

2018 New York Jets Fan Hall of Fame Contest

Official Rules

No Purchase Necessary to Enter or Win.

A Purchase Will Not Increase Your Chances of Winning.

1) Eligibility:

The 2018 New York Jets Fan Hall of Fame Contest (hereafter, "Contest") is open to legal residents of New York, New Jersey and Connecticut who are eighteen (18) years of age or older as of the date of entry, or who met the criteria defined in this sentence at the time of their death. Employees, officers, directors, agents and representatives of New York Jets LLC ("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 and promotion agencies (hereafter collectively, "Released Parties"), and each such individual's immediate family members (mother, father, sister, brother, 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. Void outside NY, NJ and CT and where prohibited by law. All applicable federal, state and local laws apply.

2) Promotion Period:

Contest begins 3:00:00 pm Eastern Time ("ET") on 8/16/18 and ends 11:59:00 pm ET on 9/30/18 (hereafter, "Promotion Period").

3) How to Enter the Contest:

During the Promotion Period, submit a current, original, unaltered, high resolution digital color photo showing yourself or someone with whom you are personally acquainted ("Nominee") displaying New York Jets pride along with an essay (not to exceed 2,000 characters) describing why you or the Nominee should be included in the Jets Fan Hall of Fame (hereafter, "Entry").

NOTE: Photo does not need to be taken while in attendance at a Jets game. You may enter the Contest during the Promotion Period by visiting newyorkjets.com/fanhallloffame and following the instructions to complete and submit the registration form inclusive of your Entry. Limit one (1) Entry per person throughout the Promotion Period. You may only use one (1) email address to participate in the Contest. The Nominee in your Entry may be yourself or another person, but if another person he/she must meet the eligibility requirements as set forth above.

Message and data rates may apply if you choose to enter or vote (as described below) using your mobile device. Incomplete Entries and/or Entries containing inaccurate entrant information will be disqualified at Sponsor's sole discretion. All Entries must be received by 11:59:00 pm ET on 9/30/18 to be eligible. The use of script, macro or any other device to automate or subvert the entry process is prohibited and all such Entries and Entries made by any other means which subvert the entry process will be void. Other than as otherwise specified herein, neither Sponsor, nor anyone acting on its behalf, will enter into any communications with any entrant regarding this Contest (except for the purposes of notifying the Semi-Finalists and winners) or acknowledge any Entry (or portion thereof) received. Any Entry not meeting all Entry requirements stated herein will be void.

4) Entry Requirements:

Photos must be original and high resolution, on which no image editing software has been used. To be eligible, any Entry (and individual components therein) cannot have been previously published or submitted in any competition or have won any awards, and must be (i) original, (ii) complete, (iii) solely owned by you, (iv) only contain one image (collages are not accepted), and (v) only include yourself or Nominee, if applicable (no other individuals may be included in the Entry). In addition, to be eligible, Entry must not include any third party intellectual property or general property other than the New York Jets team or players' names, images, logos or slogans (collectively, the "Permitted Marks") as specifically permitted hereunder. Entry cannot defame or invade intellectual property rights of any person, living or deceased, or otherwise infringe upon any copyrighted, trademarked, or patented works (other than Permitted Marks) or person's personal or proprietary rights. Entry may also not contain any content, as determined by Sponsor in its sole discretion, that is sexually explicit or suggestive, violent or derogatory, profane or pornographic, contains nudity; promotes alcohol, illegal drugs, tobacco, firearms/weapons (or use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message; is obscene or offensive; endorses any form of hate or hate group; defames, misrepresents or contains disparaging remarks about other people or companies; contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others (other than Permitted Marks); contains any personal identification (other than as provided on the registration form); contains materials embodying the names, likenesses, or other indicia identifying any person other than yourself and/or individuals who have given permission to be featured in the Entry, including, without limitation, celebrities and/or other public or private figures, living or dead (other than Permitted Marks); communicates messages or images inconsistent with the positive images and/or good will to which Sponsor wishes to associate; and/or violates any law. Entries deemed by the judges, in their sole discretion, to be immoral, obscene, profane or not in keeping with Sponsor's image or in violation of these Official Rules will be void. In the event of non-compliance with any requirements specified herein or with any of the terms of these Official Rules, Entry will be void. Once submitted, an Entry cannot be deleted, canceled, or modified except by Sponsor.

By submitting an Entry, each entrant (and Nominee, if applicable) agrees Sponsor shall own the Entry submitted (including the copyright thereto and all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the Entry and all elements of such Entry, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party.

By submitting an Entry, entrant (and Nominee, if applicable) hereby grants the Released Parties, without any limitation of any other rights granted herein, permission for the Entry to be posted on newyorkjets.com, onsite at the MetLife Stadium, and/or other websites or social media channels as determined by Sponsor. Entrant (and Nominee, if applicable) agrees that Released Parties are not responsible for any unauthorized use of Entries by third parties. Released Parties do not guarantee the posting of any Entry and may remove a posted Entry at any time.

By submitting an Entry, entrant (and Nominee, if applicable) acknowledges and agrees that Sponsor may obtain many Entries in connection with this Contest and/or other contests staged and/or promoted by the Sponsor, and that such Entries may be similar or identical in theme, idea, style, look, format or other respects to other Entries submitted in connection with this Contest and/or other contests sponsored by the Sponsor or submitted for other reasons or other materials developed by the Sponsor. Entrant (and Nominee, if applicable) waives any and all claims entrant

may have had, may have, and/or may have in the future, that any Entry in this Contest may be similar to his/her Entry, or that any compensation is due to entrant in connection with such Entry or other works used by Sponsor. The authorized account holder is defined as the natural person who is assigned an email address by an Internet access provider, an online service provider, or another organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Proof (to Sponsor's satisfaction) of being the authorized account holder may be required by Sponsor.

5) Determination of Contest Winners:

A) Contest Entry Judging Phase:

Round 1 of Judging Phase: All eligible Entries received during the Promotion Period will be judged on the following criteria by Sponsor:

- 1) Avidity (How passionate about the Jets is the individual? What does he/she do each game to show fan support?): 0-30 points;
- 2) Personal Connection (How have the Jets directly and/or indirectly impacted the individual?): 0-20 points;
- 3) Tradition (How has the individual shared his/her fandom with other people?): 0-20 points;
- 4) Uniqueness (What does the individual do with respect to the Jets that is unique or special?): 0-15 points
- 5) Expression (How articulate is the individual in sharing his/her story?): 0-15 points.

The ten (10) Entries with the highest score, as determined in Round 1 by the judges in their sole discretion, will be deemed the potential Semi-Finalists, subject to verification of eligibility and compliance with these Official Rules (see "Semi-Finalist Notification" section below). Sponsor reserves the right to select fewer than ten (10) Semi-Finalists if, in their sole discretion, they do not receive a sufficient number of eligible and qualified Entries.

In the event of a tie during Round 1, the tied Entries with the highest score for **Avidity only** will be deemed the potential Semi-Finalists. In the event a tie still remains after their Avidity scores have been reviewed, the tied Entries with the highest score for **Personal Connection only** will be deemed the remaining potential Semi-Finalists. In the event a tie still remains after their Personal Connection scores have been reviewed, the tied Entries with the highest score for **Tradition only** will be deemed the remaining potential Semi-Finalists. In the event a tie still remains after their Tradition scores have been reviewed, the tied Entries with the highest score for **Uniqueness only** will be deemed the remaining potential Semi-Finalists. In the event a tie still remains after their Uniqueness scores have been reviewed, the tied Entries with the highest score for **Expression only** will be deemed the remaining potential Semi-Finalists. In the event a tie still remains after their Expression scores have been reviewed, the tied Entries will be re-judged based on: Overall demonstration of Jets fandom: 0-100 points. By participating, entrants agree to abide by these Official Rules and the decisions of the Sponsor and judges, which are final and binding in all matters relating to this Contest.

B) Contest Semi-Finalist Notification:

Potential Semi-Finalists will be determined approximately fifteen (15) business days following the completion of the Promotion Period and will be notified by telephone and/or email. Potential Semi-Finalists will be required to execute and return an Affidavit of Eligibility, Liability and

(where legal) Publicity Release and any other documents required by Sponsor within five (5) business days of date of issuance of notification.

Further proof or verification of identity and qualifications may be required along with a background check. Noncompliance with any of the foregoing, with these Official Rules, the inability to contact a potential Semi-Finalist within a reasonable time period, or any notification being returned as non-deliverable may result in disqualification and, at Sponsor's discretion, a runner-up being chosen. Semi-Finalist status is subject to verification of eligibility and compliance with these Official Rules.

C) Voting Period:

Upon verification of eligibility and compliance with these Official Rules, each Semi-Finalist's Entry will be posted on newyorkjets.com/fanhalloffame for public voting will begin at 12:00:00 pm (noon) ET on 11/1/18 and end at 11:59:00 pm ET on 11/25/18 (hereafter "Voting Period"). Voting is open only to legal residents of the fifty (50) United States and the District of Columbia, 18 years of age or older (hereafter, "Voters"). Voters will be directed to visit newyorkjets.com/fanhalloffame during the Voting Period, and using a personal computer or mobile device, follow the instructions provided to view each of the Semi-Finalist's Entries and click on the applicable "Vote" button to cast a vote for one (1) Entry. Limit of one (1) vote per Voter using only one (1) email address per day.

D) Contest Grand Prize Winner Selection:

Round 2 of Judging Phase:

At the conclusion of the Voting Period, the Semi-Finalists' Entries will be re-judged based on the following criteria:

- (i) The number of eligible votes received: 80%;
- (ii) Sponsor's ranking of the Entry based on 'Best Overall Jets Fandom': 20%.

Upon using the above calculation, the three (3) highest scored Entries will be deemed the Grand Prize winners, subject to verification of eligibility and compliance with these Official Rules. In the event of a tie during the Voting Period, such tied Entries will be re-judged (by a panel of judges determined by Sponsor in its sole discretion) based solely on Originality: 0-100 points. **Note: If a Nominee is associated with a winning Entry, Nominee shall be deemed the winner (rather than the Entrant who submitted the winning Entry) with the exception of a posthumous Nominee in which case Sponsor will consult with the Entrant and/or the surviving member(s) of the immediate family to determine the appropriate representative(s) to accept the prize on the Nominee's behalf.** The guests of each Grand Prize winner may be required to execute and return an Affidavit of Liability and (where legal) Publicity Release and any other documents required by Sponsor prior to prize award.

The use of automated devices (or any other devices) or methods intended to automate, subvert, corrupt, or impair any aspect of participation, entry or voting is prohibited and any Entry or vote through such means will, at Sponsor's sole discretion, be void. Semi-Finalists are prohibited from obtaining or soliciting votes by fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public or campaigning for themselves using television, radio, streaming media, and/or printed materials (in any manner). Semi-Finalists may encourage voting on-site at New York Jets home games, as well as using online forums, websites and/or social media sites. Semi-Finalists or Voters who do not comply with the voting

instructions may, at the sole discretion of Sponsor, have their votes nullified and rendered void. Neither Sponsor, nor anyone acting on its behalf, will enter into communications with any entrant regarding Contest other than to notify the potential Semi-Finalists and winners.

6) Prizes:

Three (3) Grand Prizes: Each Grand Prize winner will receive four (4) EY Coaches Club tickets to the 12/23/18 New York Jets home football game, four (4) pre-game field passes, one (1) parking pass, and for the winners only: a pre-game induction experience, recognition as a Jets Fan Hall of Fame member and a Fan Hall of Fame Varsity Jacket. Approximate Retail Value ("ARV"): \$1,400 each. **Winners and their respective guests will be responsible for any/all transportation to/from the game.** All prize details, including, but not limited to, exact seat, parking location, and jacket size, are at Sponsor's sole discretion. Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. In the event the designated game is postponed and rescheduled, prize will be rescheduled around the date of the rescheduled game. In the event the game is postponed and not rescheduled or otherwise cancelled, tickets to an alternate regular season home football game will be awarded and Sponsor will have no further obligation to winners. Tickets and/or passes are subject to terms and conditions specified thereon. Winners and their respective guests agree to comply with all game and venue rules and regulations and, in accordance therewith, agree not to act in an unsportsmanlike or disruptive manner, or with any intent to annoy, abuse, threaten or harass any other person at the designated game. Failure to do so may result in forfeiture of such portion of the prize and removal from game. Winners and their respective guests will be escorted out of venue by Sponsor or its designated agent(s) for improper conduct and/or violation of federal, state or local laws (including, but not limited to, the unlawful possession, use, or distribution of illicit drugs, unlawful drug paraphernalia, and alcohol), as Sponsor determines in its sole discretion, and will forfeit the balance of his/her prize. Unused tickets and/or passes cannot be refunded, exchanged or applied towards tickets and/or passes for any subsequent event. Other than the details of the prize outlined above, Released Parties have no additional obligations or commitments to any prize winner or his/her guests in connection with this Contest. All costs and expenses associated with the acceptance and use of the prizes not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, any/all transportation to/from the designated game, additional parking passes or fees, meals, beverages, souvenirs and gratuities are each winner's sole responsibility.

7) Miscellaneous:

Released Parties are not responsible for lost, incomplete, invalid, unintelligible, inaccurate, undeliverable, garbled, late, stolen, damaged or misdirected Entries, photos, essays or votes, all of which will be disqualified; failures or malfunctions of phones, phone lines or telephone systems or other communications or malfunctions; interrupted or unavailable network, server or other connections, cable, satellite, Internet Service Provider (ISP) or other connections; miscommunications, failed computer hardware or software or other technical failures; garbled, lost, misrouted or scrambled transmissions; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or for any technical problem, including but not limited to any injury or damage to entrants' or any other person's computer or other device related to or resulting from participation in the Contest; theft, destruction or unauthorized access to, or alteration of, Entries or votes; or human-processing error; printing, typographical or other errors or omissions in these Official Rules or in any Contest-related

advertisements or other materials; or other errors or problems of any kind whether mechanical, human, technical, network, electronic; or errors which may occur in connection with the administration of the Contest, the incorrect uploading or submitting of Entries, photos, essays or votes, the processing or judging of Entries, photos, essays, the tabulation of votes, the awarding or announcement of the Semi-Finalists or Grand Prize winners, or in any other Contest-related materials. Sponsor reserves the right to void and remove any and all Entries of an entrant who Sponsor believes has attempted to tamper with, influence, or impair the administration, security, fairness, judging or proper play of Contest and such entrant will be disqualified and all associated Entries will be void. All photos and essays become the sole property of the Sponsor and will not be returned. No transfer, assignment, cash redemption, or substitution of prize (or portion thereof) is permitted except by Sponsor, who reserves the right to substitute the prize (or applicable portion thereof) with one of comparable or greater value, at its sole discretion and except as otherwise provided herein. By participating, entrants (and Nominee, if applicable) agree to be bound by these Official Rules and agree that: 1) Sponsor and its designees may use (unless prohibited by law) entrant's (and Nominee's, if applicable) name, city and state of residence, Entry, photo, essay, 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, 2) Sponsor reserves the right to conduct a background check and entry in the Contest constitutes entrant's (and Nominee, if applicable) permission for Sponsor to conduct such background check, provided that, to the extent additional authorization is necessary under law, entrants (and Nominee, if applicable) shall authorize such check. Sponsor reserves the right (at its sole discretion) to disqualify any entrant (and/or Nominee, if applicable) based on the results of the background check or failure of the entrant to properly authorize such check, and 3) the Released Parties shall have no liability and will be held harmless by entrant (and Nominee, if applicable) for 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 and any activity, travel or travel-related activity thereto or participation in this Contest. Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Contest (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 Contest or for any other reason and, in the case of termination, at its discretion, select the winner(s) from all eligible non-suspect Entries received prior to the event that required such termination using the judging criteria specified above. **CAUTION:** Any attempt to deliberately damage the website or undermine the legitimate operation of this Contest 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.

8) Winners List:

For the names of the winners (available after 12/14/18), send a self-addressed, stamped envelope to be received by 2/15/19 to: 2018 Jets Fan Hall of Fame Contest Winners, c/o New York Jets, 1 Jets Drive, Florham Park, NJ 07932.

9) Sponsor:

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

10) Administrator:

teamDigital Promotions, Inc., 6 Berkshire Blvd., Bethel, CT 06801. www.teamdigital.com