Jets Drive, Florham Park, NJ 07932.

Sponsor: New York Jets LLC, 1 Jets Drive, Florham Park, NJ 07932.

Administrator: teamDigital Promotions, Inc., 6 Berkshire Blvd., Bethel, CT 06801.

www.teamDigital.com.