

2026 Minnesota Vikings Pepsi "Tailgate MVP" Sweepstakes

Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO PLAY. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The 2026 Minnesota Vikings Pepsi "Tailgate MVP" Sweepstakes (the "Sweepstakes") is sponsored by Minnesota Vikings Football, LLC, 2600 Vikings Circle, Eagan, MN 55121 ("Vikings") and PepsiCola Advertising & Marketing, Inc., 700 Anderson Hill Road, Purchase, NY 01577 ("1300 East Cliff Road, Burnsville, MN 55337 ("PepsiCo").

Entry Period: The Sweepstakes begins October 4, 2026, at 9:00am Central Time, and ends October 18, 2026, at 11:59pm Central Time (the "Entry Period"). Vikings' computer is the Sweepstakes official clock.

Eligibility: To participate in the Sweepstakes, you must be at least eighteen (18) years of age on the date of entry AND a Minnesota resident. VOID outside the U.S., where prohibited and in all states except Minnesota. Employees of Vikings, PepsiCo or their affiliates, parent companies, marketing agencies, sweepstakes vendors, subsidiaries and advertising and promotion agencies, any contractors working directly on the Sweepstakes and the immediate family members or those living in the same household of each are not eligible to participate.

Entry: To enter the Sweepstakes, entrants must enter the Sweepstakes by using the Sweepstakes Formstack Link https://minnesotavikings.formstack.com/forms/pepsi_sponsorship_tailgate_mvp_sweepstakes and complete the requested information in its entirety. Entrants which do not comply with these Official Rules or complete the instructions on the Sweepstakes Formstack Link completely, will be disqualified. All entries must be received during the applicable Entry Period. Participation in the Sweepstakes constitutes an entrant's full and unconditional agreement to these Official Rules and Vikings' decisions and interpretations, which are final and binding in all matters related to the Sweepstakes. Any attempt at circumvention of these Official Rules will result in immediate disqualification from the Sweepstakes.

Limit of one (1) entry per person.

Prize: There will be one (1) winner selected for the Prizes below.

- i. Two (2) tickets to the Minnesota Vikings vs. Indianapolis Colts game at U.S. Bank Stadium on Sunday, October 25, 2026 (the "Game"), with seat locations designated by the Vikings in their sole discretion;
- ii. One (1) night of standard hotel accommodations (single room, double occupancy), at a hotel selected by the Vikings in their sole discretion;
- iii. Round-trip transportation between the hotel and U.S. Bank Stadium on Game day;
- iv. Two (2) Minnesota Vikings jerseys;
- v. Two (2) sideline passes for the Game; and
- vi. Access for the winner and one (1) guest to the Pepsi Tailgate Activation
- vii. Total Approximate Value: One Thousand Dollars (\$1,000)

Winner Selection and Notification: A random drawing for the winner, among all eligible entries received, will be conducted on or about October 19, 2026, by a Vikings representative, whose decisions are final on all matters relating to the Sweepstakes. The winner will be notified by e-mail and must respond or reply to Vikings within two (2) business days. In the event a winner is unreachable, a winner's prize notification is returned as undeliverable, or a winner is not in compliance with these Official Rules, the winner will forfeit the prize. A forfeited prize may be awarded to an alternate winner in a random drawing from all remaining eligible entries received for the Sweepstakes. No substitutions are permitted except if the prize is unavailable, in which case the prize of equal or greater value may be awarded. Prize is not redeemable for cash.

Prizes may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed (except to a surviving spouse). A violation of these restrictions shall revoke a winner's right to a prize and may result in a prize not being honored. All costs and expenses not specifically included herein, are solely the winner's responsibility. No substitutions are permitted except if a prize is unavailable, in which case a prize of equal or greater value may be awarded.

Any depiction of the Prize in any advertising or promotional materials may not reflect the actual Prize to be delivered to the Winner. Sponsors will determine the color(s) of the Prize at their sole discretion. It is the Participant's responsibility to read and understand all information, if any, which accompanies the Prize concerning use, risks, and maintenance. To the maximum extent permitted by law, the Prize is provided on an "AS IS" basis, without any warranty of any kind, except for any standard manufacturer's warranties that are transferable to the Winner. Actual final retail value of the Prize may be higher or lower based on several factors outside the control of Sponsors. If the actual value of the Prize is less than the stated estimated retail value, the difference will not be awarded. All costs and expenses associated with the Winner's acceptance, collection and use of the Prize not specified herein as being provided as part of the Prize are the sole responsibility of the Winner. Sponsors will arrange delivery of the Prize within the State of Minnesota to the address provided by Winner. In addition, the Winner is solely responsible for all other costs incurred in claiming and using the Prize including, without limitation, registration fees, safety courses, title fees, license fees, dealer preparation costs, vehicle insurance, taxes, duties, and other transaction fees or costs imposed on the transfer of the Prize, costs associated with state emissions standards, and all other fees and costs not specified herein as being awarded.

The odds of winning depend on the number of eligible entries received.

Taxes on the prize, including any federal, state, local, sales and income taxes (if applicable), are solely the responsibility of the winner, and the winner agrees to provide a W-9 Tax form. Winner will not be required to make any payments to Vikings. Winner acknowledges that they will be issued a 1099 Form if the value of all prizes won (from any promotion) by winner from Vikings during the 2026 calendar year meets or exceeds Two Thousand Dollars (\$2,000) or other amount as determined by the IRS.

General Conditions: By participating in the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against Vikings, PepsiCo the NFL and its member teams, NFL Properties, Inc. and each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers, owners, members and directors, and advertising and sweepstakes agencies (the "Released Parties") in connection with the Sweepstakes; (iv) that the Released Parties (unless prohibited by law) may use their name, voice, city/state of residence, photograph, photo submission, visual and/or audio likeness for advertising and/or trade purposes, and for any other purpose in any media or format now or hereafter known without further compensation, permission or notification; and (v) to forever and irrevocably agree to indemnify, defend, release and hold harmless the Released Parties from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with: (a) the Sweepstakes, including, but not limited to, any related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity, intellectual property and copyright, or proprietary rights; (c)

acceptance, receipt, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prize (or any element thereof); or (h) the negligence or willful misconduct by entrant.

By participating in the Sweepstakes, entrants also agree that the Released Parties are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a prize; (viii) any unanswered or undeliverable winner notifications; and (ix) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THE SWEEPSTAKES, INCLUDING THE 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.

DISPUTES: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MINNESOTA, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN HENNEPIN COUNTY, MINNESOTA. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MINNESOTA. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN HENNEPIN COUNTY, MINNESOTA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THESE OFFICIAL RULES OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE ENTRY PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

To obtain a copy of the winner's name or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope (except residents of VT may omit return postage) to: Attn: Pepsi "Tailgate MVP" Sweepstakes, Minnesota Vikings Football, LLC, 2600 Vikings Circle, Eagan, MN 55121. Requests must be received no later than sixty (60) days from the end of the Entry Period.

Additional Terms:

Vikings' privacy policy is available at <https://www.vikings.com/footer/privacy-policy>. By participating in the Sweepstakes, entrants hereby acknowledge that they have read and accepted Vikings' privacy policy and agree

to Vikings' collection and usage of their personal information, which may include providing certain information to Pepsi and/or their agents for prize fulfillment.

Any attempted form of participation in the Sweepstakes other than as described herein is void. In the event production, printing, human or other errors cause more than the stated number of prizes to be available and/or claimed, Vikings reserves the right, in its sole discretion, to either (i) award the prizes by random drawing among all eligible claimants who submitted legitimately, or (ii) terminate the Sweepstakes with notice and award prizes in a random drawing among eligible claimants who submitted legitimately received entries. In no event will Vikings be liable for awarding more than the stated number of prizes. Vikings and its agents are not responsible for any typographical or other errors or mistakes in the printing or dissemination of advertising and promotional material or these Official Rules.

Vikings reserve the right, in its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes should it determine, in its sole discretion, any virus, bug, non-authorized human intervention or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. Vikings also reserve the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be entering the Sweepstakes from locations outside the United States or where void or prohibited by law. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, VIKINGS RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Vikings' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Vikings and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.