

## The Jags Win Dance Sweepstakes Presented by EA Sports

### Official Rules

#### NO PURCHASE NECESSARY TO ENTER OR WIN.

**Eligibility:** The Jags Win Dance Sweepstakes Presented by EA Sports (hereafter, "Sweepstakes") is open to legal residents of Florida and Georgia who are eighteen (18) years of age or older as of the date of entry. Directors, officers, managers, members, employees, contractors and agents of the Jacksonville Jaguars LLC (hereafter, "Sponsor"), EA Sports, the NFL Entities (as defined herein), and each of their respective parents, affiliates, subsidiaries, wholesalers, retailers, distributors, suppliers, agents, advertising and promotion agencies (hereafter collectively, "Released Parties") and each such individual's immediate family members (mother, father, sister, brother, child, husband, wife and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to participate or win. Void outside Florida, Georgia and where prohibited or restricted by laws. All applicable federal, state and local laws, rules and legal requirements apply.

**Promotion Period:** The Sweepstakes begins at 12:00:00 a.m. (midnight) Eastern Time ("ET") on 10/1/17 and ends at 11:59:59 p.m. ET on 1/3/18 (hereafter, "Promotion Period").

**How to Participate:** You may enter when you share a photo or video of yourself showing your touchdown victory dance. You may submit an entry using any one (1) of the following methods (hereafter, each an "Entry").

- a) **Twitter:** Tweet your Entry via your Twitter account using the hashtag #JagsWinDanceSweepstakes (the "Twitter Hashtag") to receive one (1) Entry. Your Twitter account must be public to be eligible for entry via Twitter. Any public photo or video on Twitter tagged with the Twitter Hashtag may be eligible for entry into this Sweepstakes. Your Entry must include the Twitter Hashtag in order to be eligible. Use of the Twitter Hashtag constitutes your unconditional acceptance to these Official Rules. By using the Twitter Hashtag in connection with your tweet, you are acknowledging and agreeing that Sponsor has the right to stream your post through the Twitter API or otherwise use your tweet as set forth herein;
- b) **Instagram:** Post your Entry on Instagram through your Instagram account using the hashtag #JagsWinDanceSweepstakes (the "Instagram Hashtag") to receive one (1) Entry. Your Instagram account must be public to be eligible for entry via Instagram. Any public photo or video tagged with the Instagram Hashtag on Instagram may be eligible for the Sweepstakes. Your Entry must include the Instagram Hashtag in order to be eligible. Use of the Instagram Hashtag constitutes your unconditional acceptance to these Official Rules. By using the Instagram Hashtag in connection with your Instagram post, you are acknowledging and agreeing that Sponsor has the right to stream your post through the Instagram API or otherwise use your post as set forth herein; OR
- c) **Facebook:** Visit facebook.com/jacksonvillejaguars and look for the #JagsWinDanceSweepstakes brand post which will appear on the official Jacksonville Jaguars' Facebook wall. Post your Entry as a comment below the post inclusive of #JagsWinDanceSweepstakes to receive one (1) Entry.
- d) **Mail-In:** Mail in your Entry on a flash drive accompanied by a postcard with your full legal name, date of birth, address of legal residence, email address, and telephone number to Jacksonville Jaguars, LLC, Jags Win Dance Sweepstakes, Attn: Lauren Baker, 1 EverBank Field Drive, Jacksonville, Florida 32202.

Quality of photo or video has no bearing on winner selection and will not increase your odds of winning. By posting an Entry, entrant hereby warrants and represents that the Entry conforms to the following

entry requirements (hereafter, "Entry Requirements"). Entry may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- is deemed dangerous
- is sexually explicit or suggestive
- promotes alcohol, illegal drugs, tobacco, firearms/weapons
- is obscene or offensive
- defames, misrepresents or contains disparaging remarks about other people or companies
- contains copyrighted materials or trademarks, logos, or trade dress owned by others, without permission
- contains any personal identification, such as personal names or e-mail addresses
- communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate
- violates any law or otherwise violates the Sponsor's Terms of Use, available in the footer section of jaguars.com

Entry must be the original work of the entrant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the Entry contains any material or elements that are not owned by the entrant, and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents necessary to permit the use and exhibition of the Entry by Sponsor in the manner set forth in these Official Rules. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any entrant at any time. Failure to provide such proof may, if requested, render Entry null and void.

**Winner Selection:** In the event that the Jacksonville Jaguars win any game (home or away) taking place during the Promotion Period (each, a "Win"), a random drawing (each, a "Prize Drawing") will be conducted by Sponsor within two (2) business days following the Win from among all eligible entries received up until that Win. Maximum one (1) Prize Drawing per Win. The Prize Drawing(s) will be conducted by Sponsor. Potential Grand Prize winners will be notified via direct message or a public post that links to the Entry and the winners' respective social media account on the social media platform where the Entry was submitted. Potential Grand Prize winners will be required to execute and return a Prize Claim Form ("Prize Claim Form") within seven (7) days of date of issuance of notification. Subject to verification of eligibility and compliance with these Official Rules, the potential Grand Prize winners will be declared the official Grand Prize winners of the Sweepstakes. Grand Prize winners will receive an IRS Form 1099 from the Sponsor for the approximate retail value of the Grand Prize for the calendar year won. In the event that any selected potential winner declines the prize, is not eligible to accept a prize, does not comply with the terms of these Official Rules or if Sponsor is unable to contact a potential winner, his/her prize opportunity will be forfeited and Sponsor, at its sole discretion and time permitting, may randomly select an alternate potential winner from among all remaining eligible entries received as of the applicable Prize Drawing as set forth above. Non-winning eligible entries from one Prize Drawing will not carry-over or be included in subsequent Prize Drawings. Odds of winning a prize will depend on the total number of Prize Drawings and the total number of eligible entries received as of the applicable Prize Drawing as set forth above. **In the event that no Wins occur during the Promotion Period, no prizes will be awarded. No more than thirteen (13) Grand Prizes will be**

**awarded.** The decisions of Sponsor, as applicable, will be final and binding in all matters relating to this Sweepstakes. Limit one (1) prize per person, family or household.

**Up to thirteen (13) Grand Prizes:** Each Grand Prize winner will receive either one (1) Jacksonville Jaguars autographed item or one (1) Madden NFL 18 Xbox One game. Maximum Retail Value: \$100 each. Exact prize to be determined by Sponsor in its sole discretion. Autographed items are not game used/worn. Actual value of any autographed item is subject to market fluctuations. All costs and expenses associated with the acceptance and use of any prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes are winner's sole responsibility. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by Sponsor. Autographed items may not be resold or offered for resale. Maximum Retail Value of all prizes awarded = \$1,300.

**Entry Details:** Message and data rates apply if you choose to enter using your mobile device. By entering, each entrant warrants and represents that his/her Entry does not defame or otherwise violate the rights of any third party and does not violate any federal, state or local laws or ordinances. Entrants further warrant and represent that grant Sponsor and the Released Parties a perpetual, worldwide, royalty-free, non-exclusive, sub licensable, unconditional and transferable license to edit, adapt, modify, publish, exploit and use the Entry in any way and in any media for trade, advertising, promotional and/or other purposes as Sponsor and/or its designees may determine without further consideration, notification or permission of entrants, winner or any third parties. The name of the "authorized account holder" associated with any given Twitter account, Instagram account, Facebook account or email address will be deemed to be the entrant and must comply with these Official Rules. The authorized account holder is defined as the natural person who is assigned an email address by an Internet access provider, an online service provider, or another organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Proof (to Sponsor's satisfaction) of being the authorized account holder may be required by Sponsor. Released Parties are not responsible for lost, incomplete, late, damaged, delayed, garbled, inaccurate, incomplete or misdirected entries, or email messages; failures or malfunctions of phones, phone lines or telephone systems or other communications malfunctions; interrupted or unavailable network, server or other connections; miscommunications, failed computer hardware or software or other technical failures; garbled, lost, misrouted or scrambled transmissions; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or for any technical problem, including but not limited to any injury or damage to entrant's or any other person's computer related to or resulting from participation in this Sweepstakes; printing, typographical or other errors appearing within these Official Rules or in any Sweepstakes-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, technical, electronic or otherwise; or the administration of the Sweepstakes; or the processing of entries. Use of any device to automate or subvert the entry process is prohibited and any entries received through such means will be void. Entries will be disqualified if they contain inappropriate material or language, including profanity.

Information collected from entrants is subject to and will be used in accordance with Jaguars' Privacy Policy (as amended from time to time) and Jaguars' Terms of Use (as amended from time to time), each available in the footer section of jaguars.com.

**Publicity Rights; Marketing Opt-In:** By submitting an Entry, you grant to Sponsor, Bold Events, LLC ("**Bold Events**"), EA Sports, and each of their respective affiliates, subsidiaries, agents, and others working on their behalf, the right to use your name, likeness, voice, image, biographical information

and any additional video or photographs taken by the Released Parties during the Sweepstakes for advertising and marketing purposes, including in Sponsor, Bold Events or EA Sports social media, and in Sponsor or Bold Events emails, without additional compensation. You further expressly consent on an ongoing basis to allow the Jaguars, Bold Events, EA Sports, their respective affiliates, subsidiaries, agents, employees and authorized third parties to communicate with you by mail, email, SMS/text message, telephone, autodialing services, facsimile and/or by any other method and to share the your personal information with the Sponsor, Bold Events or EA Sports sponsors, media partners, facility manager, and other companies with which such parties do business. Such communications shall include, but not be limited to, promotional and advertising marketing communications.

**Miscellaneous:** No transfer, assignment, cash redemption or substitution of prize (or portion of prize) permitted except by Sponsor who reserves the right to substitute a prize (or applicable portion of prize) of comparable or greater value, at its sole discretion. Failure to satisfy any of the foregoing, comply with these Official Rules or any prize or prize notification being returned as non-deliverable or Sponsor being unable to contact potential winner within a reasonable time period for any reason will result in prize being forfeited. By participating, each entrant acknowledges and agrees: (1) to be bound by these Official Rules and the decisions of the Sponsor and judges which are final and binding in all respects; (2) that his/her Entry (and all components thereof) will not be acknowledged or returned; (3) that Released Parties and their respective designees shall have the right and permission to use (unless prohibited by law) entrant's name, voice, city and state of residence, photograph, social media handle and/or likeness for advertising and/or trade and/or any other purpose in any media now or hereafter known without further compensation, permission or notification to entrants or any third parties; and (4) the Released Parties shall have no liability and will be held harmless by entrants for any liability, loss, injury or damage to participants or any other person or entity, including personal injury or death to participants or any other person or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of entrant's participation in this Sweepstakes, the use of any photo or video or acceptance, possession, use or misuse of a prize. Sponsor reserves the right, in its sole discretion, to void suspect Entries or to modify, cancel, terminate or suspend the Sweepstakes (or any portion thereof) should virus, bugs, non-authorized human intervention or other causes, including but not limited to war or armed conflict (whether or not officially declared), labor controversy or threat thereof, and/or acts of God, corrupt or impair the administration, security, fairness or proper play of the Sweepstakes and, in the event of such cancellation, suspension or termination, at its discretion, as applicable, select the winners for the drawing at issue in a random drawing from among all non-suspect, eligible Entries received for the drawing at issue prior to event requiring cancellation, termination or suspension.

**CAUTION: ANY ATTEMPT BY ANY PERSON OR PERSONS, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT, AND SPONSOR, AND THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK ANY AND ALL REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

**Choice of Law:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Florida, USA, without regard to its conflict of laws principles that could cause the application of laws of another jurisdiction. Any action or litigation concerning this Sweepstakes shall (1) take place exclusively in the federal or state courts sitting in Duval County, Florida, and each entrant expressly

consents to the jurisdiction of and venue in such courts and waives all defenses of lack of jurisdiction and inconvenient forum with respect to such courts; or (2) in Sponsor's sole discretion, exclusively by final and binding arbitration under the rules of the American Arbitration Association ("AAA") and held at the AAA regional office nearest the entrant. If Sponsor elects arbitration pursuant to this paragraph, the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration and judgment upon such arbitration award may be entered in any court having jurisdiction. Entrants agree to abide by the terms of these Official Rules and the decisions of Sponsor, which are final, and waive any right to claim ambiguity in these Official Rules. Each entrant agrees to service of process by mail or other method acceptable under the laws of the State of Florida. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES. ENTRANTS EACH HEREBY WAIVE ANY RIGHTS OR CLAIMS TO ATTORNEYS' OR OTHER PROFESSIONALS' FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE. WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING ALL 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. **BY SUBMITTING AN ENTRY, ENTRANTS EACH HEREBY WAIVE, TO THE FULLEST EXTENT PERMITTED BY LAW, ANY RIGHT IT MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY SUIT, ACTION OR PROCEEDING DIRECTLY OR INDIRECTLY ARISING OUT OF, UNDER OR IN CONNECTION WITH THESE OFFICIAL RULES.**

**Severability:** In the event that any provision of these Official Rules shall be declared invalid or unenforceable for any reason by a court of competent jurisdiction, such provision shall be severed from the remainder of these Official Rules, which shall remain in full force and effect, and the Official Rules shall be construed as if such invalid or unenforceable provision had not been part of the Official Rules, and the court making such determination shall have the power to reduce the scope or applicability of such provision in a manner that makes such provision valid and enforceable and comes closest to expressing the intention of the invalid or unenforceable provision.

**Winners' List:** To request a list of winners, send a postage prepaid self-addressed, stamped envelope to: Jacksonville Jaguars, LLC, Jags Win Dance Sweepstakes, Attn: Lauren Baker, 1 EverBank Field Drive, Jacksonville, Florida, 32202 , to be postmarked on or prior to January 5, 2018.

**Sponsor:** Jacksonville Jaguars, LLC, 1 EverBank Field Drive, Jacksonville, Florida, 32202.

THE NFL ENTITIES WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THE PROMOTION OR ANY BENEFITS AWARDED. THE NFL ENTITIES HAVE NOT OFFERED OR SPONSORED THIS PROMOTION IN ANY WAY. "NFL ENTITIES" SHALL MEAN COLLECTIVELY, NFL VENTURES, L.P., NFL VENTURES, INC., NFL PRODUCTIONS LLC, NFL ENTERPRISES LLC, NFL PROPERTIES LLC, NFL INTERNATIONAL LLC, ALL OF THE NFL MEMBER CLUBS (EXCLUDING CLUB), ANY SUCCESSOR OR FUTURE ENTITY THAT IS, DIRECTLY OR INDIRECTLY, JOINTLY OWNED AND/OR CONTROLLED BY ALL OR SUBSTANTIALLY ALL OF THE NFL MEMBER CLUBS, OR OWNS ASSETS THAT PRODUCE REVENUES THAT ARE REQUIRED TO BE SHARED WITH OTHER NFL MEMBER CLUBS UNDER THE NFL CONSTITUTION (INCLUDING ANY SUCH ENTITY CONTROLLED BY THE NFL MEMBER CLUBS AND THE CLUB COLLECTIVELY) AND EACH AND ALL OF THEIR RESPECTIVE AFFILIATES, SUBSIDIARIES, SUCCESSORS AND ASSIGNS.