Sweepstakes Official Rules
NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.
Purchase does not increase chance of winning.

1. NO PURCHASE NECESSARY TO ENTER OR WIN. Participation constitutes your (Entrant's) full and unconditional agreement to and acceptance of these Official Rules. The information in Rule No. 2 outlines the specifics for this Sweepstakes.

2. Name of Sweepstakes: Bud Light Celly of the Week Sweepstakes
Sweepstakes Period: Begins 12:01am on November 12, 2020 and ends 11:59pm on November 13, 2020.
Drawing Dates: On or about November 16, 2020
Prize Description: One (1) Bud Light Cooler autographed by Dawson Knox
Quantity and Value of Prizes to be Given Away: One Winner; approximate retail value – $299.
Sponsor(s): Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127 (the "Bills") and Anheuser-Busch, One Busch Place, St. Louis, MO 63118

3. Open to legal residents of the United States residing in New York State 21 years or older at time of entry (each eligible person to enter is an "Entrant"). Employees of the Sponsor and its affiliates and subsidiaries; their advertising, promotion, and fulfillment agencies; and members of the immediate family or household of each of the above are not eligible to participate.

4. HOW TO ENTER. To enter, Entrant must follow the on-screen instructions on the designated post on Buffalo Bills' Twitter (twitter.com/buffalobills) during the "Sweepstakes Period" stated in Rule No. 2, and retweet, as applicable, as instructed on the designated post. Entrant must abide by Twitter Rules, depending upon their chosen method of entry, and Entrants must ensure that their relevant social media account's privacy settings are set to allow Buffalo Bills' respective social media accounts to view the entry and communicate with the Entrant. Limit one entry per person per platform; multiple entries will not increase chances of winning and may result in your entry being filtered out. Enter using only a valid Twitter account held by Entrant. All entries must be received by the Sweepstakes Period deadline stated in Rule No. 2. In the event of a dispute about entries submitted by multiple individuals using the same Twitter account, entry will be deemed to have been submitted by the authorized subscriber to the Twitter account used to enter the Sweepstakes at the actual time of entry. The authorized Twitter account subscriber is deemed to be the natural person who owns the e-mail address used to obtain the Twitter account. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. Entries containing offensive, obscene, derogatory, lewd, or other inappropriate content, as determined by the Bills in its sole discretion, are prohibited and will be disqualified. Entrants assume all risk of lost, late misdirected, incomplete, or illegible entries.

5. PRIZES AND ODDS OF WINNING. One winner will be selected by random drawing on or about the drawing date stated in Rule No. 2. The Prize description and quantity of Prizes to be given away are stated in Rule No. 2. Prize consists of only those items specifically listed as part of the prize. The odds of winning a prize are dependent upon the number of entries. All prizes stated in Rule No. 2 will be awarded, assuming sufficient entries. The random drawing and awarding of prize(s) will be conducted under the supervision of the Buffalo Bills whose decisions are final and binding in all matters pertaining to this sweepstakes. Entrants agree to be bound by these Official Rules.

6. MOBILE DISCLOSURE: If you opt to use your wireless mobile device in connection with this Sweepstakes, depending on your phone's capabilities, standard messaging rates or data charges may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes.

7. GENERAL CONDITIONS. The winner will be notified via the social media handle with which he or she posted the winning entry and must reply to the notification within forty-eight (48) hours, or the prize will be forfeited and an alternate winner will be selected. If the reply is received within the deadline, the winner may be required to sign and return an Affidavit of Eligibility and Release of Publicity and Liability. In the event of any noncompliance, if the winner cannot be reached, or if a prize is returned as unclaimed or undeliverable, that prize will be forfeited and an alternate winner will be selected. No substitution of any prizes will be offered. No prize transfer permitted. If a prize is unavailable, Sponsor reserves the sole right to substitute a prize of equal or greater value. All costs associated with travel, lodging, meals, taxes, fees, and/or surcharges on prizes are the sole responsibility of the prize winner(s). By participating and accepting a prize, where permitted by law, each winner grants to Sponsor (and agrees to confirm that grant in writing) and those acting pursuant to the authority of Sponsor, the right to record, print, publish, broadcast, and use, worldwide in any medium now known or hereafter developed, including but not limited to the World Wide Web, at any time(s), that winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional compensation or review. All information shared with the Bills by Entrant in connection with this Sweepstakes is governed by the Bills' privacy policy, which can be found at https://www.buffalobills.com/about-us/privacy-policy. At all times, Entrant must comply with all applicable laws, rules, and regulations, including without limitation the Buffalo Bills Fan Code of Conduct and any other rules or policies which may be promulgated by the Bills from time to time. **Prize awarding is contingent on permissibility based on applicable federal, state, and local laws, rules, and regulations. Winners are responsible to comply with all applicable federal, state, and local laws, rules, and regulations that may govern activities associated with the awarding of the prize.**

8. RELEASE OF LIABILITY. All Entrants agree to hold harmless and release the Buffalo Bills, LLC, National Football League and its member professional football clubs, Facebook, Twitter, Instagram, and their parent companies, affiliates, subsidiaries, officers, directors, agents, employees, and all others associated with the development and execution of this sweepstakes from any and all liability with respect to or in any way arising from this sweepstakes and acceptance, possession, use, or misuse of a prize, including but not limited to liability for personal injury, bodily injury including wrongful death, damage to property, and damage or loss of any other kind. Sponsor is not responsible for prize quality or utility. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Web-site users, by any of the equipment or programming associated with or used in the sweepstakes, or by any technical or human error that may occur in the processing of submissions in the sweepstakes. Sponsor assumes no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; theft, destruction, unauthorized access to, or alteration of entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment; computer software; or failure of entry on account of technical problems. Sponsor is not responsible for user cheating or fraud by any Entrants. Any activities intended to disrupt or interfere with the proper play of the sweepstakes or defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Entrants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, for any reason, the sweepstakes is not capable of running as planned, due to, but without limitation, infection by computer virus, worm, or bugs; tampering; unauthorized intervention; fraud; technical failures; or any other causes beyond the control of Sponsor, that in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the sweepstakes.

9. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE STATE OF NEW YORK. As a condition of participating in this sweepstakes, Entrant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively by arbitration in a location selected solely by Sponsor. Further, in any such dispute, under no circumstances will Entrant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorney fees, other than Entrants' actual out-of-pocket expenses (i.e., costs associated with entering this sweepstakes), and Entrant further waives all rights to have damages multiplied or increased.

10. WINNER(S) LIST. To receive a copy of the winner list, send a self-addressed stamped envelope to the address below to Bud Light Celly of the Week Sweepstakes c/o Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127 within 90 days of the end of the Sweepstakes Period.