2026 MINI HELMET SOCIAL SWEEPSTAKES

Official Contest Rules

NO PURCHASE NECESSARY. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. ENTRANT MUST BE AT LEAST 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY AND A RESIDENT OF THE UNITED STATES. STANDARD MESSAGING/DATA RATES, TERMS AND CONDITIONS MAY APPLY FOR ENTRIES OBTAINED VIA MOBILE PHONE/DEVICE. MOBILE PHONE/DEVICE NOT REQUIRED TO ENTER. DO NOT ENTER UNLESS YOU ARE ELIGIBLE. BY ENTERING THE 2026 MINI HELMET SOCIAL SWEEPTAKES ("CONTEST"), ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE RAMS, WHICH SHALL BE FINAL IN ALL RESPECTS. You are providing your information to The Los Angeles Rams, LLC and the information you provide will only be used in accordance with the Los Angeles Rams privacy policy, which may be found at: http://www.therams.com/footer/privacy-policy.html

1.ELIGIBILITY: Contest is open only to legal residents of the United States, who are 18 years of age or older at the time of entry. The following persons are not eligible to participate: Employees, contractors, directors, and officers of The Los Angeles Rams, LLC, NFL Entities (as defined below), each of their respective parent companies, affiliates, subsidiaries, distributors, dealers, sales representatives, web masters/suppliers, advertising and promotional agencies, anyone associated with the development, implementation or execution of this Contest, and their immediate family members (spouse, parent, child, sibling, grandparent, and/or "step" of each) and household members (whether or not related) are not eligible. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest. Winning any prize is contingent upon fulfilling all requirements set forth herein. Sponsor's decisions as to the administration and operation of the Contest and the selection of the potential winners are final and binding in all matters related to the Contest. The Contest is subject to all applicable federal, state, and local laws and regulations and is void outside the United States and where prohibited. You are only eligible to win a prize if you have not previously won a Rams sponsored Contest in the ninety (90) days from the date of the prize drawing.

2. CONTEST PERIOD: This Contest will consist of one (1) selection for one (1) grand prize winner. The contest entry period will begin on Friday, March 13, 2026 at 5:00:00 pm Pacific Time ("PT") and ends on Friday, March 20, 2026 at 11:59:59 pm PT ("Entry Period"). Rams' computer server is the official time-keeping device for Contest. Winner Selection and Notification: The Rams shall conduct one (1) random drawing to award one (1) prize from among all eligible entrants. The drawing will take place on or about Monday, March 23, 2026.

3. AGREEMENT TO OFFICIAL RULES: Participation constitutes entrant's full and unconditional agreement to these Official Rules, that they are 18 years of age or older and agree to abide by Sponsor's decisions, which are final and legally binding in all matters related to the Contest.

4. HOW TO ENTER: You may enter by visiting https://www.instagram.com/rams/?hl=en and liking and commenting on the Mini Helmet Sweepstakes post that will be posted on Friday, March 13, 2026. Partial or incomplete/piecemeal submissions WILL NOT BE ACCEPTED as Contest entries and shall not be eligible for the any prize. **Limit one (1) entry per person regardless of method of entry.** Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of scripts, macros or any other automated system to participate or subvert the process is prohibited and will result in disqualification. In the event of an identity dispute, entry will be considered made by the registered owner of the email account used for entry. Entrants must have a valid email address. The Sponsor shall select each winner from the entries submitted that meet the rules requirements described herein. Each potential winner may be required to show proof of being the authorized account holder. Once submitted, all entries become the exclusive property of the Sponsor and will not be acknowledged, nor will they be returned. No other forms of entry are valid.

5. ODDS: Odds of winning depend upon the number of eligible entries received during the Contest Period.

6. SELECTION OF WINNER AND AWARDING OF PRIZE: The Rams shall select one (1) grand prize winner from all eligible submissions received during the Contest Period on or about Monday, March 23, 2026. The decisions of the Rams shall be final in all matters relating to this contest and shall be unappealable. The potential winners may be required to complete, sign and return an Affidavit of Eligibility and Liability/ Publicity Release within a specified time period, or to respond to Sponsor's inquiries as to eligibility, as a condition of being awarded the Prize. If a potential winner cannot be reached after reasonable efforts have been made (as determined by Sponsor), if Prize notification is returned as undeliverable, if a potential winner is determined by Sponsor to be ineligible, or if a potential winner cannot or does not comply with these Official Rules, such person will be disqualified and, at Sponsor's discretion, an alternate potential winner may be selected via random drawing from among the remaining eligible entries.

Sponsor shall have no liability if notification is lost, intercepted or not received for any reason. Sponsor is not responsible for any change in entrant's email account or other contact information subsequent to entering the Contest.

POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR. AN ENTRANT IS NOT A WINNER UNLESS AND UNTIL HE/SHE HAS BEEN VERIFIED AND NOTIFIED THAT THE VERIFICATION IS COMPLETE.

7. PRIZE DETAILS: The one (1) grand prize winner shall receive one (1) Rams mini-helmet

autographed by Trent McDuffie and Jaylen Watson which has an approximate retail value (ARV) of one-hundred-and-fifty-dollars ($150).

Prize does **not** include any other elements, which are not expressly described above. Any difference between the stated ARV and the actual value of such prize will not be awarded. Certain terms and conditions may apply to the Prize. Each contest winner is responsible for any and all applicable fees, service charges surcharges or federal, state, local and foreign taxes, if any, and meals, incidentals and any other unspecified expenses associated with acceptance or use of any Prize. Sponsor make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished in connection with the Contest. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, THE PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT. The Prize is non-transferrable. No cash redemption or prize substitution allowed by winner. Sponsor(s) reserves the right to substitute Prize of equal or greater value if advertised Prize becomes unavailable. All Prize details are at Sponsor's sole discretion.

The Prize consists only of the items described above.

Sponsor make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished in connection with the Contest.

Each winner may be required to complete, sign and return an Affidavit of Eligibility/Liability Release, background check and, where lawful, a publicity release and other documents as requested by Sponsor prior to acceptance of the prize. Receiving the prize is contingent upon compliance with these Official Rules. The Released Parties (as defined below) will not be responsible for weather conditions; acts of God; acts of terrorism; civil disturbances; local, state, or federal regulation, order, or policy; work stoppage; epidemic, pandemic, or any other issue concerning public health or safety; or any other event outside of their control. Prize may not be resold, offered for resale, or used for any commercial or promotional purpose whatsoever. Receiving the prize is contingent upon compliance with these Official Rules and passing a background check to the Rams satisfaction in the Rams sole discretion. In the event that a potential winner is disqualified for any reason, Sponsor will award the Prize to an alternate potential winner from among all remaining eligible entries.

8. RELEASE OF LIABILITY AND PUBLICITY CONSENT: By participating in the Contest, entrants (and their parent(s)/legal guardian(s) if entrants are minors who are expressly prohibited from entering) release, indemnify and hold harmless the Sponsor, the NFL Entities, and each of their respective parent companies, affiliates, subsidiaries, officers, directors, partners, equity holders, agents, employees, and all others associated with the development and execution of this Contest (collectively, the "Released Parties") from and against any and all claims, damages or liabilities with respect to, or in any way arising from or relating to such entrant's participation or attempt to participate in the Contest, the ability or inability to upload or download any information in connection to the Contest and/or the acceptance or use (included related travel if any) of the

Prize (if applicable), including without limitation liability for personal injury, damages, death, monetary loss, defamation or violation of privacy rights. No responsibility or liability is assumed by the Sponsor, or the NFL Entities for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or network communication problems; errors, omissions or limitations of any Internet providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed, incomplete, inaccurate, damaged, destroyed, misdirected or not received or intercepted transmissions; inaccessibility of any Web site in whole or in part for any reason; traffic congestion on the Internet or any Web site; unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized access, tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of any email or social media account used in connection with the Contest; any errors, omissions, interruptions, deletions, defects, delays in operation 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; causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Contest; any entries submitted in a manner that is not expressly allowed under these Official Rules (all such entries will be disqualified); or cheating or fraud by any participant. Sponsor is not responsible for any typographical errors, any incorrect or inaccurate information, whether caused by entrants, site users, tampering, hacking or printing errors or by any of the equipment or programming associated with or utilized in the Contest; in the announcement of prize or these Official Rules, or any inaccurate or incorrect data contained on any Web site. Use of any Web site is at user's own risk. Neither Sponsor, nor the NFL Entities are responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer (hardware or software) and/or other device related to or resulting from participation in the Contest or the acceptance or use of any prize awarded. The use of third-party software or website or automated entry systems to participate is prohibited, and Sponsor reserves the right to disqualify entries made in such fashion.

By entering, entrants agree to comply with these rules. Sponsor is not liable in the event that any portion of the Contest or prize is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond its control (a "Force Majeure Event"). All entrants understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any state, territory, or country that may be applicable with respect to the foregoing release are hereby expressly and forever waived. All participating entrants acknowledge that Section 1542 provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, AND THAT IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY." The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims.

By accepting a Prize, the recipient consents to the use of his/her name, photograph, likeness, taped,

filmed or otherwise recorded image, statements and limited biographical information (city and state of residence) for publicity or advertising purposes in all media worldwide, including but not limited to social media, without limitation and without further compensation or notice.

9. WINNER NOTIFICATION: The potential winner will be notified by the instagram account provided at the time of entry. Potential winners must reply with all requested information within twenty-four (24) hours of the first attempted winner notification in order to claim their prize. Sponsor shall have no liability for any notification that is lost, intercepted or not received for any reason. Sponsor is not responsible for any change in entrant's email account. The winners will be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, Publicity Release and other documents as requested by Sponsor prior to acceptance of a prize. If, despite reasonable efforts any prize notification is returned as unclaimed or undeliverable, any potential winner is found to be ineligible, has not complied with these Official Rules, cannot be verified, fails to return any required documents, or declines a prize for any reason, such potential winner will be disqualified and at Sponsor's discretion, an alternate potential winner may be selected. Receiving a prize is contingent upon compliance with these Official Rules. Receiving a prize is contingent upon compliance with these Official Rules. In the event that any potential winner is disqualified for any reason, Sponsor will award the prize to an alternate potential winner from among all remaining eligible entries. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR; THE DECISIONS OF THE RAMS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, UNLESS AND UNTIL THE WINNER HAS BEEN VERIFIED AND NOTIFIED THAT THE VERIFICATION IS COMPLETE.

10. RELEASE OF LIABILITY AND INDEMNIFICATION: By participating in the Contest, entrants (and their parent(s)/legal guardian(s) if entrants are minors who are expressly prohibited from entering) release, indemnify and hold harmless the Sponsor and NFL Entities from and against any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Contest. By accepting a prize, recipient (a) agrees that the Sponsor(s) and the NFL Entities (as defined below) will have no liability whatsoever for, and shall be held harmless by winner(s) against, any claim or cause of action, including, but not limited to, personal injury, death, or loss of property, or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Contest; from acceptance, possession, misuse or use of prize, (b) grants (and agrees to confirm grant in writing promptly upon request) to Sponsor(s) and those acting under Sponsor(s)'s authority, the right to the use of his/her name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the World Wide Web without review, notification or approval, and additional compensation, unless prohibited by law. The Sponsor is not responsible or liable for any incorrect or inaccurate entry information, whether caused by entrants, site users, tampering, hacking or by any equipment or programming associated with or utilized in the Contest and assume no responsibility for (i) any error, omission, interruption, defect or delay in operation or transmission at any website or phone line, (ii) failure of any entry to be received by Sponsor(s) due to technical problems, human error or traffic congestion on the Internet, phone lines or at any website, (iii) communications line, hardware and/or software failures, interrupted or unavailable network, server, or other connections, availability or accessibility or miscommunications or failed

computer, satellite, telephone or cable transmissions, lines, (iv) damage to any computer (software or hardware) resulting from participation in the Contest, (v) theft or destruction of, tampering with, unauthorized access to, or alteration of entries and/or entry information, or (vi) entries which are late, lost, incomplete, inaccurate, stolen, misdirected, undelivered, garbled, damaged, illegible, unintelligible and/or postage due (or any combination thereof). The use of third-party software or website or automated entry systems to participate is prohibited, and Sponsor(s) reserves the right to disqualify entries made in such fashion. By entering, entrants agree to comply with these rules. Sponsor(s) is not liable in the event that any portion of the Contest or prize is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond its control (a "Force Majeure Event").

Any waiver of any obligation hereunder by Sponsor(s) does not constitute a general waiver of any obligation to entrants

11. GENERAL CONDITIONS: In no event will Sponsor be liable for awarding more than one (1) Prize. If, for any reason, the Contest 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, social media mandate or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Contest, or if the Contest is compromised or becomes corrupted in any way, electronically or otherwise, Sponsor reserves the right, in their sole discretion, to cancel, terminate, modify or suspend the Contest without notice. If the Contest is terminated prior to the end date of the Entry Period, each Prize will be awarded in a random drawing from among all eligible, non-suspect entries received prior to the time of termination.

Sponsor reserves the right at their sole discretion to disqualify any individual for: (a) tampering with the entry process or the operation of the Contest; (b) acting in violation of these Official Rules or any laws; (c) attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, misappropriation, infringement, or any other unfair playing practices; (d) poor sportsmanship; or (e) acting in a way that is intended to annoy, abuse, threaten, or harass any other participants, Sponsor, or their respective representatives. LEGAL WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST A SPONSOR WEBSITE OR SOCIAL MEDIA ACCOUNT MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE CONTEST. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. All federal, state and local laws and regulations apply. Each winner is solely responsible for any taxes on any prize, and will receive an IRS Form 1099 for the ARV of the prize. Any valuation of the prize stated above is based on available information provided to the Sponsor, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes. Each winner must provide the Sponsor with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over $600 in prizes from Sponsor will receive an IRS form

1099 at the end of the calendar year and a copy of such form will be filed with the IRS. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize is permitted. Unclaimed prize will not be awarded. Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this Contest or any portion hereof, or to disqualify any individual implicated in any of the following actions, if for any reason.

12. PARTICIPANTS' PRIVACY: Any personally identifiable information collected in connection with an entrant's participation in this Contest will be used by Sponsor, and their respective affiliates, and agents only for purposes of the proper administration and fulfillment of the Contest, as described in these Official Rules, and in any manner consistent with Sponsor Privacy Policy, available at https://www.therams.com/privacy-policy.

13. 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 Contest 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 Los Angeles County, California; (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 Contest, 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 actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS 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 Contest, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of California or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than California. Any waiver of any obligation hereunder by Sponsor do not constitute a general waiver of any obligation to entrants.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials or made by any representative of Sponsor, 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 LIST: For the names of the winners (available after April 30, 2026), send a self-addressed stamped envelope to: 2026 Mini Helmet Social Sweepstakes – Los Angeles Rams

Winners, 6100 N Owensmouth Ave. Woodland Hills, CA 91367 for receipt no later than May 31, 2026. VT residents omit postage.

15. SPONSOR: The Contest is sponsored by The Los Angeles Rams, LLC. Please direct any questions, comments, or complaints regarding the Contest to The Los Angeles Rams, LLC.

16. © 2026 The Los Angeles Rams, LLC.

17. The National Football League, its member professional football clubs, including but not limited to The Los Angeles Rams, LLC, NFL Ventures, Inc., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, and NFL International 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 Contest or any prize awarded. The NFL Entities have not offered or sponsored this Contest in any way.

All NFL-related trademarks are the property of the National Football League.

All other trademarks used herein are the property of their respective owners.