

**Skies to your Seat presented by SeatGeek Sweepstakes (“Sweepstakes”)  
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** OPEN ONLY TO LEGAL RESIDENTS OF TEXAS 18 YEARS OF AGE OR OLDER WHO RESIDE WITHIN FIFTY (50) MILES OF AT&T STADIUM LOCATED AT 1 AT&T WAY IN IN ARLINGTON, TEXAS. VOID OUTSIDE OF THE AREA SPECIFIED ABOVE AND WHERE PROHIBITED. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, of SeatGeek, Inc. (“Sponsor”), The Event Group (“Administrator”), Pro Silver Star, Ltd., Genesco Sports Enterprises and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor/Administrator, which are binding and final on matters relating to this Sweepstakes. Sweepstakes is subject to all applicable federal, state and local laws.

**SWEEPSTAKES PERIOD:** Sweepstakes begins on November 18, 2022 at 6:00pm Central Time (“CT”) and ends on December 10, 2022 at 4:00pm CT (the “Sweepstakes Period”).

**HOW TO ENTER:** During the Sweepstakes Period, there are three (3) ways to enter;

1. Rally Days presented by SeatGeek: Visit the SeatGeek activation booth at a Rally Days presented by SeatGeek event, located outside of AT&T Stadium between 10:00am and 4:00pm on December 10, 2022. Then, follow the instructions at the booth to complete and submit an entry form to receive one (1) entry.

2. Online: Visit [skiestoseat.com](http://skiestoseat.com) and follow the instructions to complete and submit an online entry form to receive one (1) entry. Online entries must be received by December 10, 2022 at 4:00pm CT to be considered for entry.

3. Mail-In: To receive one (1) entry without attending a Rally Days presented by SeatGeek event, handprint your name, address, city, state, ZIP code, e-mail address, and daytime phone number (including area code) on a 3”x5” card, and mail in a business-size #10 envelope with proper postage affixed to: Skies to your Seat presented by SeatGeek Sweepstakes, Genesco Sports, ATTN: Becca Clare, 5944 Luther Lane, Suite 500, Dallas, TX 75225. Each Mail-In entry will receive one (1) entry into the Sweepstakes. All Mail-In entries must be postmarked by December 5, 2022 and received by December 8, 2022 to be considered for entry. Each entry must be mailed separately. No typed, computer printed, mechanically reproduced, photocopied, illegible, or incomplete entries will be accepted, and all such entries will be void.

Limit one (1) entry per person for the duration of the Sweepstakes Period, regardless of method of entry. Entries received from any person in excess of the stated limitation will be void. Entries generated by mechanical means and entries by any means which subvert the entry process are void. All entries become the property of Sponsor/Administrator and will not be acknowledged or returned.

**RANDOM DRAWING:** One (1) potential Grand Prize winner will be selected in a random drawing on or about December 10, 2022 at 5:00 pm CT from among all eligible entries received throughout the Sweepstakes Period. Rally Days presented by SeatGeek entry, Online entry, or Mail-In entry,

regardless of the submission method, will have an equal chance of winning. The odds of being selected depend on the number of eligible entries received throughout the Sweepstakes Period.

**WINNER NOTIFICATION:** Sponsor's decisions are final and binding on all matters relating to this Sweepstakes. Potential winner will be notified at the telephone number provided on their entry form. If the potential winner does not answer his/her phone (or is otherwise unavailable during initial contact attempt), no message will be left and no further attempt to contact such individual will be made and that individual will be disqualified and an alternate potential winner may be chosen, time permitting and at Sponsor's sole discretion. Potential winner will be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within one (1) day of date of issuance. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, Sponsor is unable to contact the potential winner or the potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner may be selected.

**GRAND PRIZE (1):** Winner will receive round-trip executive car service on December 11, 2022 for winner and up to three (3) guests from winner's residential address within fifty (50) miles of AT&T Stadium to Dallas Love Field Airport, a private helicopter ride for winner and guest(s) to AT&T Stadium, four (4) Club Level tickets to the Dallas Cowboys home football game against the Houston Texans scheduled on December 11, 2022, four (4) pre-game field passes, two (2) \$500 Visa gift cards which may be used for food, beverages and merchandise at the game, a private meet and greet with a Dallas Cowboys Legend, and a Dallas Cowboys merchandise gift bag. Approximate Retail Value ("ARV") of the Grand Prize: \$15,460.

**PRIZE CONDITIONS:** Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Helicopter ride will be subject to certain terms and conditions as specified thereon. Winner and guests must comply with all helicopter and venue rules and regulations. Failure to do so may result in forfeiture of prize. Exact seat location and Dallas Cowboys Legend for meet and greet to be determined by Pro Silver Star, Ltd., in their sole discretion. In the event Sponsor is unable to provide winners with helicopter ride due to inclement weather or any other reason as determined by Sponsor/Administrator in their sole discretion, Sponsor reserves the right to substitute prize with one of comparable or greater value and Sponsor will have no further obligation to winners. Guests must be of legal age of majority in his/her jurisdiction of residence (and at least 18), unless a child or legal ward of winner and must sign a liability/publicity release prior to helicopter ride. If a guest is a child or legal ward of a winner, winner must sign and return release on behalf of such child or legal ward. Winner may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize with one of comparable or greater value. Winner is responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion.

**GENERAL CONDITIONS:** Released Parties (as defined below) are not responsible for lost, late, incomplete, stolen, inaccurate, misdirected, illegible, damaged, delayed, incorrect, or undelivered entries or for lost or stolen entry boxes; or other errors of any kind whether human, printing, typographical, or otherwise relating to or in connection with this Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of entries, the cancellation or postponement of any helicopter ride, the announcement of the prize, or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused any equipment or programming associated with or utilized in the Sweepstakes or otherwise. Persons who tamper with or abuse any aspect of the Sweepstakes or who are otherwise in violation of these Official Rules, as solely

determined by Sponsor/Administrator, will be disqualified and all associated entries will be void. Should any portion of the Sweepstakes be unable to run as planned for any reason, including if, in Sponsor's/Administrator's sole opinion, the Sweepstakes is compromised by non-authorized human intervention or other causes which, in the sole opinion of the Sponsor/Administrator, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor/Administrator reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, select the potential winner from all eligible, non-suspect entries received prior to action taken. Entrants, by participating, agree that Sponsor, Administrator, Pro Silver Star, Ltd., Dallas Cowboys Football Club, Ltd., NFL Entities (as defined below), Cowboys Stadium, LP, Dallas Cowboys Merchandising, Ltd., Dallas Cowboys Pro Shops, LP, Genesco Sports Enterprises and their respective parents, affiliates, subsidiaries, prize suppliers, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of a prize or participation in this Sweepstakes (including participation in helicopter ride and any travel/activity related thereto). By acceptance of the prize, except where legally prohibited, winners grant permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide, and on the Internet and world wide web, in perpetuity, without notice or review or approval.

**ARBITRATION:** Except where prohibited by law, as a condition of participating in this Sweepstakes, participant agrees that (1) any and all disputes and causes of action arising out of or connected with this Sweepstakes, or prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the participant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.

**CHOICE OF LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Texas, USA.

**WINNER'S NAME:** For the name of the winner (available after December 12, 2022), send a self-addressed stamped envelope to: Skies to your Seat presented by SeatGeek Sweepstakes Winner, The Event Group, 19 Grady Court, Coldwater, MI 49036, for receipt no later than January 12, 2023.

**SPONSOR:** SeatGeek, Inc., 902 Broadway, 10<sup>th</sup> Floor, New York, NY 10010.

**ADMINISTRATOR:** The Event Group, 19 Grady Court, Coldwater, MI 49036.

**NFL ENTITIES:** 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”) will have no liability or responsibility for any claim arising in connection with participation in this Promotion or any prize awarded. The NFL Entities have not offered or sponsored this Promotion in any way.