

## DENVER BRONCOS FORD BRONCO NAMING SWEEPSTAKES

### Official Rules

**1. INTRODUCTION:** The Denver Broncos Football Club (Broncos) are offering a chance-based sweepstakes (the "Sweepstakes"). **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW.**

**2. ELIGIBILITY:** Entrants must be legal residents of the fifty (50) United States or the District of Columbia, 18 years of age or older to be eligible. Employees of the Denver Broncos Football Club ("Sponsor"), the National Football League, 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 to enter the Sweepstakes or win a prize.

**3. TIMING:** The Sweepstakes begins at 8:00:00 a.m. MDT on 11/27/2021 and ends at 4:59:50 p.m. MST on January 3, 2022 ("Sweepstakes Period").

**4. TO ENTER:** Entrants must visit [www.denverbroncos.com/namethebronco](http://www.denverbroncos.com/namethebronco) or use the corresponding QR code found on advertising materials, fill out the online registration form and submit to receive one (1) entry in the Sweepstakes random drawing. Entrants are not required to provide a name for the Ford Bronco to be considered entered in the sweepstakes. If entrant does provide a name for the Ford Bronco Naming Sweepstakes, the Broncos own the right to that name and can use or not use the name at their discretion. The Broncos has no obligation to use any name submitted, including any name provided by the winning entrant. The winner is determined by a random drawing, independent of the name submitted. By entering a name for the Ford Bronco the Entrant waives all intellectual rights, trademark rights and copyrights to that name. All names submitted for the naming of the Ford Bronco are property of the Denver Broncos. Entrant will not submit a name that is obscene, vulgar, defamatory, harassing or that violates another person's privacy rights, publicity rights or intellectual property rights. Absolutely no entries will be accepted after 4:59:50 p.m. MST January 3, 2022. Limit one (1) entry per person using only one (1) email address per calendar week throughout the Sweepstakes Period. Enter only using an e-mail address subscribed and registered in your name. In the event of a dispute as to entries submitted by multiple individuals using the same e-mail account on the same day, entry will be deemed to have been submitted by the authorized subscriber of the e-mail account used to enter the sweepstakes at the actual time of entry. The authorized e-mail account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet access provider. No responsibility is assumed by Sweepstakes Entities for any computer, on-line, telephone, human error or technical malfunctions that may occur. All entries become the property of Broncos and will not be returned. By entering, you agree to these Official Rules and the decisions of Sweepstakes Entities, which are final and binding in all respects. To obtain a copy of these Official Rules by mail, send a self-addressed, stamped envelope for receipt by January 15, 2022 to Denver Broncos, 1701 Bryant Street, Suite 900, Denver, CO 80204. WA and VT residents may omit return postage.

**5. PRIZES/ODDS:** Odds of winning a prize depend on number of eligible entries received. Winners will be selected on January 3, 2022. The winners will be notified by email. The Winner must respond to such notification within 24 hours after notification or an alternate winner will be selected from the remaining eligible entries. Once a winner accepts a prize, they will be emailed information pertaining to the prize. No assignment, transfer or substitution of prize is permitted. Limit one (1) prize per person or household.

**Prize:** Grand prize winner will receive two (2) tickets to the Denver Broncos home game against the Kanas City Chiefs on January 9, 2022 (Approximate retail value ("ARV") is \$500 and one (1) customized Denver Broncos Jersey ARV \$150. Prize packages do not include taxes, transportation or any other items not specifically described in these Official Rules.

**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. Winner must sign and return all required documentation prior to the issuance of prize. If prize notification or prize is returned as non-deliverable, prize will be forfeited and awarded to alternate winner. All prizes claimed will be awarded. Void where prohibited. Non-compliance within these requirements may result in disqualification and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. All entrants grant to Sponsor and Sweepstakes Entities, 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 Sweepstakes 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, each winner agrees to release and hold harmless the Sponsor and Sweepstakes Entities, their parents, affiliates, subsidiaries, advertising and promotion agencies and their respective directors, officers, employees, representatives, dealers, advertising and promotional agencies, wholesale distributors and individual retail licensees 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 Sweepstakes-related activity, or participation in this Sweepstakes. This Sweepstakes is void where prohibited or restricted by law and is subject to all federal, state, and local laws and regulations. The Sponsor and Sweepstakes Entities 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 Sweepstakes, 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 Sponsor and Sweepstakes Entities will prosecute any fraudulent activities to the full extent of the law.

**7. DISPUTES:** This Sweepstakes 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 Sweepstakes 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 winners may be obtained after January 15, 2022, by sending a self-addressed, stamped envelope for receipt by February 20, 2022, to Denver Broncos Marketing, Broncos Ford Bronco Naming Sweepstakes, 1701 Bryant Street, Suite 900, Denver, CO 80204.