

2021 American Red Cross Super Bowl LVI Giveaway Official Rules

NO PURCHASE, PAYMENT OF ANY KIND, OR COMPLETED BLOOD PRODUCT DONATION IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. The 2021 American Red Cross Super Bowl LVI Giveaway (“Giveaway”) is subject to the following rules and regulations:

1. **ELIGIBILITY AND DEADLINES:** The Giveaway begins 12:01 a.m. Eastern Time (“ET”) on January 1, 2021 and ends at 11:59 p.m. ET on January 31, 2021 (“Giveaway Period”). Sponsor’s computer is the official time keeping device for the Giveaway. Giveaway is open only to individuals who are: (a) legal residents of the United States, (b) physically located in one (1) of the fifty (50) United States or the District of Columbia, and (c) at least the age of majority as defined in the Entrant’s state of residence, or older at the time of entry. Void in Puerto Rico, outside the United States and where prohibited by law. By participating in this Giveaway, entrants agree to be bound by these Official Rules.

The American Red Cross is the “Sponsor” of the Giveaway. Employees of the Sponsor and the NFL Entities (as defined below), and each of such employee’s immediate family members (spouses, parents, siblings and children, regardless of where they live) and persons with whom they are domiciled are not eligible to participate. All entrants must have a valid address, email address and phone number. Sponsor may require satisfactory proof of entrant’s identity and eligibility.

2. **TO ENTER:** All required steps specified herein are referred to as the “Entry,” and each person who submits one (1) or more Entries is an “Entrant.” (a) **To Enter by Presenting to Donate Blood:** Anyone who presents to donate blood or blood products (platelets or plasma), regardless of whether a donation is made, between January 1, 2021 and January 31, 2021 and who has a valid email address in their American Red Cross donor profile, will be automatically entered for a chance to win. Up to five (5) Entries via presentation attempts - one (1) per each eligible donor presentation – are permitted per Entrant. (b) **To Enter Without Presenting for a Blood Donation:** An individual may send an email to customercare@redcross.org without presenting to donate and include within the email the name of the Giveaway, “2021 American Red Cross Super Bowl LVI Giveaway,” individual’s first name, last name, mailing address and a valid email address to become an Entrant. (c) **Total Entries: There is a limit of five (5) total Entries permitted per Entrant, regardless of method of Entry, during the Giveaway Period.** Participation constitutes Entrant’s full and unconditional agreement to these Official Rules, along with the Giveaway website terms and conditions, and to be bound by Sponsor’s [privacy policy](#) and to all decisions of Sponsor, which are final in all matters related to the Giveaway and which Sponsor may decide in its sole discretion. Winning a Prize is contingent upon fulfilling all requirements set forth herein. PARTICIPATION IN THE GIVEAWAY IS VOLUNTARY AND DOES NOT REQUIRE YOU TO MAKE A DONATION, DONATE BLOOD OR PRESENT TO DONATE BLOOD, OR PURCHASE ANYTHING FROM SPONSOR OR PRIZE PROVIDER.

By submitting an Entry, you agree that Sponsor may contact you via social media, including on Facebook, Instagram or Twitter by sending you a direct message, tagging you, posting to your social media page or naming you on Sponsor’s social media pages. Automated or bulk Entries or Entries submitted by third parties will be disqualified. Any attempt by any Entrant to obtain more than the stated number of Entries by using multiple and/or different identities, email addresses, or any other methods will void that Entrant’s Entries, and that Entrant may be disqualified at Sponsor’s discretion. Multiple Entrants are

not permitted to share the same email address. In the event of a dispute as to any Entry, the authorized account holder of the email address used will be deemed to be the participant. 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 prize winner may be required to show proof to Sponsor of being the authorized account holder or forfeit the prize. Entries specifying an invalid, non-working, or inactive email address will be disqualified and ineligible to win.

3. DRAWING OF PRIZE: Decisions of the random drawing are final. Odds of winning depend upon the number of eligible Entries received. Winner will be selected as follows: All eligible Entries, including through presentation to donate and through email to customercare@redcross.org, during the Giveaway Period, will be combined to one list. One (1) potential prize winner will be selected from the list in a random drawing to be held on or about February 11, 2021. The potential prize winner will be notified using the email address provided with Entry on or around February 11, 2021 and may be awarded the prize subject to verification of eligibility and compliance with the terms of these Official Rules. Failure by the potential prize winner to respond within seventy-two (72) hours of notification after the second of two (2) attempts will result in disqualification and an alternate potential prize winner(s) then will be selected in the same manner, time permitting, from all remaining eligible Entries. If Sponsor is unable to determine and verify a potential winner after repeated alternate drawings, Sponsor reserves the right to not award all prize(s) or all elements of the Prize package.

4. PRIZE: One (1) Prize will be awarded. Prize includes: Air travel for two (2) to Los Angeles, California in **2022**; one (1) hotel room accommodations for three (3) nights; two (2) tickets to attend the **2022** Super Bowl LVI, including two (2) tickets to attend the official tailgate party and two (2) tickets to attend an NFL Experience, and a Five Hundred Dollar (\$500) gift card for expenses (collectively, the “Prize”). Approximate retail value of the Prize is \$6,000. Actual value may vary based on airfare and hotel rate fluctuations and distance between departure and destination. The Prize elements are subject to change if any advertised prize becomes unavailable. The Prize shall not be sold on any internet site and any ticket that has been re-sold via the internet will be nullified.

5. VERIFICATION OF WINNER: POTENTIAL PRIZE WINNER IS SUBJECT TO VERIFICATION BY SPONSOR. SPONSOR’S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE ADMINISTRATION, OPERATION, SELECTION OF THE WINNER AND OTHER MATTERS RELATED TO THE GIVEAWAY. AN ENTRANT IS NOT A WINNER OF A PRIZE UNLESS AND UNTIL ENTRANT’S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. Potential Prize winner must sign and return an Affidavit of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the “Affidavit”), which will be included with the email notification, within 72 hours after notification of winning, or an alternate potential Prize winner(s) may be selected. Sponsor reserves the right to disqualify any potential Prize winner who does not comply with these requirements and such disqualification will result in an alternate Prize winner(s) being selected. Sponsor reserves the right to modify the notification and Affidavit procedures in connection with the selection of an alternate potential Prize winner(s), if any.

6. PRIZE CONDITIONS: All expenses and other costs not expressly stated in the Prize description are the sole responsibility of the Prize winner. Restrictions, conditions and limitations may apply. The Prize cannot be substituted, assigned, transferred, or redeemed for cash; however, Sponsor reserves the right

to make an equivalent Prize substitution at its sole discretion. No Prize transfer, assignment, or substitution by the Prize winner is permitted. No more than the stated number of Prizes will be awarded. In the event that technical, programming or any other errors or reasons cause more than stated number of Prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of Prizes in accordance with the winner selection method described above from among all eligible claimants making purportedly valid claims.

The Prize winner is responsible for reporting and paying all taxes associated with a winner's receipt of the Prize. Sponsor will withhold and/or report taxes as required by the applicable laws of Sponsor's and Prize winner's jurisdictions. All federal, state, and local tax liabilities, as well as any other costs and expenses not specified herein as being awarded are the sole responsibility of the Prize winner. The Prize is provided "as is" and the Prize winner assumes all risks associated with its use. Sponsor and The National Football League hereby disclaim any and all warranties, whether express or implied, associated with the Prize.

Prize winner will not receive the difference between the actual retail value and approximate retail value. If any winner cannot accept Prize as stated, such winner's prize will be forfeited and an alternate winner will be selected as set forth above.

7. PUBLICITY: Except where prohibited or restricted by law, winner's acceptance of the Prize constitutes the winner's agreement and consent for Sponsor or any of its designees to use and/or publish winner's full name, city and state of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by winner regarding the Giveaway or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval.

8. GENERAL RULES AND RELEASES: All federal, state and local laws and regulations apply. By participating, Entrants agree to release and hold harmless Sponsor, the NFL Entities, and any and all of the entities (the "Promotional Participants") involved in the provision of the Prize (together, Sponsor, the NFL Entities and the Promotional Participants are the "Released Parties") from any and all liability with respect to or in any way arising from or in connection with this Giveaway and/or acceptance or use of the Prize, including liability for personal injury, bodily injury, death, damages and/or loss as well as any claims related to intellectual property infringement, violation of privacy/publicity rights, defamation or similar claims. By participating in this Giveaway, Entrants agree to be bound by the Official Rules and the results of the random drawing.

Sponsor is not responsible for any typographical or other error in the offering or the announcement of any Prize or in the administration of the Giveaway. In the event of any conflict or inconsistency between these Official Rules and any promotional materials for the Giveaway, these Official Rules shall prevail and control. Pre-approved Giveaway related materials containing licensed marks are used with permission. Notwithstanding anything in these Official Rules, **Sponsor reserves the right, in its sole discretion, to cancel the Giveaway for any reason.** In doing so, Sponsor is not obligated to give away the Prize. In

addition, Sponsor may terminate, modify, cancel or suspend this Giveaway if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, or any other errors or other causes beyond its control corrupt the administration, security, or proper play, of the Giveaway.

The failure of either Sponsor, The National Football League and/or the Promotional Participants to comply with any provision of these Official Rules due to an act of God, act of domestic terrorism, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of either (excepting compliance with applicable codes and regulations) or other force majeure event will not be considered a breach of these Official Rules.

The National Football League's licensed marks ("NFL"; "National Football League" and the NFL Shield design, "Super Bowl" and the Super Bowl LIV logo) on any Giveaway related materials have been reviewed by NFL and are used with permission.

9. **LIMITATIONS OF LIABILITY:** The Released Parties are not responsible for: (i) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software, delay in operation or transmission, communications line failure, technology outage, theft or destruction or unauthorized access to, or alteration of entries, whether caused by the sender or any of the equipment or programming associated with or utilized in the Giveaway; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Giveaway; (iv) electronic, clerical or human error which may occur in the administration of the Giveaway or the transmission, receipt or processing of Entries or notification of winner; or (v) any injury or damage to persons or property, including but not limited to Entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, by Entrant's participation in the Giveaway or Prize winner's receipt, use or enjoyment of the Prize.. The Released Parties are not responsible if any prize cannot be awarded due to travel or event cancellations, delays, or interruptions due to acts of god, acts of war, natural disasters, weather, or terrorism, or any other event as listed in these Official Rules.

Under no circumstances, including negligence, shall the Released Parties be liable for any direct, indirect, incidental, special or consequential damages that result from the use of or inability to use the web site, or out of any breach of any warranty. This exclusion or limitation of liability will not apply to the extent that any applicable statute prohibits such exclusion or limitation of liability. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE GIVEAWAY AND SPONSOR'S WEB SITES IS PROVIDED "AS IS" WITHOUT ANY WARRANTY OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES; CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS REGARDING THESE LIMITATIONS OR RESTRICTIONS. Any attempt by an Entrant or other individual to deliberately damage any web site or undermine the legitimate operation of this Giveaway, including but not limited to, any fraudulent claims, may be a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Entrants engaging in any of the foregoing activities may be disqualified and will forfeit any Prize won.

GOVERNING LAW / JURISDICTION. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of Entrants, Sponsor or the Promotional Participants in connection with the Promotion will be governed by and construed in accordance with the laws of Washington, D.C., without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Giveaway not to exceed fifty US Dollars (US\$50.00), but in no event attorneys' fees; and under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased

10. PRIVACY: Any personal information sent to, shared with or collected by Sponsor in connection with the Giveaway is subject to the Red Cross Privacy Policy, found at <https://www.redcross.org/privacy-policy.html>, and Prize winner understands that he/she is providing such information to Sponsor. Sponsor and its agents, affiliates, subsidiaries, representatives or service providers may use Entrants' personal information submitted with Entry for purposes of prize fulfillment, including sharing such information with The National Football League and the Promotional Participants, and/or for future marketing by Sponsor, such as to notify them of an event or Giveaway that Sponsor thinks may be of interest.

11. WIN LIST OR OFFICIAL RULES REQUEST: For notification of the Prize winner, or to receive a copy of these Official Rules, email customercare@redcross.org, or send a self-addressed stamped envelope in a separate first class stamped envelope to: American Red Cross, Attn: Customer Care – **2021 American Red Cross Super Bowl LVI Giveaway**, 405 West John Gwynn Jr. Avenue Peoria, IL 61605. Vermont residents may exclude return postage on requests for Official Rules. Requests should be received no later than March 31, 2021.

12. SPONSOR: The American Red Cross.

13. Participant irrevocably waives all claims against the National Football League, its member professional football clubs, 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") and Sponsor, and agrees that neither Sponsor, nor the NFL Entities will have any liability or responsibility for any claim arising in connection with participation in this Giveaway, the prizes awarded, personal injury, or wrongful death, a potentially heightened risk of exposure to communicable diseases, viruses, bacteria or illnesses (including, without limitation, COVID-19) and the causes thereof, and sickness arising as a result of participant's participating in the Giveaway and related activities, wherever, whenever or however the same may occur. Participant fully understands that (a) the novel coronavirus SARS-CoV-2 and any resulting disease (together with any mutation, adaptation or variation thereof, "COVID-19") is extremely contagious and there is an inherent risk of exposure to COVID-19 in any place where people are or have been present; (b) no precautions, including the protocols that will be implemented from time to time by NFL (collectively, the "Protocols"), can eliminate the risk of exposure to COVID-19; (c) while people of all ages and health conditions have been adversely affected by COVID-19, certain people have been identified by public health authorities as having greater risk based on age and/or underlying medical conditions; and (d) exposure to COVID-19 can result in being subject to quarantine requirements, illness,

disability, other short-term and long-term health effects, and/or death, regardless of age or health condition. The NFL Entities have not offered or sponsored this Giveaway in any way..

// End of Official Rules //