

## **JAGUARS IN IT TO WIN IT SWEEPSTAKES**

### **OFFICIAL RULES**

*January 2016 through December 2016*

By entering into the Jaguars In It To Win It Sweepstakes (the "Promotion"), you agree to be bound by these Official Rules. Failure to comply with these Official Rules may result in disqualification from the Promotion. To enter, you must meet the eligibility requirements and follow the rules regarding Registrations (as defined below) set forth herein.

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.**

The Promotion is void where prohibited or restricted by applicable laws, rules and legal requirements, and all applicable federal, state and local laws, rules and legal requirements apply. Winners are responsible for any taxes, customs, duties and like amounts in respect of the Promotion prizes. Jacksonville Jaguars, LLC (the "Jaguars" or "Sponsor") reserves the right to cancel, modify or suspend the Promotion at any time.

**1. How to Enter.** To participate in the Promotion for a chance to win the Grand Prize (as defined below), eligible persons must submit complete and correct registrations ("Registrations") during one of the Monthly Entry Periods pursuant to the schedule below, by (i) entering online through the Promotion landing page at [www.jaguars.com/entertowin](http://www.jaguars.com/entertowin) ("Promotion Site"); (ii) completing and submitting an entry form at a Jaguars booth at designated events in the Jacksonville, Florida area during the Entry Period; or (iii) by mailing in a postcard with your full legal name, date of birth, address of legal residence, email address, and telephone number to Jacksonville Jaguars, LLC, Jaguars In It To Win It Sweepstakes, Attn: Marketing, One Everbank Field Drive, Jacksonville, Florida 32202. Mailed entries must be received by the deadlines specified in the chart below to be considered for the Sweepstakes.

Sponsor's designated computer is the official time keeping device for this Promotion. No other forms of entry are valid. Limit one entry per person. All materials submitted in connection with the Promotion become the property of Sponsor and will not be returned.

Registrations will be accepted beginning at 10:00 a.m. ET on January 1, 2016 until 11:59 p.m. ET on December 31, 2016 (the "Entry Period"). The Entry Period is divided into 12 individual monthly entry periods (each, a "Monthly Entry Period"), with one drawing per month, each, a "Monthly Drawing Period") as follows:

| Monthly Entry Period | Monthly Entry Period Start Date & Time | Monthly Entry Period End Date & Time | Random Drawing On or About | # of Winners Drawn | Grand Prize: Each " <u>Grand Prize</u> " for each respective Monthly Entry Period shall consist of:  | ARV for each Monthly Entry Period |
|----------------------|--|--------------------------------------|----------------------------|--------------------|--|-----------------------------------|
| 1                    | 10:00:00 am ET on 1/1/16               | 11:59:59 pm ET on 1/31/16            | 2/1/16                     | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 2                    | 12:00:00 am ET on 2/1/16               | 11:59:59 pm ET on 2/29/16            | 3/1/16                     | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 3                    | 12:00:00 am ET on 3/1/16               | 11:59:59 pm ET on 3/31/16            | 4/1/16                     | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 4                    | 12:00:00 am ET on 4/1/16               | 11:59:59 pm ET on 4/30/16            | 5/1/16                     | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 5                    | 12:00:00 am ET on 5/1/16               | 11:59:59 pm ET on 5/31/16            | 6/1/16                     | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 6                    | 12:00:00 am ET on 6/1/16               | 11:59:59 pm ET on 6/30/16            | 7/1/16                     | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 7                    | 12:00:00 am ET on 7/1/16               | 11:59:59 pm ET on 7/31/16            | 8/1/16                     | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 8                    | 12:00:00 am ET on 8/1/16               | 11:59:59 pm ET on 8/31/16            | 9/1/16                     | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 9                    | 12:00:00 am ET on 9/1/16               | 11:59:59 pm ET on 9/30/16            | 10/1/16                    | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 10                   | 12:00:00 am ET on 10/1/16              | 11:59:59 pm ET on 10/31/16           | 11/1/16                    | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 11                   | 12:00:00 am ET on 11/1/16              | 11:59:59 pm ET on 11/30/16           | 12/1/16                    | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |
| 12                   | 12:00:00 am ET on 12/1/16              | 11:59:59 pm ET on 12/31/16           | 1/2/17                     | 1                  | Four (4) general level bowl tickets to a 2016 Jaguars preseason or regular season home game played at EverBank Field in Jacksonville, Florida. The home game and exact ticket locations shall be determined by Sponsor in its sole discretion. | \$200                             |

2. **Eligibility.** Eligibility to participate in the Promotion or to win prizes is limited to persons who are 18 years of age or older at the beginning of the Entry Period and legal residents of the state of Florida or the state of Georgia. There is a limit of one Registration per individual. Each Registration will carry over to any subsequent Monthly Entry Period(s), consistent with

Section 3 below. Any effort by an entrant to misrepresent himself or herself through the use of aliases or multiple e-mail addresses or telephone numbers or misrepresent his or her eligibility age will disqualify that entrant. Entries that have been generated by a script, macro, bot or any other automated means will be deemed void. Entries that are mechanically reproduced, copied, illegible, incomplete, postage due, late or inaccurate are void. Entrants who disregard these Official Rules are not eligible to participate or win. Directors, officers, managers, members, employees, contractors and agents (and their immediate families and household members) of the Jaguars, its parents, affiliates, subsidiaries, advertising and promotion agencies are not eligible. The Jaguars' determination of eligibility, in its sole discretion, shall be final. The potential winner may be required to show proof of being the authorized account holder.

3. **Winner Selection.** Eligible persons who fully complete and return the Registration to the Jaguars prior to the conclusion of a Monthly Entry Period ("Registered Applicants") shall be entered to win the Grand Prize that corresponds to that Monthly Entry Period and all subsequently awarded Grand Prizes. For each Monthly Drawing Period, winners will be selected by a random drawing conducted by the Jaguars in accordance with the Entry Period schedule above, from all Registrations received during or prior to each respective Monthly Entry Period. Once a Winner is selected during a Monthly Drawing Period, that winner shall not be eligible to participate in subsequent Monthly Drawings. Sponsor reserves the right to change the drawing dates and times in its sole discretion. Odds of winning depend on the number of Registrations received.

4. **Grand Prize.** Each Grand Prize Winner ("Winners") will receive the prizes outlined in the above chart in Section 1 (each, a "Grand Prize"). All 12 Grand Prizes have an aggregate retail value of \$2,400.00.

5. **Conditions of Participation.** Each participant in the Promotion agrees to be bound by these Official Rules and the decisions of the Jaguars (which shall be final), and to accept delivery of any prize won. In addition, each Registered Applicant represents and warrants that all information contained in his/her Registration entry is true and accurate. The Jaguars is not responsible for any printing errors in these Official Rules, in the Registration questions or otherwise in any materials in connection with the Promotion or for any misdirected, incomplete, lost, late or illegible Registrations or other errors or problems that may limit a participant's ability to participate in or win the Promotion. In addition, the Jaguars is not responsible for any other error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of Registrations, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, including in connection with the administration of the Promotion and the announcement of the winner. Proof of mailing does not constitute proof of delivery. The Jaguars shall not be responsible for lost, late, misidentified or misdirected Registration entries, or telecommunication or computer hardware or software performance, errors, delays or failures. The Jaguars reserves the right to disqualify any individual who tampers with the Registration process or the administration of the Promotion. Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from

among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. CAUTION: Any attempt to deliberately damage any website or undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages (including but not limited to attorneys fees) and/or other remedies from any such person(s) responsible for the attempt to the fullest extent permitted by law. Entries become the property of the Sponsor and will not be acknowledged or returned. Sponsor's decisions are final on all matters relating to this Promotion.

6. **Publicity Rights; Marketing Opt-In.** By submitting a Registration, Registered Applicants grant to the Jaguars, its agents and others working on its behalf the right to use the Registered Applicant's name, likeness, voice, image, and any additional video or photographs taken by the Jaguars or its affiliates or representatives during the Promotion for advertising and marketing purposes, including on the Promotion Site, in Jaguars social media, and in Jaguars emails, without additional compensation. Registered Applicants further expressly consent on an ongoing basis to allow the Jaguars, its affiliates, agents, employees and authorized third parties to communicate with the Registered Applicant by mail, email, SMS/text message, telephone, autodialing services, facsimile and/or by any other method. Such communications shall include, but not be limited to, promotional and advertising marketing communications.

7. **Winner Notification.** The winners of the Grand Prizes will be notified by telephone or email within approximately 24 hours of each Monthly Drawing. The Jaguars may require the Winners to execute an affidavit of eligibility, publicity release (except where prohibited), and liability waiver and other documentation prior to the delivery of a prize (an "Affidavit"). Winners must provide a Form W-9 to receive the 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. If any prize winner fails to pick up the prize at the location designated by the Jaguars within 5 business days of that Monthly Drawing Period, or fails to execute the Affidavit or other documentation required by the Jaguars, the Jaguars will consider the winner to have forfeited the prize and another prize winner will be selected. In the event that the potential Winner is disqualified for any reason, Sponsor will award the prize to an alternate winner through a random drawing from remaining Registrations. Only 3 alternate awards per Monthly Drawing Period will be attempted, after which the Grand Prize will remain unawarded. The right to receive each prize is non-transferable and the winner has no right of substitution (in cash or otherwise). The Jaguars reserves the right to substitute a prize of equal or greater value in the event of unavailability.

8. **Announcement of Winner.** To request a list of Winners, please send a postage prepaid letter to Jacksonville Jaguars, LLC, attention: Jaguars In It To Win It Sweepstakes, Attn: Marketing, One EverBank Field Drive, Jacksonville, Florida, 32202.

9. **Sponsor.** The sponsor of this Promotion is the Jaguars.

10. **Disclaimers, Dispute Resolution and Limitations of Liability.** Each Registered Applicant hereby forever discharges, releases, and agrees to defend, indemnify and hold harmless the Jaguars, those working on its behalf, and each of their respective officers, members, managers, directors, representatives, employees, agents, successors and assigns, from any

damage, injury, death, loss or other liability, either at law or equity, whether known or unknown, asserted or non-asserted, that may arise from or in any way relate to participation in this Promotion or the awarding, acceptance, use or misuse of any prize given out under the Promotion or any other substitute prize. Any and all disputes, claims, and causes of action arising out of or in connection with this Promotion shall be resolved individually, without resort to any form of class action. This Promotion shall be governed by, and construed in accordance with, the internal laws of the State of Florida. Any action or litigation concerning this Promotion shall (1) take place exclusively in the federal or state courts sitting in Duval County, Florida, and each Registered Applicant 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 Registered Applicant. If Sponsor elects arbitration pursuant to this Section 10, 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 Registered Applicant 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 PROMOTION. REGISTERED APPLICANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

11. **Entrant's Personal Information.** Information collected from entrants is subject to Jaguars' Privacy Policy (as amended from time to time) <http://prod.preview.jaguars.clubs.nfl.com/assets/PDFs/JacksonvilleJaguarsPrivacyPolicy011316.pdf>

THE NATIONAL FOOTBALL LEAGUE, ITS MEMBER PROFESSIONAL FOOTBALL CLUBS, NFL VENTURES, INC., NFL VENTURES, L.P., NFL PROPERTIES LLC, NFL ENTERPRISES LLC, NFL PRODUCTIONS LLC, NFL INTERNATIONAL LLC AND EACH OF THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SHAREHOLDERS, OFFICERS, DIRECTORS, AGENTS, REPRESENTATIVES AND EMPLOYEES (COLLECTIVELY, THE "NFL ENTITIES") WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THE SWEEPSTAKES OR ANY PRIZE AWARDED. THE NFL ENTITIES HAVE NOT OFFERED OR SPONSORED THIS SWEEPSTAKES IN ANY WAY.