

ATLANTA FALCONS
NEW YEAR'S VIP SWEEPSTAKES
OFFICIAL RULES AND REGULATIONS

WINNER MUST BE PRESENT AT ADDRESS IN ATLANTA METROPOLITAN AREA TO ENJOY PRIZE. NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

- 1. ELIGIBILITY. NO PURCHASE NECESSARY TO ENTER OR WIN.** The ATLANTA FALCONS NEW YEAR'S VIP SWEEPSTAKES ("Sweepstakes") is open to legal residents of the state of Georgia and the US, who are at least 21 years of age as of the date of entry and reside within 50 miles of Mercedes-Benz Stadium in Atlanta, Georgia. Employees and their immediate families (spouses, siblings, children, household members and the spouses and children of the foregoing) of Atlanta Falcons Football Club, LLC (the "Falcons"), Atlanta Falcons Stadium Company, LLC ("MBS"), the NFL Entities (defined as the National Football League and its other member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL Productions LLC, NFL International LLC, and each of their respective parent companies, affiliates, subsidiaries, directors, officers, representatives, shareholders, and employees) and each of their respective parents, subsidiaries, and affiliated entities employees and each of their respective families (spouses, siblings, children, household members and the spouses and children of the foregoing) (collectively, the "Sweepstakes Entities") are not eligible to enter the Sweepstakes. By entering the Sweepstakes, participants agree to accept and be bound by all terms of these Official Rules and Regulations (these "Official Rules"). Sweepstakes is subject to all federal, state and local laws and regulations. Some restrictions apply. Void wherever prohibited or restricted by law.
- 2. SPONSORS.** Atlanta Falcons Football Club, LLC, 4400 Falcon Parkway, Flowery Branch, Georgia, 30542. Atlanta Falcons Stadium Company, LLC, 1 AMB Drive, Atlanta, Georgia 30313.

The NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

- 3. HOW TO ENTER.** Sweepstakes runs from **November 22, 2022 at 9:00 a.m. EST until December 13th, 2022 at 11:59 p.m. EST (the "Entry Period")**. There are two (2) ways to enter:

- a) **TEXT MESSAGE:** Use your mobile phone to text code **WIN** to 61484 to enter for a chance to win. Participants must have a mobile phone with text messaging capabilities to enter by text message and may incur a standard text message charge from their wireless service provider for each message sent and received. Entrants may receive approximately four (4) text messages from the Atlanta Falcons following the entrant's initial text, including a link to complete an online entry form with additional information. Completion of the form is required for entry. Should an entrant choose to opt in to receive marketing and promotional

text messages from the Atlanta Falcons, the Atlanta Falcons reserve the right to send additional text messages. Check with your wireless service provider for details on these and any other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. Text message entries will be deemed to have been submitted by the registered owner of the wireless number used to enter. If you wish to opt out, text STOP to 61484. By providing your phone number, you are providing express CONSENT FOR YOU TO RECEIVE UP TO 4 TEXT MESSAGES USING AUTOMATED TECHNOLOGY IN RESPONSE TO EACH REQUEST. CONSENT IS NOT REQUIRED TO BUY GOODS AND SERVICES.

- b) **INTERNET:** During the Entry Period, eligible individuals can visit <https://www.atlantafalcons.com/sms-sweepstakes> and follow the online instructions to properly complete and submit an online entry to enter the Sweepstakes. Entrants will need to enter their name, phone number, and email address and attest to having read the Official Rules. Free Internet access is available at many public libraries. Any potential winners may be required to provide Sponsors with proof that he/she is the authorized account holder of the email address associated with the winning entry. No mechanical reproductions or facsimiles accepted. Sponsors are not responsible for misdirected, incomplete, lost, late or illegible entries, technical, hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer, tablet or phone transmissions or other errors or problems which may limit a participant's ability to participate in the Sweepstakes or damage to a user's system, tablet or phone as a result of participation in the Sweepstakes or downloading of any information necessary to participate in the Sweepstakes. False or deceptive entries or acts, as determined by Sponsors in their sole discretion, will render the entrant ineligible. Sponsors reserve the right, in their sole discretion, to cancel or modify the Sweepstakes should any computer virus, malfunction or other cause beyond their control corrupt the administration, security or proper operation of the Sweepstakes. All entries become the property of Sponsors and will not be returned. **LIMIT ONE ENTRY PER PERSON.** Attempts to enter the Sweepstakes more than once may disqualify all entries from the entrant in the sole discretion of Sponsors.

- 4. HOW TO WIN.** One (1) Grand Prize Winner will be selected, by random drawing conducted by representatives from Sponsors from all the eligible entries received. The odds of winning will be determined by the number of eligible entries received. Sweepstakes will be administered by the Sponsors, the decisions of which in all matters regarding the Sweepstakes are final and binding. All winners are deemed potential winners until they have completed the Winner Documents and passed a background check in Sponsors' sole discretion, described below. The potential winner will be notified via email and must meet all eligibility requirements including the execution and delivery of all necessary releases. If a dispute arises regarding who submitted an entry, the entry will be deemed submitted by the holder of the email account associated with the entry as determined by Sponsors.
- 5. PRIZES.** One (1) Grand Prize Winner will receive a VIP experience for six (6) people at the Atlanta Falcons vs. Arizona Cardinals game at Mercedes-Benz Stadium on January 1, 2023 ("Game"), including a sprinter van ride from the Grand Prize Winner's metropolitan Atlanta home address to Mercedes-Benz Stadium on Sunday, January 1, 2023, six (6) club tickets to the Game, six (6) pre-Game sideline passes, a \$300 gift card for in-stadium beverage purchases at

MBS, and a sprinter van ride from Mercedes-Benz Stadium to the Grand Prize Winner's metropolitan Atlanta home address following the Game. Total Approximate Retail Value ("**ARV**") of the grand prize: \$3,500.00. Winner and five (5) guests cannot be in opposing team gear at the Game. All prizes will be delivered by Sponsor. All costs, taxes, fees, and expenses associated with any element of any prize not specifically addressed above are the sole responsibility of the respective winner. The reporting and payment of any tax liabilities incurred by the entrant as a result of this Sweepstakes and any prize(s) won are the sole responsibility of the entrant. No substitution or transfer of prize(s) or cash redemptions permitted by winner.

Grand Prize does not include transportation, gratuities, alcoholic beverages, travel, personal accident or health insurance, and any other costs or expenses incurred in claiming or using the prize, and any expenses not expressly included in the prize description in these Official Rules are the sole responsibility of the winner and guest. Winner must be home to receive the prize or prize will be forfeited. Alternate winners may be selected at the sole discretion of Sponsors.

Sponsors will determine delivery date and time and any other prize details not specified in its sole discretion. All taxes, including federal, state and local income/sales/luxury incurred in claiming or using prize are the sole responsibility of the winner. Winner will comply with all reasonable requests of Sponsor's delivery service including, but not limited to, providing a government-issued photo ID or other documents. Sponsor is not responsible if the Game is postponed, cancelled or rescheduled for any reason, including, but not limited to, because of weather, in which event the unavailable portion of the prize is forfeited in its entirety and no substitutions or compensation will be provided except as in Sponsor's sole discretion. Winner acknowledges that Sponsor has not arranged for, nor carries, any insurance of any kind for the benefit of winner for participation in the Prize or any other prize-related activities.

6. **GENERAL RULES AND REGULATIONS.** Winner must be present at the designated pickup location on January 1, 2023 to receive prize. By entering this Sweepstakes, participants grant the Sweepstakes Entities the right, unless prohibited by law, to use their names, voices, pictures and likeness, without further authorization or compensation, for the purpose of advertising and publicizing the goods and services of the Sweepstakes Entities and all matters related to the Sweepstakes in any manner or medium, through the world in perpetuity. Winner will be required to sign and execute affidavits of eligibility, tax acknowledgement forms, liability releases, pass a background check in Sponsors' sole discretion (for winner and guest), and, except where prohibited by law, use of name and likeness releases ("Winner Documents") and return **within twenty-four (24) hours of issuance**. Noncompliance with this time period may result in disqualification. In the event any Winner declines the prize or fails to return completed releases or in Sponsors' sole discretion, fails the background check, Sponsors may elect, at its sole discretion, to select an alternate winner. If no eligible potential winner can be identified after reasonable attempts or if delays in obtaining the completed Winner Documents would make it impracticable to award the prize due to the timing of the Game, no substitute prize may be awarded in Sponsors' sole discretion. By entering this Sweepstakes, entrants agree to release the Sweepstakes Entities from any and all liability claims or actions of any kinds whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the participation in this Sweepstakes, the receipt, ownership or use of the prize, or while preparing for, participating in, and/or traveling to any prize-related activity. The Sweepstakes

Entities expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded. In the event more winner notifications are issued, or more winning prize claims are received, than the number of prizes set forth in these Official Rules due to computer, printing, seeding, human, or other error or problem, a random drawing will take place from all eligible prize claims for the prize at issue to award the proper number of prizes as set forth in these Official Rules. In the event of sabotage, acts of God, computer virus or other events or causes beyond the Sponsors' reasonable control, which corrupt the integrity, administration, security or proper operation of the Sweepstakes, Sponsors reserve the right to cancel or suspend the Sweepstakes. In the event of cancellation, prizes will be awarded from among all eligible, non-suspect entries received prior to the event requiring such cancellation. Notice of cancellation will be posted at atlantafalcons.com.

Use of tickets or passes is subject to the terms and conditions printed on said tickets or passes and all Falcons and/or MBS rules, regulations, policies and restrictions. Winners and guests are subject to security check and bag search prior to entry and are expected to comply with all security procedures. If the Falcons or MBS deems any person to be under the influence of drugs or alcohol, a threat, or otherwise unfit, in its sole discretion, he or she will not be permitted access and shall forfeit the prize. The Falcons and MBS reserve the right to deny admission at any time, for any reason. The Sweepstakes Entities will not be responsible for weather, acts of nature, acts of terrorism, civil disturbances, labor or other strike or work stoppage, or any other natural disaster outside their control that may cause the cancellation or postponement of a game or closure of the venue or any other inability to use prize tickets or passes and the terms and conditions on, or applicable to, the tickets or passes will govern in such event. The Sweepstakes Entities will not replace any lost, stolen or damaged prize tickets, passes, vouchers or similar items once they are in possession of winner or guest. No selling of game tickets.

Winner and his or her guest(s) agree to comply with all applicable NFL and/or venue regulations and policies in connection with the prize and/or any prize component and acknowledge that NFL and/or venue may remove or deny entry to any person, including winner or guest, who engages in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other NFL and/or venue visitor, guest, employee or other person, or in any other way that violates any NFL and/or venue policies.

7. **CONSTRUCTION.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant and Sponsors, shall be governed by, and construed in accordance with the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules or provisions (whether of Georgia, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Georgia. In any action brought to enforce the obligation or right of any party hereunder, entrants consent to personal jurisdiction and venue in any court of appropriate jurisdiction in Fulton County, Georgia, USA. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

- 8. RELEASE AND WAIVER OF LIABILITY.** By entering this Sweepstakes, entrants agree to release the Sweepstakes Entities from any and all liability claims or actions of any kinds whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with or arising out of the participation in this Sweepstakes, the receipt, ownership or use of the prize, or while preparing for, participating in, and/or traveling to any prize-related activity. The Sweepstakes Entities expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded.
- 9. PRIVACY STATEMENT.** The information submitted, including the registration information, will be available to the Atlanta Falcons, Mercedes-Benz Stadium and the NFL and is subject to the Atlanta Falcons Privacy Policy. For more information on how this information may be used, please read the Atlanta Falcons Privacy Policy, which can be found at <https://www.atlantafalcons.com/about/privacy-policy>. In addition, by submitting this information you agree that Atlanta Falcons, Mercedes-Benz Stadium and the NFL may contact you from time to time regarding special offers and promotions they think may be of interest to you.
- 10. OFFICIAL RULES AND WINNERS' LIST REQUESTS.** For a copy of the Winner's List, send a request and a self-addressed, stamped envelope to the following address: Atlanta Falcons New Year's VIP Sweepstakes Winners List, c/o Atlanta Falcons, 4400 Falcon Parkway, Flowery Branch, GA, 30542.