

## **BUD LIGHT® “BROWNS FLAG FOOTBALL GAME” SWEEPSTAKES - OFFICIAL RULES**

1. **NO PURCHASE NECESSARY.** The “Bud Light ‘Browns Flag Football Game’ Sweepstakes” (“Sweepstakes”) is open to residents of Ohio who are twenty-one (21) years of age or older at the time of entry. Void where prohibited. **BY PARTICIPATING IN THE SWEEPSTAKES, PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES, THE CLEVELAND BROWNS PRIVACY POLICY FOUND [HERE](#), AND THE DECISIONS OF SPONSOR, WHICH SHALL BE FINAL IN ALL RESPECTS.**
2. Sweepstakes begins at 12:00:00 a.m. Central Daylight Time (“CDT”) on August 19, 2019 and ends at 11:59:59 p.m. CDT on October 4, 2019 (“Sweepstakes Period”).
3. Two (2) Ways to Enter: (a) Text Message: Use your SMS-enabled mobile phone to text “BROWNS” to shortcode 66555 and you will receive information on how to submit an entry. Participants must have a mobile phone with text messaging capabilities to enter by text message. Participants entering this Sweepstakes via text message may incur a standard text message charge from their wireless service provider for each message sent and received. Check with your wireless service provider for details on these and other applicable charges. You will receive reply messages. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. All text message entries must be received and recorded during the Sweepstakes Period. Sponsor’s designated official judging organization’s computer is the official time keeping device for this Sweepstakes. (b) Internet: visit <https://promotions.clevelandbrowns.com/contest/3679> (“Website”) during the Sweepstakes Period and follow the online instructions to complete and submit one (1) Official Entry. After submitting the Official Entry Form by visiting the website above, you will be given the option to “share” the Sweepstakes via your personal Facebook and/or Twitter accounts with individuals who are twenty-one (21) years of age and older and, if a new individual registers for the Sweepstakes as a result of your sharing, you will receive one (1) additional bonus entry. One (1) entry per person and per e-mail address will be accepted during the Sweepstakes Period. All entries must be received and recorded during the Sweepstakes Period. Sponsor’s designated official judging organization’s computer is the official time keeping device for this Sweepstakes. No other forms of entry are valid. 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, 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, AND (III) THE CLEVELAND BROWNS PRIVACY POLICY LOCATED AT <https://www.clevelandbrowns.com/about/privacy-policy>.**
4. The Sweepstakes will be administered by Cleveland Browns Football Company LLC (“Sponsor”). Sponsor, Anheuser-Busch, LLC (“AB”), the NFL Entities (as defined below) and each of their respective affiliates, subsidiaries, owners, directors, employees and agencies (collectively, the “Released Parties”) are not responsible for lost, late, misdirected, unintelligible, returned or undelivered entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Sweepstakes or Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Website’s terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assume no

responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to participant's or any other person's computer or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Sweepstakes, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. Text message entries will be deemed to have been submitted by the registered owner of the wireless number used to enter. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant, and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of Sponsor and/or AB and will not be returned.

5. Potential winners will be selected in a random drawing to be held on or about October 5, 2019 from among all eligible entries received by Sponsor's representatives, whose decisions are final in all matters relating to this Sweepstakes. Winner may not substitute or transfer prize but Sponsor reserves the right to substitute prize with a prize of equal or greater value. Limit one (1) prize per person.

6. All prizes will be awarded (time permitting). Odds of winning depend on the number of eligible entries received. The potential winners will be notified by email, phone or text and will be required to respond to the notification within twenty-four (24) hours indicating whether he/she can accept the prize. If no response is received within the time allotted, an alternate potential winner will be randomly selected (time permitting). Any alternate potential winner selected will also be required to respond to the notification within twenty-four (24) hours. Potential winner may be required to complete, sign and return an affidavit of eligibility and liability and publicity release via email, fax or overnight mail within forty-eight (48) hours of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is at least twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. Winner's guests must be twenty-one (21) years of age or older as of the end date of the Sweepstakes Period and may be required to complete, sign and return an affidavit of eligibility and liability and publicity release via email, fax or overnight mail within forty-eight (48) hours of winner's prize acceptance. In the event of noncompliance within any of these time periods, prize will be forfeited and an alternate potential winner selected (time permitting). Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate winner (time permitting).

7. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries; advertising and promotion agencies, wholesale distributors, retail licensees, all other service agencies involved with the Sweepstakes and the NFL Entities (as defined below), and members of their immediate family (spouse, parent, child, sibling), are not eligible to enter or win. This Sweepstakes is void where prohibited by law and is subject to federal, state and local regulations. Taxes on prizes, if any, are solely the responsibility of the winners.

8. Acceptance of prize offered constitutes winner's permission for Sponsor, AB, and the NFL Entities (as defined below) to use such winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now

known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

9. Grand Prize (2 total): Winner and his/her nine (9) guests will receive the opportunity to participate in the "Bud Light Zone Flag Football Tournament" ("Tournament") scheduled to occur on October 19, 2019 in Cleveland, Ohio. In order to claim prize, additional waivers and/or releases of liability required by Sponsor any other applicable sanctioning body shall and be required prior to the Tournament as applicable. Participation as a player is physical in nature; winner and his/her guests must be able to engage in a moderate to high level of physical activity associated with playing multiple flag football games. Tournament date is subject to change. Transportation, accommodations, parking, meals, gratuities, and all other expenses not specified herein are solely the responsibility of the winner, and winner shall indemnify and hold the Released Parties harmless in all respects related thereto. If winner cannot accept the prize as specified, the prize will be forfeited and will be awarded to an alternate winner (time permitting). Total ARV of all prizes is \$500.00. Any difference between stated value and actual value will not be awarded.

If Sponsor or AB so elects, potential winner and his/her nine (9) guests may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by Sponsor or AB to help ensure that the potential winner and his/her six (6) guests will not bring the Released Parties into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Released Parties. If requested, the potential winner and guests agree to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be awarded to an alternate winner (time permitting).

10. 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"). The successors, heirs, and assigns of entrants and potential winners are subject to the terms of these Official Rules. By accepting a prize, subject to applicable law, winner (a) agrees that neither the Sponsor nor any of the Released Parties will have any liability whatsoever for and that winner shall release, waive and hold the Released Parties harmless against any liability for injuries, losses, damages, claims and actions 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 any prize, including without limitation, personal injuries, death and property damage, 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 Internet 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.

By participating in this Sweepstakes, as permitted by applicable law, participant (a) agrees to be bound by all the Official Rules of this Sweepstakes; and (b) irrevocably waives all claims against the National Football League, its member professional football clubs (including Cleveland Browns Football Company LLC), NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

11. For the names of the winners, send a self-addressed, stamped envelope to: Bud Light "Browns Flag Football Game" Sweepstakes Winner's List Request, c/o Bloc Mktg, 139 W. Short St., Suite 300, Lexington KY 40507 for receipt by January 6, 2019.

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