

HELMET DONATION SWEEPSTAKES

in association with

MEIJER, UNIVERSITY HOSPITALS and XENITH HELMETS

Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. BY PARTICIPATING IN THE SWEEPSTAKES, PARTICIPANT AGREES TO BE BOUND BY THE TERMS OF THESE OFFICIAL RULES, THE CLEVELAND BROWNS [PRIVACY POLICY](#) AND [TERMS OF USE](#), AND THE DECISIONS OF SPONSOR, WHICH SHALL BE FINAL IN ALL RESPECTS.

- Eligibility. Entrant Eligibility.** Helmet Donation Sweepstakes in association with Meijer, University Hospitals, and Xenith Helmets (the "Sweepstakes") is open to all legal residents of the United States who are 18 years of age or older as of the date of entry. Cleveland Browns Football Company LLC ("Sponsor") is located at 76 Lou Groza Blvd., Berea, OH 44017. Employees of Released Parties and their immediate family members (parent, child, spouse, sibling and their respective spouses, regardless of where they reside) and members of their households, whether or not related, are not eligible to enter or win. "Released Parties" is defined as Sponsor, Meijer Great Lakes Limited Partnership, University Hospitals Health Systems, Inc., Xenith, LLC, the National Football League, its member professional football clubs and each of their respective parents, affiliates, subsidiaries and advertising and promotion agencies (collectively, "Released Parties")
School Eligibility. Only those schools which meet the following criteria are eligible to receive a Prize in accordance with these Official Rules: (i) be an accredited secondary school or high school located within the state of Ohio and NOT having a zip code within 75 miles of Cincinnati, Ohio, (ii) have a high school football program, and (iii) be [Heads-Up certified](#) (or must complete the Heads-Up certification prior to and as a condition of receiving a Prize). All applicable federal, state and local laws apply. Void where prohibited. The Sweepstakes is in no way sponsored, endorsed, administered by or associated with Facebook, Twitter or any other social media platform.
- Promotion Period:** Starts at 12:01:00 am Eastern Time ("ET") on 9/7/2020 and ends at 11:59:59 pm ET on 1/31/2021 ("Promotion Period").
- How to Enter:** To receive one (1) entry to the Sweepstakes, during the Promotion Period visit <https://promotions.clevelandbrowns.com/campaigns/0226457d-3080-4a14-b5cf-04aa565244f8/nominate-an-ohio-high-school-to-win-new-football-helmets> (the "Website") and follow the instructions to complete and submit one (1) Official Entry Form. After submitting the Official Entry Form by visiting the Website, you will be prompted to "share" the Sweepstakes via your personal social media accounts and, if a new individual registers for the Sweepstakes as a result of your sharing, you will receive ten (10) additional bonus entries. Each entry must be received during the Promotion Period to be eligible. **One (1) entry per person and per e-mail address will be accepted during the Promotion Period (not including bonus entries awarded in accordance with these Official Rules). Additional entries received from the same person or e-mail address in excess of the stated limitation will be void. By submitting an Official Entry Form, entrants agree to (i) the terms of these Official Rules, (ii) the decisions of the Sponsor, which will be final and binding in all disputes and in all matters relating to the Sweepstakes, (iii) the sharing of their information with Released Parties, and (iv) the Cleveland Browns privacy policy located at <https://www.clevelandbrowns.com/about/privacy-policy>.**

Do not "tag" anyone in your comments or post any pictures with your comments. Entries that are deemed by Sponsor in its sole discretion to be immoral, obscene, or profane or not in keeping with Sponsor's image or in violation of these Official Rules will be void. In addition, to be eligible, entry cannot include any third party intellectual property or imagery. Entry cannot defame or invade intellectual property rights of persons, living or deceased, or otherwise infringe upon any copyrighted, trademarked, or person's personal or proprietary rights. In the event of a dispute as to the identity of an individual entrant, entry will be awarded to the Authorized Account Holder of the e-mail address submitted at the time of entry, provided such individual is eligible according to these Official Rules. "Authorized account holder" is defined as the

natural person that is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. In the event of a dispute as to the identity of an entrant or school, entry will be awarded to the school named on the Official Entry Form provided such school is eligible according to these Official Rules. Released Parties are not responsible for late, lost, stolen, incomplete, illegible, inaccurate, misdirected, undelivered, damaged, or destroyed entries, and such entries may not be considered by Sponsor or Released Parties. No purchase or payment of any kind is necessary, and you need not consent to have your personal information used for direct marketing purposes unrelated to this Sweepstakes, to enter or win. A purchase and/or consenting to direct marketing will not increase your chance of winning. The use of script, macro or other automated or mechanical devices (or any other devices intended to automate or subvert any aspect of entry) to participate in the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) will be void. Released Parties are not responsible for failures, problems or errors relating to the Sweepstakes. Released Parties are not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with the Sweepstakes. Persons who tamper with or abuse any aspect of the Sweepstakes or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void.

4. **Winner Selection:** For **Grand Prize 1**, one (1) potential Grand Prize winner will be randomly selected from among all eligible schools nominated during the Promotion Period. For **Grand Prize 2**, one (1) potential Grand Prize winner will be randomly selected from among all eligible schools nominated during the Promotion Period and located within the following Northeast Ohio counties: Ashland, Ashtabula, Columbiana, Cuyahoga, Erie, Geauga, Huron, Lake, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Tuscarawas, and Wayne. Each Grand Prize winner will be selected by 11:59:59 pm ET on 2/15/2021 but will not be announced publicly until the spring of 2021.

Grand Prize Drawing	Entry Deadline for Grand Prize Drawing	Approximate Date of Drawing
1	11:59:59 pm ET on 1/31/2021	2/1/2021
2	11:59:59 pm ET on 1/31/2021	2/1/2021

Sponsor will contact potential winners via phone or email. An authorized representative from the potential winning school must execute and return an Affidavit of Eligibility, Liability and Publicity Release prior and as a condition to receiving any prize. Noncompliance with these Official Rules, the inability of Sponsor to contact the potential winner within a reasonable time period, or prize or prize notification being returned as non-deliverable may result in disqualification and, time permitting, and at Sponsor's sole discretion, an alternate winner being selected. Odds of winning a prize will depend on the total number of eligible entries received and schools nominated during the Promotion Period and prior to the Entry Deadline for the prize. **Any school which has been awarded new helmets from Sponsor or the Cleveland Browns Foundation in the past three (3) years shall be ineligible to win a Grand Prize.**

5. **Prizes.** Prizes are listed in this Section 5 below. Prize details will be available on <https://promotions.clevelandbrowns.com/campaigns/0226457d-3080-4a14-b5cf-04aa565244f8/nominate-an-ohio-high-school-to-win-new-football-helmets> at the start of the Sweepstakes. All costs and expenses associated with the acceptance and use of a prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes and any travel required to redeem or claim a prize, are winner's sole responsibility, and winners shall indemnify and hold the Released Parties harmless in all respects related thereto. All prize details are at the sole discretion of Sponsor and the Released Parties and are subject to change. Prizes may not be sold, substituted for cash value, or transferred to any third party except as explicitly provided for in these Official Rules.

Grand Prize. One (1) donation of new five-star certified Xenith football helmets having a value of twenty-five thousand dollars (\$25,000) will be awarded to each of two (2) eligible Schools as follows: one (1) School located within Northeast Ohio (defined below) and one (1) School located within the state of Ohio, minus the 75-mile radius around Cincinnati. "Northeast Ohio" shall be defined to include the following counties: Ashland, Ashtabula,

Columbiana, Cuyahoga, Erie, Geauga, Huron, Lake, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Tuscarawas, and Wayne.

6. **Miscellaneous:** No transfer, assignment, cash redemption, or substitution of a prize (or any portion thereof) is permitted except by Sponsor which reserves the right to substitute a prize (or applicable portion thereof) with one of comparable or greater value, in its sole discretion. By participating in the Sweepstakes, as permitted by applicable law and subject to our [Terms of Use](#), entrants release Sponsor and each of the other Released Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. By accepting a prize, subject to applicable law and our [Terms of Use](#), recipient (a) agrees that neither the Sponsor nor any of the Released Parties will have any liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of prize and (b) grants (and agrees to confirm grant in writing promptly upon request) to Released Parties and those acting under Sponsor's authority, the right to the use of his/her name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the World Wide Web without review, notification or approval, and additional compensation, unless prohibited by law. Each prize recipient further agrees to promptly verify in writing this aforementioned grant of rights upon request. Neither Sponsor nor any of the Released Parties shall be liable in the event that any portion of the Sweepstakes or prize is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event"). Subject to applicable law, Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Sweepstakes (or any portion thereof) for any reason, including should virus, worms, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play or submission of entries of the Sweepstakes and, in the case of such termination, at its discretion, select the winner for the drawing(s) at issue from all eligible entries received for the drawing(s) at issue prior to the event that required such termination. The successors, heirs, and assigns of entrants and potential winners are subject to the terms of these Official Rules. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE APP, WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

7. **Winners' List:** For a list of the winners (available after 4/30/2021), send a self-addressed, stamped envelope for receipt by 9/30/2021 to: Helmet Donation Sweepstakes, c/o Cleveland Browns, 76 Lou Groza Blvd., Berea, OH 44017.