**TITLETOWN TRADITIONS SWEEPSTAKES**
**PRESENTED BY TRADITIONS LIGHTING**
**2026**

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE AN ENTRANT'S CHANCES OF WINNING. LIMIT ONE (1) ENTRY PER PERSON PER DAY. ONLY OPEN TO LEGAL RESIDENTS OF THE FIFTY UNITED STATES (EXCLUDING NY, NJ, & FL), WHO ARE 18 YEARS OF AGE OR OLDER, AND THE AGE OF MAJORITY IN THEIR JURISDICTION OF RESIDENCE. VOID ELSEWHERE AND WHEREVER RESTRICTED IN A MANNER INCONSISTENT WITH THESE OFFICIAL RULES.

The 2026 Titletown Traditions Sweepstakes presented by Traditions Lighting (this "Promotion") is sponsored and administered by Green Bay Packers, Inc. ("Administrator"), with its principal place of business located at 1265 Lombardi Avenue, Green Bay, Wisconsin 54304 (the "Promotion Address"). This Promotion is in no way sponsored, endorsed, or administered by, or associated with, Instagram (Meta Platforms, Inc.), Facebook (Meta Platforms, Inc.), X (X Corp.), TikTok (ByteDance Ltd.), or any other social media platform.

By participating in any aspect of the Promotion, entrant agrees to abide by these Official Rules (these "Rules") and the decisions of Administrator, which shall be final. Failure to abide by these Rules will void an entrant's entry.

1. ELIGIBILITY: To enter the Promotion, entrants must: (a) be 18 years of age or older and the age of majority in their jurisdiction of residence at the time of entry; (b) be a legal resident of the fifty United States, including the District of Columbia but excluding the states of New York, New Jersey, and Florida; and (c) not be a current officer, director, employee, member, agent, or contractor of Administrator, any Promotion sponsor, the National Football League and its member professional football clubs, or their affiliates (each an, "ineligible entrant"), or an immediate family member (defined as mother, step-mother, father, step-father, siblings, step-siblings, children, step-children, wards, grandparents, step-grandparents, domestic partners, and spouses) of, or reside in the same household with, an ineligible entrant. Any entrant that does not meet these criteria or otherwise violates these Rules will be disqualified and not awarded a prize. Administrator reserves the right to verify an entrant's eligibility before, during, or after the Promotion.

2. PROMOTION PERIOD: The Promotion begins at 12:00:00 a.m. Central Standard Time ("CST") on October 26, 2026, and ends at 11:59:59 p.m. CST on November 9, 2026 (the "Promotion Period"). Administrator's designated computer is the official timekeeping device for the Promotion.

3. HOW TO ENTER: To enter, during the Promotion Period, entrants must visit the online entry page and follow all on-screen entry instructions, including providing all required information. **If an entrant chooses to enter using a wireless phone or mobile device, message and data rates may apply in accordance with such entrant's service plan and each entrant should consult such plan prior to entering**. Neither a wireless device nor mobile phone is required to enter this Promotion.

   Limit one (1) entry per person per day, regardless of means of entry. Any attempt by an entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations or logins, or any other methods will void that entrant's entries, and that entrant may be disqualified.

   No third-party entry, entry through any promotion or entry service, or use of any robotic, automatic, programmed, or similar entry method is permitted. Administrator and its designees reserve the right to disqualify any entrant who tampers or attempts to tamper with the entry procedure, violates these Rules, or meets any other disqualification criteria set forth in these Rules. Administrator is not responsible for lost, late, incomplete, illegible, unintelligible, inaccurate, undelivered, postage-due, delayed, mutilated, or misdirected entries, correspondence, communications, requests, claims, or other errors or problems in connection with or relating to the Promotion. Administrator is also not responsible for electronic hardware or software, network, Internet, computer or technological malfunctions, failures or difficulties of any kind, failed, incomplete, garbled or delayed computer transmissions, or any other condition caused by events beyond the Administrator's control that may cause an entry to be not received, disrupted or corrupted, including computer viruses, bugs, tampering, unauthorized intervention, or technical or other failures of any sort. Proof of submission of an entry will not be deemed to be proof of receipt by Administrator.

In the event of a dispute as to the entrant of an entry, the authorized account holder of the email address associated with the entry will be deemed to be the entrant. The "authorized account holder" is the natural person assigned to an email address by an internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. A potential winner may be required to show proof of being the authorized account holder.

All entries are subject to any verification procedures determined by Administrator in its sole discretion, including, but not limited to, use of anti-fraud detection devices.

4. PRIZE: After applicable verification and subject to compliance with these Rules, one (1) winner will receive the grand prize of four (4) season staking and tubing admission passes ($154/per season pass); one (1) Titletown Gift Card (ARV $100); Titletown merchandise (i.e. winter hat and stickers) (ARV $25); and one (1) Traditions Lighting Holiday Décor Item equivalent to $50. The verifiable retail value / approximate retail value ("ARV") of the prize is $791.00.

   Where applicable, prize style, size, and all other details will be determined by Administrator in its sole discretion.

   Terms and conditions of gift cards and passes apply.

   No transfer or substitution of any prize is permitted, and no prize is convertible to cash, except where required by law. Administrator shall not be required to replace any prize, or portion of the prize, that is lost, mutilated, or stolen. The return of the prize or notification that the prize is undeliverable may result in disqualification.

   Each winner is responsible for any and all local, state, and federal taxes associated with such winners' receipt and use of their prize. ARVs are determined as of the time these Rules were published, and the value of a prize may fluctuate. If the actual value of any prize is less than the stated ARV, the difference will not be awarded. Any expenses or costs not expressly stated in the description of the prize above are the sole responsibility of winner.

   No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes to be available or claimed, Administrator reserves the right to award only the stated number of prizes.

5. ODDS: The odds of winning a prize depend on the number of eligible entries received.

6. DRAWING: To select the potential winner(s), on or about November 10, 2026 the Administrator will conduct a random drawing from all entries that appear to be eligible.

7. WINNER NOTIFICATION: Administrator will attempt to notify each potential winner through their provided contact information. In the Administrator's sole discretion, if a potential winner cannot be reached after a reasonable effort has been made, such potential winner may be disqualified and forfeit his/her prize.

8. WINNER REQUIREMENTS: A potential winner may be required to (a) sign and return to Administrator an Affidavit of Eligibility, Liability, and Publicity Release (an "Affidavit") (except where prohibited) and (b) provide Administrator with a W-9 within one (1) week of Administrator's request. If a potential winner fails to complete a required Affidavit, provide a required W-9, or otherwise violates these Rules, such potential winner may be disqualified and forfeit his/her prize. Following confirmation by Administrator of a potential winner's compliance with these Rules, such potential winner will be confirmed as a winner and will receive a prize. Name changes are not allowed once a winner has been confirmed.

9. WINNER DISQUALIFICATION: If a potential winner is disqualified or forfeits his/her prize and time permits, Administrator will select another potential winner (maximum two alternates). If all alternate potential winners are disqualified, Administrator may award no prize.

10. WINNER PUBLICITY RELEASE: By accepting a prize, a winner consents and agrees to Administrator's and its affiliates, subsidiaries, and advertising and promotional partners use of his/her name, voice, photograph, and likeness for advertising, promotional, public relations, and other business purposes, in any and all media now known or hereinafter invented, without territorial or time limitations, and without additional compensation. This paragraph shall not apply to legal residents of the State of Tennessee.

11. PRIVACY: The information an entrant provides will only be used in accordance with Administrator's privacy policies, which may be found at: https://www.packers.com/fans/privacy-policy.

12. **RELEASE AND LIMITATIONS OF LIABILITY: BY PARTICIPATING IN THE PROMOTION, EACH ENTRANT AGREES TO RELEASE AND HOLD HARMLESS ADMINISTRATOR, THE NFL ENTITIES (DEFINED BELOW), AND THEIR AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTIONAL AGENCIES, SPONSORS, STOCKHOLDERS, OFFICERS, DIRECTORS, EMPLOYEES, AND AGENTS (THE "PROMOTION PARTIES"), FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF ENTRANT'S PARTICIPATION IN THE PROMOTION, PARTICIPATION IN ANY PRIZE-RELATED ACTIVITY, INCLUDING WHILE TRAVELING IN CONNECTION WITH THE PROMOTION, OR RECEIPT, POSSESSION, OWNERSHIP, OR USE OF THE PRIZE, INCLUDING PROPERTY DAMAGE, PERSONAL INJURY, AND DEATH. EACH ENTRANT FURTHER AGREES THAT IN ANY CAUSE OF ACTION, THE PROMOTION PARTIES' LIABILITY WILL BE LIMITED TO THE DIRECT, OUT OF POCKET COST OF ENTERING THE PROMOTION, AND IN NO EVENT SHALL THE PROMOTION PARTIES BE LIABLE FOR ATTORNEYS' FEES OR PUNITIVE, CONSEQUENTIAL, OR INDIRECT DAMAGES. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, THEREFORE, IN SUCH JURISDICTIONS ONLY, SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY.**

    Each entrant acknowledges that there is a possibility that, subsequent to his/her involvement in the Promotion and adherence to these Rules he/she may discover facts or incur or suffer claims which were unknown or unsuspected at the time agreeing to these Rules, and which if known by him/her at that time may have materially affected his/her decision to participate in the Promotion. Such entrants acknowledge and agree that by reason of these Rules, and the release contained in the preceding sections, he or she is assuming any risk of such unknown facts and such unknown and unsuspected claims. Such entrants acknowledge that they have read these Rules and, as such, hereby have been advised of the existence of Section 1542 of the California Civil Code, which provides: "**A general release does not extend to claims that the creditor does not know or suspect to exist in his favor at the time of executing the release, which if known by him must have materially affected his settlement with the debtor.**"

    The release set forth in this Section shall constitute a full release. Each entrant knowingly and voluntarily waives any statute, law, or rule of similar effect, and acknowledge and agree that this waiver is an essential and material term of these Rules, and without such waiver he or she would not have been permitted to participate in the Promotion or receive the prize. Each entrant acknowledges and understands the significance and consequence of this release and of this specific waiver of such laws.

13. NO WARRANTY: 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. Each entrant acknowledges that the Promotion Parties have neither made, nor are in any manner responsible or liable for, any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the prize, including express warranties provided exclusively by any prize supplier that may accompany the prize. Some jurisdictions may not allow the exclusion of implied warranties, therefore, in such jurisdictions only, some of the above limitations or exclusions may not apply.

14. DISQUALIFICATION: Administrator reserves the right to disqualify any individual or entrant it determines, at its sole discretion, is: (a) in violation of these Rules; (b) attempting to tamper with or undermine the entry process or the legitimate operation of the Promotion; (c) refusing or failing to provide proof of identity or eligibility if requested by Administrator at any time; (d) supplying any untruthful, inaccurate, or misleading personal details and information; (e) acting in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person, including without limitation, harming or threatening to harm any other entrant or the Promotion Parties' personnel; (f) potentially or actually cheating; or (g) purposely impeding the work of the Promotion Parties or the implementation of the Promotion. The disqualification of an individual or entrant shall be final and not subject to appeal or review for any reason whatsoever. For the avoidance of doubt, this section shall not limit any other of Administrator's rights or abilities set forth in these Rules. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, ADMINISTRATOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

15. TERMINATION: Except as prohibited by law, Administrator reserves the right to suspend or modify the Promotion at any time. In the event that the operation, security, or administration of the Promotion is impaired in any way for any reason, including, but, not limited to, fraud, virus, or other technical problem, the Administrator may, in its sole discretion, either: (a) void any suspect entry; (b) suspend the Promotion to address the impairment and then resume

the Promotion in a manner that best conforms to the spirit of these Rules; or (c) cancel the Promotion and award the prize to eligible entries received up to the time of the impairment. If such modification or suspension occurs, Administrator will make a commercially reasonable effort to post notice of such modification or suspension.

16. CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation, and enforceability of these Rules, or the rights and obligations of an entrant and Administrator in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

17. DISPUTES: All claims and disputes that arise out of or relate to the Promotion, these Rules interpretation or enforcement, or a winner's receipt or use of a prize ("Dispute") will be arbitrated under the Commercial Arbitration Rules of the American Arbitration Association ("AAA"), in English in Green Bay, Wisconsin before three neutral arbitrators who are members of the AAA. To the fullest extent permitted by law, no arbitration may be joined to an arbitration involving any other party, whether through class arbitration proceedings or otherwise. The arbitrators may award interim and final injunctive relief and other remedies, which may be confirmed or enforced in any court having jurisdiction. In the case of contradiction between the provisions of this Section and the Commercial Arbitration Rules of AAA, this Section will prevail. If any provision of this agreement to arbitrate is held invalid or unenforceable, it will be so held to the minimum extent required by law and all other provisions will remain valid and enforceable. Each party shall be responsible for their own costs and expenses issued in connection with the arbitration, suit or action, including attorney's fees and costs at the arbitration, suit or action and to enforce any arbitration award in court and on appeal. Without limiting the requirements in this Section, in any court proceedings or claims, the parties expressly agree to submit to the exclusive jurisdiction of the state and federal courts in Brown County, Wisconsin.

18. LIST OF WINNERS: To request the names of the winners, please send a self-addressed stamped envelope to the Promotion Address, Attn: Legal. Legal residents of the State of Vermont may omit return postage. Requests must be received within six (6) months of the end of the Promotion Period unless a longer time is expressly required by law. Unless prohibited by applicable law, Administrator reserves the right to deny such request.

19. CONSTRUCTION OF RULES: These Rules shall only be modified or amended in accordance with applicable law. In the event that any section or provision of these Rules is held to be illegal, invalid, or unenforceable by any court, such holding shall not affect the validity of these Rules' remaining sections or provisions. The headings of the paragraphs in these Rules are for the convenience of reference only, and do not form a part hereof, and in no way define, limit, describe, modify, interpret or construe the meanings of Administrator, the scope of these Rules, or the intent of any paragraph hereof. Administrator's failure to enforce any term of these Rules shall not constitute a waiver of that provision. Administrator is not responsible for any electronic or typographical error in the posting, printing or reproduction of these Rules, administration of the Promotion, or in the announcement of prize winners.

20. NFL DISCLAIMER: The National Football League, its member professional football clubs other than the Green Bay Packers, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives, and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in the Promotion or any prize awarded. The NFL Entities have not offered or sponsored the Promotion in any way.