

## NFL 100 BRONCOS SEASON TICKETS CONTEST

### Official Rules

**1. INTRODUCTION:** In conjunction with the celebration of the NFL's 100<sup>th</sup> Season, The Denver Broncos Football Club (Broncos) is offering up a chance to win one pair of Season Tickets for the 2019 Denver Broncos Season.

**2. ELIGIBILITY:** Entrants must be U.S. residents 18 years of age or older residing in the state of Colorado. Employees of the Broncos, Sponsors, and the National Football League, their parents, subsidiaries, affiliated companies, and agents, dealers, advertising and promotional agencies and the immediate family (defined as parents, spouse, children, siblings, grandparents) of each such employees, and all those with whom such employees are domiciled, are NOT eligible. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED

**3. TIMING:** Entire contest begins at 10:00AM MDT on August 19, 2019 and ends at 11:59PM MST on August 26, 2019 ("Contest Period").

**4. TO ENTER:** Entrants must:

A. TWITTER METHOD: To participate, log in to your Twitter account (must be made public) and post a photo or video showcasing why you are the best Broncos fan. For posts that contain more than one (1) photo and/or video within the singular post, only the first photo or video from that singular post will be considered. For the caption of each posted photo or video, enter the city, state that you currently reside in, along with any appropriate descriptive text and use @Broncos and the campaign hashtag #IAmBroncosCountry and #NFL100. Collectively the photo or video and associated text are your "Entry". Image submissions cannot exceed 10MB. Video submissions cannot exceed 500MB or 1 minute in length. Acceptable file formats include: .JPG, .PNG, .GIF, .MP4, .MOV, .WMV, and .AVI. After user submission is approved by the Sponsor, based on compliance with the "Requirements of Entries" listed below, you will receive one (1) entry into the Contest, and the entry will appear in the public timeline/newsfeed.

B. INSTAGRAM METHOD: To participate, log in to your Instagram account (must be made public) and post a photo or video showcasing why you are the best Broncos fan. For posts that contain more than one (1) photo and/or video within the singular post, only the first photo or video from that singular post will be considered. For the caption of each posted photo or video, enter the city, state that you currently reside in, along with any appropriate descriptive text and use @Broncos and the campaign hashtag #IAmBroncosCountry and #NFL100. Collectively the photo or video and associated text are your "Entry". Image submissions cannot exceed 10MB. Video submissions cannot exceed 500MB or 1 minute in length. Acceptable file formats include: .JPG, .PNG, .GIF, .MP4, .MOV, .WMV, and .AVI. After user submission is approved by the Sponsor, based on compliance with the "Requirements of Entries" listed below, you will receive one (1) entry into the Contest, and the entry will appear in the public timeline/newsfeed.

Limit of one (1) Contest Entry per person throughout the Promotion Period for a total of one (1) Contest Entry, regardless of method of entry.

By submitting an Entry, you represent and warrant that the work submitted is original to you and that neither it nor its contents infringes upon or violates the rights of any third party. If your Entry includes likenesses of third parties or contains any elements not owned by you (such as, but not limited to, company logos) you must be able to provide legal releases for each such use in a form satisfactory to the Broncos or your Entry will be disqualified. Entries may not defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights.

**REQUIREMENTS OF CONTEST ENTRIES:** Entries may not contain, as determined by the Broncos, in its sole discretion, any content that:

Is sexually explicit; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;  
Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;  
Is obscene or offensive; endorses any form of hate or hate group;  
Appears to duplicate any other submitted contest entries;  
Defames, misrepresents or contains disparaging remarks about other people or companies;  
Contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission (with the exception of NFL or NFL team trademarks on officially licensed products);  
Contains any sensitive personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;  
Contains copyrighted materials owned by others (including music, songs, photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without permission;  
Contains (i) any individual other than yourself (ii) any materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without providing legal releases for such use in a form satisfactory to the Broncos;  
Contains look-alikes of celebrities or other public or private figures, living or dead;  
Communicates messages or images inconsistent with the positive images and/or goodwill to which the Broncos wishes to associate; and/or violates any law.

By submitting an Entry, you represent and warrant that your Entry is original to you, that the Entry has not been previously published, has not won previous awards and that neither it nor its contents infringes upon or violates the rights of any third party, including any copyrights, trademarks, rights of privacy, publicity or other intellectual property. By submitting an Entry, you represent and warrant that you consent to the submission and use of the Entry in the Contest and to its use as otherwise set forth herein.

By submitting an Entry, you acknowledge and agree that the Broncos may receive other Entries under this Promotion that may be similar or identical to the Entry submitted by you, and you waive any and all claims you may have had, may have, and/or may have

in the future, that any other Entry reviewed and/or used by the Broncos may be similar to your Entry and you understand that you will not be entitled to any compensation because of the Broncos' use of such other similar or identical material.

Absolutely no entries will be accepted after the cutoff deadline.

Judging begins at or about 9:00:00 AM MT on August 27, 2019 and ends at 11:59:59 AM MT on August 30, 2019. The judging panel, selected by the Broncos, will score each Entry up to the maximum amount of points allowed. Judging will be based on the following criteria:

Passion, Enthusiasm and Fandom for Your Team and the NFL (50%)

Quality, Uniqueness and Creativity of Your Submission (50%)

Entries that do not contain all required entry information, or are considered inappropriate for any reason, are not eligible. The one (1) Entry with the highest score from the Judges will be deemed the Grand Prize winner. Sponsor reserves the right to choose fewer than one (1) winner if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries. Prize awards are subject to verification of eligibility and compliance with these Official Rules. No responsibility is assumed by Broncos for any computer, on-line, social network, human error or technical malfunctions that may occur. All entries become the property of Broncos. By entering, you agree to these Official Rules and the decisions of the Broncos, which are final and binding in all respects. To obtain a copy of the Official Rules by mail, send a self-addressed, stamped envelope for receipt by August 26, 2019 to Denver Broncos Marketing, 1701 Bryant Street, Denver, CO 80204 – ATTN: NFL 100 Broncos Season Ticket Giveaway

**5. PRIZES/ODDS:** Odds of winning depend on number of eligible entries received.

Winner will be selected and notified by September 3, 2019 The winner will be notified from @Broncos through either their Instagram or Twitter account. Winner must respond to such notification within 24 hours after notification or an alternate winner will be selected from the remaining eligible entries. Once winner accepts prize, they will be emailed information pertaining to the prize. No assignment, transfer or substitution of prize is permitted, except by the Broncos who may substitute a prize of equal or greater value.

**Prizes.** ONE (1) Winner will receive ONE PAIR (2 Season Tickets) in Section 100 for the 2019 Denver Broncos Season. Prize package does not include meals, taxes, insurance, personal expenses including travel, or any other items not specifically described in these Official Rules, and all expenses for any of the foregoing are the sole responsibility of the Winner. Approximate retail value of each prize is: \$2,104

**6. GENERAL CONDITIONS:** Winners may be required to execute and return affidavits of eligibility and liability/publicity releases, except where prohibited by law, within five (5) days following the date of attempted notification. Winners must be U.S. residents 18 years of age or older and may be required to complete, sign and return a liability release within the same period. If a Winner or chosen companions is a resident of a jurisdiction that deems him/her to be a minor, he/she must receive written permission to participate in experience his/her parent/legal guardian. Winner or companions must sign and return all required documentation prior to the experience. Void where prohibited. All entrants grant to Broncos and Sponsors, and their licensees, affiliates and assigns, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the entrant's name, and other information collected on the Contest registration form

as news or information and for advertising and promotional purposes without additional consideration; and further without such additional compensation, appear for any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews, as may be determined from time to time by the Broncos and Sweepstakes Entities. Further, by accepting a prize, winner agrees to release and hold harmless the Broncos, affiliates, subsidiaries, advertising and promotion agencies and their respective directors, officers, employees, representatives, dealers, advertising and promotional agencies, and agents from any and all liability for any injuries, loss or damage of any kind to person and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, participation in any Contest-related activity, or participation in this Contest. This Contest is void where prohibited or restricted by law and is subject to all federal, state, and local laws and regulations. The Broncos reserve the right, at their sole discretion, to disqualify any individual they find, in their sole discretion, to be tampering with the entry process or the operation of the Contest, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or like entry methods will void all such entries by such methods. The Broncos will prosecute any fraudulent activities to the full extent of the law.

**7. DISPUTES:** This Contest shall be governed by the laws of the state of Colorado without regard to its conflict of law provisions, which might indicate the applicability of any other state's laws. Any and all controversies or claims arising out of or relating to this Contest shall be settled by binding arbitration in Englewood, Colorado, by filing a claim in accordance with the then effective Commercial Arbitration Rules of the American Arbitration Association, and judgment on the award rendered pursuant to such arbitration may be entered in any court having jurisdiction thereof.

**8. WINNERS LIST:** The name of the prize winner may be obtained after September 30, 2019, by sending a self-addressed, stamped envelope for receipt by October 31, 2019, to Denver Broncos Marketing 1701 Bryant Street, Suite 900, Denver, CO 80204 ATTN: NFL 100 Broncos Season Ticket Giveaway