

## The 2019 U.S. Cellular “Fall Tailgate” Sweepstakes Official Rules

**NO PURCHASE REQUIRED TO ENTER OR WIN.** Making a purchase will not increase your chances of winning.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook or Twitter. Facebook and Twitter are not affiliated with the Sponsor in any way.

**1. Eligibility:** The 2019 U.S. Cellular “Fall Tailgate” Sweepstakes (the “Sweepstakes”) sponsored by U.S. Cellular (“Sponsor”) is open only to legal residents of the fifty (50) United States and District of Columbia (“D.C.”) who are 18 years of age or older at the time of entry (nineteen (19) or older if a resident of AL or NE). Employees of The Green Bay Packers (“Administrator”), Sponsor, the National Football League (“NFL”), its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, and any of their respective subsidiaries, affiliates, authorized agents, sales representatives, distributors, advertising and promotional agencies, and members of the immediate families (defined as including spouse, biological, adoptive and step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate in this Sweepstakes. Non-eligibility or non-compliance with any of these Official Rules will result in disqualification. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void outside the 50 U.S./D.C. and where prohibited by law.

**2. Administrator:** The Sweepstakes is administered by the Green Bay Packers, 1265 Lombardi Avenue, Green Bay, WI.

**3. Agreement to Official Rules:** By participating in the Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Administrator and Sponsor, which are final and binding in all matters related to the Sweepstakes.

**4. Promotion Period:** The Sweepstakes begins at 12:01 a.m. Central Time (“CT”) on September 25, 2019 and ends at 11:59 p.m. CT on October 9, 2019 (the “Promotion Period”). Administrator’s computer is the official timekeeping device for this Sweepstakes.

**5. How to Enter:** During the Promotion Period, visit <http://www.packers.com/fan-zone/contests.html> (the “Website”) and follow the links and instructions to complete and submit an entry form. You will receive one (1) entry into the Sweepstakes drawing described in Rule 6, below. **Limit: One (1) entry per person/household/email address per day during the Promotion Period.** Any attempt by any participant to obtain more than one entry per day by using multiple/different email addresses, postal addresses, identities, registrations or logins, or any other methods will void that participant’s entries and that participant may be disqualified from the Sweepstakes. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by that entrant. In the event of a dispute as to the identity of any entrant, 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 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. Potential winner may be required to show proof

of being the authorized account holder. All incomplete or non-conforming entries will be disqualified. Proof of submission of an entry does not constitute proof of receipt.

**6. Drawing:** On or about October 10, 2019, Administrator will select one (1) winner of the prize described in Rule 8, below, in a random drawing from among all eligible entries received during the Promotion Period. The potential winner will be notified by phone or email. The odds of winning the prize depend on the number of eligible entries received during the Promotion Period.

**7. Requirements of Potential Winner:** The potential prize winner must meet all eligibility requirements set forth in these Official Rules and comply with these Official Rules to qualify for the prize. The potential prize winner will be required to sign and return to Administrator, by October 15, 2019, at 5:00 p.m. CT, an Affidavit of Eligibility, Liability Release and, except where prohibited, a Publicity Release in order to claim the prize and to fulfill any other requirements as determined by Administrator or Sponsor, or the prize will be forfeited. If the prize/prize notification is returned as undeliverable, or the potential winner is deemed ineligible, s/he will be disqualified and will forfeit the prize in its entirety.

In the event that the potential winner is disqualified for any reason, and if time permits, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries. If necessary, this process will be repeated up to three (3) times (time permitting). If the prize is not claimed after the third attempt to award it, the prize will not be awarded.

**8. Prize/Approximate Retail Value ("ARV"):**

One (1) prize winner will receive:

- Two (2) tickets (for winner and one (1) guest) to the Green Bay Packers vs. Oakland Raiders game at Lambeau Field in Green Bay, WI on October 20, 2019 (the "Game"). ARV:\$222.00
  - One (1) \$100 Packers Pro Shop gift card. ARV: \$100.00
  - One (1) Tailgate Toss Game. ARV: \$129.95
  - One (1) Bluetooth Speaker. ARV: \$129.00
- ARV of prize package: \$580.95.

**All federal, state and local income taxes on the prize are the responsibility of the winner.** Prize cannot be transferred, assigned, redeemed for cash, sold, offered at auction, or substituted, in whole or in part, except at Sponsor's sole discretion or as provided herein. Sponsor may substitute a prize, or portion thereof, of equal or greater value if the advertised prize, or portion thereof, becomes unavailable for any reason.

The prize consists only of the items described above. Use of the gift card is subject to all terms, conditions and policies of the issuer. Particular Bluetooth speaker awarded will be determined by Sponsor in its sole discretion. **All other costs and expenses related to use of the prize that are not included in the prize description above, including but not limited to parking, transportation, meals and souvenirs, are the responsibility of the winner.** Use of prize is subject to winner's and his/her guest's adherence to all terms, conditions and policies of Lambeau Field and the Green Bay Packers. Location of seats at Game will be at the discretion of the Sponsor.

Winner's guest must be eighteen (18) years of age or older (nineteen (19) or older if a resident of AL or NE) subject to the following exception: the guest may be a minor if s/he is the child or legal ward of the winner. Guest may be required to sign and return a Liability/Publicity Release as a condition of

accompanying winner at Game. If the guest is winner's minor child/legal ward, winner must sign the document on the guest's behalf.

No more than one (1) prize will be awarded. If, due to a production, technical, human or other error, the number of prize notifications issued is greater than one (1), the one intended prize will be awarded in a random drawing from among all valid recipients of such prize notifications.

**9. Publicity Consent:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and Administrator and their respective designees to use entrant's name, voice, photo or other filmed, taped or otherwise recorded image, and/or likeness, and city/state of residence for purposes of advertising and trade, in commerce and in all media now known or hereafter discovered (including but not limited to the internet and social media), worldwide, without further notice, permission or compensation.

**10. General Conditions:** If for any reason the Sweepstakes is impaired and cannot be executed as planned, including but not limited to any printing, administrative, human or other error of any kind, transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor and Administrator that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Sweepstakes, or if the Sweepstakes is compromised or becomes corrupted in any way, electronically or otherwise, Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) terminate the Sweepstakes and award the prize in a random drawing from among all eligible entries received up to the time of the impairment. In the event of termination, a notice will be posted on the Website.

The Sponsor reserves the right in its sole discretion to disqualify any individual it or the Administrator find to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

The Released Parties (as defined in Rule 11, below) are not responsible for: (a) electronic transmissions or entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, or not received for any reason; (b) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries, or for deletion, theft or destruction of, unauthorized access to, or alteration of, entries; (c) failed or unavailable hardware, network or software; (d) causes beyond the Released Parties' reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (e) incorrect or inaccurate information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (f) any typographical or other error in any printing or advertising relating to the Sweepstakes, in the administration or execution of the Sweepstakes, or in the announcement of the prize winner; or (g) cheating or fraud by any participant.

**11. Release and Limitations of Liability:** By participating, you agree to indemnify, release, defend and hold harmless the Sponsor, Administrator, the Green Bay Packers, the NFL Entities (as defined below), Facebook, Twitter, their respective parent companies, affiliates, subsidiaries, authorized agents, sales representatives, distributors, and advertising and promotion agencies, and each of their respective employees, officers, directors and shareholders (collectively, the “Released Parties”) from and against any and all liability, damages or causes of action (however named or described), with respect to or arising out of: (a) your participation in the Sweepstakes; or (b) your acceptance, possession or use of the prize (if awarded to you). By accepting the prize, the winner acknowledges that the Released 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 or any portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose.

**12. Disputes/ Venue/Governing Law:**

By participating, entrants agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or the prize shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal, state or local court located in Cook County, Illinois; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes, but in no event attorneys’ fees; and (c) to the extent allowed by applicable law, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO PORTIONS OF THE ABOVE MAY NOT APPLY TO YOU.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants’ rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Illinois.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials or made by any representative of Sponsor or Administrator, and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

**13. Severability:** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

**14. Winner’s Name:** The name of the winner will be posted on [www.packers.com](http://www.packers.com) after the winner is verified. To request a copy of the winner’s name by mail, send a self-addressed, stamped envelope to: U.S. Cellular, Attn: Sergio Apodaca, 4700 South Garnett Road, Tulsa, OK 74146. Requests must be received no later than November 30, 2019, and will be fulfilled after the winner is verified.

**15. Participants' Privacy:** Any personally identifiable information collected in connection with an entrant's participation in this Sweepstakes will be used by Sponsor and Administrator, and their respective affiliates, agents and marketers only for purposes of the proper administration and fulfillment of the Sweepstakes, as described in these Official Rules, and in any manner consistent with Administrator's Privacy Policy, available on the Website.

**16. Sponsor:** This Sweepstakes is sponsored by U.S. Cellular, 8410 W. Bryn Mawr, Suite 700, Chicago, Illinois 60631.

The National Football League, its member professional football clubs (except 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 this Sweepstakes or the prize. The NFL Entities have not sponsored this Sweepstakes in any way.

Any questions, comments or complaints regarding this Sweepstakes must be directed to the Sponsor or Administrator only, and NOT to Facebook or Twitter.

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