



## FREQUENTLY ASKED QUESTIONS

### **WHAT IS PICK 'EM?**

Pick 'Em is a season-long contest in which participants pick the winners of the Sunday and Monday night games each week, attempting to have the best record of each week and the entire season to win prizes—up to \$1,000,000 for a season-long record of 225 or more winning picks.

### **WHAT TIME DO THE BUD LIGHT® FOOTBALL FRENZY SWEEPSTAKES EARNING ACTIVITIES RESET AND BECOME AVAILABLE TO PLAY?**

The Bud Light® Football Frenzy Sweepstakes earning activities are reset at midnight, CT.

### **WHY DO I SEE MY SPOUSE'S ACCOUNT WHEN I LOG IN?**

When participants share a device, it is important that each completely logs out of the website using the LOGOUT link located in the dropdown menu of the top navigation bar. Closing a browser window is not the same as officially logging out and will yield different results.

### **WHY DO SOME OF THESE GAMES NOT WORK?**

Game functionality issues stem from an incompatibility with a device or browser. Most of the time, switching to Google Chrome as your browser will correct the problem. If the issue persists, please submit a ticket by using the HELP link located in the dropdown menu of the top navigation bar.

### **WHERE CAN I FIND MY DRAWING ENTRY BALANCE?**

You can view your current drawing entries at the top of any page on [budlightfootballfrenzy.com](http://budlightfootballfrenzy.com).

### **HOW CAN I FIND OUT WHICH OF MY EMAIL ADDRESSES IS BEING USED FOR THIS PROMOTION?**

Log into [budlightfootballfrenzy.com](http://budlightfootballfrenzy.com) and click the My Profile link, located in the dropdown menu of the top navigation bar, to view your profile details.

### **HOW DO I CHANGE MY EMAIL ADDRESS?**

You can submit a request to have your registered email address changed by clicking on the HELP link located in the dropdown menu of the top navigation bar.

### **HOW DO I CHANGE MY PASSWORD?**

You can change your password by clicking on MY PROFILE link, located in the dropdown menu of the top navigation bar, and entering your new password in the designated fields.

**BUD LIGHT® FOOTBALL FRENZY SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS INTENDED FOR VIEWING IN THE FIFTY (50) UNITED STATES AND DISTRICT OF COLUMBIA ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:**

The “Bud Light Football Frenzy Sweepstakes” (“Sweepstakes”) is open to legal residents of the fifty (50) United States and District of Columbia who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, and all other service or governmental agencies and their employees involved with the Sweepstakes, the NFL Entities (as defined below), and members of their immediate families (spouse, parent, child or sibling) are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

**2. SWEEPSTAKES PERIOD:**

Sweepstakes begins at 12:00:00 a.m. Central Daylight Time (“CDT”) on September 1, 2021 and ends at 11:59:59 p.m. Central Standard Time (“CST”) on February 13, 2022 (“Sweepstakes Period”). The Sweepstakes Period is divided into four (4) entry periods (each an “Entry Period”) as defined in the charts below. Administrator’s computer is the official time keeping device for this Sweepstakes.

<b>Entry Period</b>	<b>Start Date</b>	<b>Start Time</b>	<b>End Date</b>	<b>End Time</b>	<b>Drawing Date</b>
1	09/01/21	12:00:00 a.m. CDT	10/31/21	11:59:59 p.m. CDT	11/01/21
2	11/01/21	12:00:00 a.m. CDT	01/02/22	11:59:59 p.m. CST	01/03/22
3	01/03/22	12:00:00 a.m. CST	01/23/22	11:59:59 p.m. CST	01/24/22
4	01/24/22	12:00:00 a.m. CST	02/13/22	11:59:59 p.m. CST	02/14/22

**3. HOW TO ENTER:**

(a) Visit <https://budlightfootballfrenzy.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to play “Touchdown Trivia” (“Game”). You will

earn points for each trivia question you answer correctly. For each point you earn, you will receive one (1) entry into the random drawing for a chance to win a prize (“Entry”). If no points are earned, then you do not receive an entry in the Sweepstakes drawing. See Rule #5 for drawing details. See Rule #7 for prize details. Participants can play the Game one (1) time per day. A “day” is defined at a twenty-four (24) hour period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time) and ending on the same day at 11:59:59 p.m. (CDT or CST, depending on date/time).

(b) Visit <https://budlightfootballfrenzy.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to play “Field Goal Hero” (“also a “Game”). Score as many points as you can and, for each point earned, you will receive one (1) entry into the random drawing for a chance to win a prize (also an “Entry”). If no points are earned, then you do not receive an entry in the sweepstakes drawing. See Rule #5 for drawing details. See Rule #7 for prize details. Participants can play the Game one (1) time per day. A “day” is defined at a twenty-four (24) hour period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time) and ending on the same day at 11:59:59 p.m. (CDT or CST, depending on date/time).

(c) Visit <https://budlightfootballfrenzy.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to play “You Make the Call” (also a “Game”) where you can make predictions on specific statistical outcomes from a featured game played on the following Thursday, Sunday, or Monday. Beginning on Tuesday, September 7, 2021 at 12:00:00 a.m. CDT and through Saturday, January 8, 2022, participants can earn points for correctly predicting the outcome from the featured game played on the following Thursday, Sunday, or Monday. For each point you earn, you will receive one (1) entry into the random drawing for a chance to win a prize (also an “Entry”). If no points are earned, then you do not receive an entry in the sweepstakes drawing. See Rule #5 for drawing details. See Rule #7 for prize details. Participants can play the Game one (1) time per week. A “week” is defined as a seven (7) day period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time) on a Tuesday and ending at 11:59:59 p.m. (CDT or CST, depending on date/time) on the following Monday.

(d) Visit <https://budlightfootballfrenzy.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to play “Gridiron Grab” (also a “Game”) and score as many points as you can. For each point you earn, you will receive one (1) entry into the random drawing for a chance to win a prize (also an “Entry”). If no points are earned, then you do not receive an entry in the sweepstakes drawing. See Rule #5 for drawing details. See Rule #7 for prize details. Participants can play the Game one (1) time per day. A “day” is defined at a twenty-four (24) hour period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time) and ending on the same day at 11:59:59 p.m. (CDT or CST, depending on date/time).

(e) Visit <https://budlightfootballfrenzy.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to play “Logo Jumble” (also a “Game”). You will earn points for correctly piecing the puzzle together. For each point you earn, you will receive one (1) entry into the random drawing for a chance to win a prize (also an “Entry”). If no points are earned, then you do not receive an entry in the sweepstakes drawing. See Rule #5 for drawing details. See Rule #7 for prize details. Participants can play the Game one (1) time per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time) and ending on the same day at 11:59:59 p.m. (CDT or CST, depending on date/time).

(f) Visit <https://budlightfootballfrenzy.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to play “Weekly Pick’em Cards.”

Beginning on Tuesday, September 7, 2021 at 12:00:00 a.m. EDT and through Saturday, January 8, 2022, participants can make Weekly Picks online at <https://budlightfootballfrenzy.com>. For each week you submit a pick, you will receive five thousand (5000) drawing entries (each an “Entry”) into the random drawing for a chance to win a prize. If no picks are submitted, then you do not receive five thousand (5000) entries in the sweepstakes drawing. Participants can make their picks one (1) time per week. A “week” is defined as the five (5) day period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time) on a Tuesday and ending at 11:59:59 p.m. (CDT or CST, depending on date/time) on the following Saturday.

The Pick ‘Em cards include regular season football games that are played Sundays and Mondays from September 12, 2021 through January 9, 2022. The NFL uses “Flex Scheduling” in the latter part of the season. This can cause some games that were originally scheduled for Sunday to be played on alternate days. If a game that was originally scheduled for a Sunday is moved to an alternate date, it still counts as a Sunday/Monday Game for Pick’em Cards. In the case of a “Flex Schedule” game change, we reserve the right to close the Pick’Em card submission dates as needed.

The Season Long Leaderboard, determined on January 10, 2022, will award the top ten (10) participants who selected the most winning teams over the entire regular season 100,000 drawing entries (each an “Entry”) into the random drawing for a chance to win a prize. In the event of an end of season Leaderboard tie, the participant who submitted their first Pick’Em Card of the season earliest will be the winner.

(g) Visit <https://budlightfootballfrenzy.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to “Invite a Friend” (also a “Game”) who is twenty-one (21) years of age or older as of the start date of the Sweepstakes Period. You will earn ten thousand (10,000) bonus drawing entries (each an “Entry”) into the random drawing for a chance to win a prize for every friend who is twenty-one (21) years of age or older as of the start date of the Sweepstakes Period who registers for

the Bud Light Football Frenzy promotion. See Rule #5 for drawing details. See Rule #7 for prize details. There is no limit to the number of friends you may invite nor to the number who may register.

(h) Visit <https://budlightfootballfrenzy.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to “Take a Selfie” (also a “Game”). You will earn one thousand (1,000) bonus drawing entries (each an “Entry”) into the random drawing for a chance to win a prize. See Rule No. 5 for drawing details. See Rule No. 7 for prize details. Participants can “Take a Selfie” one (1) time per day. A “day” is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time) and ending on the same day at 11:59:59 p.m. (CDT or CST, depending on date/time).

For all Entries: All Entries must be received and recorded during the Sweepstakes Period. No other forms of entry are valid.

If entering with a mobile phone or other web-enabled device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

#### **4. MY COOLER REWARDS PROGRAM:**

Residents of the United States and the District of Columbia (excluding residents of California and Texas) will have the opportunity to earn My Cooler Rewards points. Participants will earn fifty (50) My Cooler Rewards points for each Game played in connection with this Sweepstakes. Once a participant earns one thousand five hundred (1,500) points, the participant must transfer their points to their My Cooler Rewards account in order to earn additional points in connection with this Sweepstakes. A maximum of one thousand five hundred (1,500) My Cooler points may be earned during any seven (7) day period. There is no purchase required to register for “My Cooler Rewards” or to earn “My Cooler Rewards” points. See “Terms and Conditions” at [www.mycooler.com](http://www.mycooler.com) for details.

For all My Cooler Rewards Members Points:

1. Participants will earn fifty (50) My Cooler Rewards points for each Game played, with a maximum of one thousand five hundred (1,500) points earned during a seven (7) day period.

2. When a participant earns one thousand five hundred (1,500) points, the site will notify them that they can transfer their points to their My Cooler Rewards account as directed on the Website. Additional points cannot be earned until all points are transferred.

3. When the participant transfers their points as directed on the Website, a new browser window opens to My Cooler Rewards wherein the participant can register for a My Cooler Rewards account or sign into their existing My Cooler Rewards account and receive their My Cooler Rewards points.

4. At the same time, participant's My Cooler points bucket on the promo sites is reset back to zero (0) and they can begin earning points again

5. The process repeats for every one thousand five hundred (1,500) points earned – no more and no less than one thousand five hundred (1,500) points transferred each time.

**5. SWEEPSTAKES DRAWING:**

One (1) potential winner will be selected in a random drawing to be held on or about each Drawing Date as defined in Rule No. 2 from among all eligible Entries received for the applicable Entry Period. Non-winning Entries from Entry Period No. 1 will carry forward to the Entry Period No. 2 drawing. Non-winning Entries from Entry Period No. 2 will carry forward to the Entry Period No. 3 drawing. Non-winning Entries from Entry Period No. 3 will carry forward to the Entry Period No. 4 drawing. All drawings will be conducted by Administrator whose decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received during the corresponding Entry Period.

**6. WINNER NOTIFICATION:**

All prizes will be awarded. Potential winners will be notified by email or phone call and will be required to respond to the notification within twenty-four (24) hours indicating whether he/she can accept the prize. If a potential winner does not respond to the notification within the twenty-four (24) hour time period, prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Entry Period 1, Entry Period 2 and Entry Period 3 potential winners will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor's representative within forth-eight (48) hours of prize acceptance. Entry Period 4 potential winner may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Sponsor's representative within forth-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 twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, then the potential winner will be disqualified and an alternate potential winner will be randomly selected.

In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate potential winner will be randomly selected. 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 potential winner.

Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

## **7. PRIZE DETAILS:**

Entry Period 1: (1 total; see Rule #2; see Rule #4): Winner will receive one (1) "Portable Fan Cave" consisting of one (1) cabbage case, one (1) 40" TV (installation of TV is the responsibility of the winner), one (1) sound bar with built-in subwoofers and Bluetooth, external wiring for a satellite receiver, one (1) surge protector, one (1) coax cable and one (1) DVD player. Approximate Retail Value ("ARV") is \$3,500.00.

Entry Period 2: (1 total; see Rule #2; see Rule #4): Winner will receive one (1) "Portable Fan Cave" consisting of one (1) cabbage case, one (1) 40" TV (installation of TV is the responsibility of the winner), one (1) sound bar with built-in subwoofers and Bluetooth, external wiring for a satellite receiver, one (1) surge protector, one (1) coax cable and one (1) DVD player. ARV is \$3,500.00.

Entry Period 3: (1 total; see Rule #2; see Rule #4): Winner will receive one (1) "Portable Fan Cave" consisting of one (1) cabbage case, one (1) 40" TV (installation of TV is the responsibility of the winner), one (1) sound bar with built-in subwoofers and Bluetooth, external wiring for a satellite receiver, one (1) surge protector, one (1) coax cable and one (1) DVD player. ARV is \$3,500.00.

Entry Period 4 (1 total; see Rule #2; see Rule #4): Winner will receive one (1) \$100.00 pre-paid card. Terms and Conditions received with pre-paid card apply. ARV is \$100.00.

### **For all prizes:**

If winner cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner. Total ARV of all prizes is \$10,600.00. Any difference between stated value and actual value will not be awarded.

Limit one (1) prize per person. Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize or any portion thereof cannot be awarded for any reason, Sponsor reserves the

right to substitute prize with another prize of equal or greater value. Prize winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

If Sponsor so elects, potential winner 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 the Sponsor to help ensure that potential winner will not bring the Sponsor or the NFL Entities (as defined below) into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor or the NFL Entities (as defined below). If requested, potential winner agrees 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.

**8. PUBLICITY:**

Acceptance of prize offered constitutes permission for Sponsor and the NFL Entities (as defined below) to use 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. RELEASE:**

By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC, and Administrator and the NFL Entities (as defined below) harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize, including without limitation, personal injuries, death and property damage.

**10. GENERAL CONDITIONS:**

Anheuser-Busch, LLC, Administrator, the NFL Entities (as defined below) and each of their respective affiliates, subsidiaries, 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 or Administrator, 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 assumes 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 or Administrator'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 and Administrator reserve the right at their 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 Anheuser-Busch, LLC and will not be returned. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR ADMINISTRATOR'S NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

**11. DISPUTE RESOLUTION:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

**12. PRIVACY POLICY:**

See Sponsor's privacy policy located at <https://www.budlight.com/en/privacy-policy.html> (also a "Website") for details regarding the use of personal information

collected in connection with this Sweepstakes. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly-available winner's list.

**13. SPONSOR:**

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

**14. ADMINISTRATOR:**

Rio Creative, 16630 Old Chesterfield Road, Chesterfield, MO 63017

**15. WINNER'S LIST:**

For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Bud Light Football Frenzy Sweepstakes Winners List Request, 16630 Old Chesterfield Road, Chesterfield, MO 63017, for receipt by March 24, 2022.

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Participant irrevocably waives all claims against the National Football League, its member professional football clubs, 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.

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**BUD LIGHT® FOOTBALL FRENZY CHALLENGE CONTEST  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE CONTEST IS INTENDED FOR VIEWING IN THE FIFTY (50) UNITED STATES AND DISTRICT OF COLUMBIA ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:**

The “Bud Light Football Frenzy Challenge Contest” (“Contest”) is open to legal residents of the fifty (50) United States and District of Columbia who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, its affiliates and subsidiaries, advertising and Contest agencies, wholesale distributors, retail licensees, and all other service or governmental agencies and their employees involved with the Contest, and members of their immediate family (spouse, parent, child or sibling) are not eligible to enter or win. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions which are final and binding in all matters related to this Contest. Winning the prize is contingent upon fulfilling all requirements as set forth herein.

**2. CONTEST PERIOD:**

Contest begins at 12:00:00 a.m. Central Daylight Time on September 1, 2021 and ends at 11:59:59 p.m. Central Standard Time on January 8, 2022 (“Contest Period”). Sponsor’s computer is the official time keeping device for this Contest.

**3. HOW TO PARTICIPATE:**

Internet: Visit <https://budlightfootballfrenzy.com> (“Website”) and follow the online instructions to complete and submit your registration. Once you have submitted your registration, follow the online instructions to play “Weekly Pick’em Cards” (“Game”). Beginning on Tuesday, September 7, 2021 at 12:00:00 a.m. EDT and through Saturday, January 8, 2022, participants can make Weekly Picks online at <https://budlightfootballfrenzy.com>. Participants can play the Game one (1) time per week. A “week” is defined as a five (5) day period beginning at 12:00:00 a.m. (CDT or CST, depending on date/time) on a Tuesday and ending at 11:59:59 p.m. (CDT or CST, depending on date/time) on the following Saturday.

The Pick ‘Em cards include regular season football games that are played Sundays and Mondays from September 12, 2021 through January 9, 2022. The NFL uses “Flex Scheduling” in the latter part of the season. This can cause some games that

were originally scheduled for Sunday to be played on alternate days. If a game that was originally scheduled for a Sunday is moved to an alternate date, it still counts as a Sunday Game for Pick'em Cards. In the case of a "Flex Schedule" game change, we reserve the right to close the Pick'Em card submission dates as needed.

If entering with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

#### **4. HOW TO WIN:**

To be eligible to win the one-million-dollar cash prize, a participant must make 225 or more correct picks during the regular season.

See Rule #6 for prize details.

If, for any reason including Acts of God, acts of terrorism, civil disturbances, work stoppage, COVID-19 or any other natural disaster outside of Sponsor's control that may cause the cancellation of any of the two hundred and seven-two (272) regular season NFL football games, then Sponsor reserves the right at its sole discretion to terminate the Contest.

#### **5. WINNER NOTIFICATION:**

Potential winner(s) will be notified via e-mail or phone call and will be required to respond to the notification within seven (7) days indicating whether he/she can accept the prize. If a potential winner does not respond to the notification within the seven (7) day period, the prize will not be awarded.

Potential winner(s) will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor 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 twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Contest. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, then the potential winner will be disqualified and will not win a prize.

In the event of noncompliance within any stated time period, the prize will be forfeited and no prize will be awarded. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the prize will not be awarded at Sponsor's sole discretion.

Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's

email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

## **6. PRIZE DETAILS:**

There is a maximum of one (1) prize of \$1,000,000 cash available. In the case of two or more players picking 225+ correct picks and meeting all eligibility requirements, the \$1,000,000 prize will be split equally among all winners, across all entities and contests participating in the insurance pool.

If winner cannot accept prize as specified, prize will be forfeited and will not be awarded. Any difference between stated value and actual value will not be awarded.

Prize is non-transferable. If prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

If Sponsor so elects, potential winner 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 the Sponsor to help ensure that the potential winner will not bring Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor. If requested, potential winner agrees 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 no prize will be awarded.

## **7. LIMITATIONS OF LIABILITY AND RELEASE:**

Anheuser-Busch, LLC and each of their affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, 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 Contest 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 Sponsor'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 users, tampering, hacking, or by any of the programming or equipment associated with or used in this Contest, and assumes 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 entrants or any other person's computer or property related to or resulting from participating in this Contest. Should any portion of Contest 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 Contest, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest, and determine the Winner from valid, non-suspect Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding Entries received from multiple users having the same Twitter account, the authorized subscriber of the Twitter account used to enter will be deemed to be the entrant and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the Twitter account by the organization responsible for assigning the Twitter account. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR ADMINISTRATOR'S NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

Entrants agree (a) that Sponsor and its parent, subsidiary and affiliated companies, and advertising and Contest agencies, and their respective officers, directors, employees, wholesale distributors, representatives and agents, will have no liability whatsoever for, and are released and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, to persons, including death, or property, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest or in any Contest-related activity, and (b) Winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor (and agrees to confirm such agreement in writing) and those acting pursuant to its authority to use his/her name, submitted biography, voice and/or likeness and prize information, and/or Entry (and assign the Entry, which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor) for advertising, trade and Contest purposes without further compensation, at any times or time, in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval.

#### **8. PUBLICITY AND COPYRIGHT LICENSE:**

You grant Sponsor an exclusive, worldwide, perpetual, irrevocable, unrestricted, royalty-free, sub-licensable and transferrable right and license to exploit your Entry

(including, without limitation, your name and likeness and the names and likenesses of any and all persons in the Entry, and any intellectual property rights [e.g. copyright, trademark, etc.] contained in the Entry) in any media now or hereafter known, without any payment or other consideration of any kind, or permission or notification, to you or any third party, for any purpose, including, without limitation, your Entry and any person's property (physical, personal, intellectual property rights, and indicia) contained therein. The foregoing grant includes, without limitation, the right to reproduce, display, distribute, publicly perform, create derivative works of, alter, amend, broadcast, edit, publish, use, merchandise, license, sublicense, and adapt the Entry in any and all media now or hereafter known, throughout the world, for any purpose, whether commercial in nature or otherwise, including in contexts and circumstances that result in your Entry being associated with a particular Sponsor or Sponsors. Accordingly, you hereby waive any objection to, such use including without limitation, distribution, reproduction, creation of derivative works of, public performance, or display of your Entry, and any claim for compensation whatsoever in connection therewith. Such waiver shall include any claim for infringement of any so-called "Moral Right," "Droit Moral" or similar right or interest.

**9. DISPUTE RESOLUTION:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Contest, or any claim or dispute that has arisen or may arise between you and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

**10. PRIVACY POLICY:**

See Sponsor's privacy policy located at <https://www.budlight.com/en/privacy-policy.html> ("Website") for details regarding the use of personal information collected in connection with this Contest. If you are verified as the prize winner, your first name, last initial, city and state will be included in a publicly-available winner's list.

**11. WINNER'S LIST:**

For the names of the winners, hand-print your name and complete address on a 3" x 5" card and mail to: Bud Light Football Frenzy Contest Winners List Request, 16630 Old Chesterfield Road, Chesterfield, MO 63017, for receipt by March 24, 2022.

**12. SPONSOR:**

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.