

## OFFICIAL RULES

### SEASON TICKET HOLDER HALLOWEEN COSTUME CONTEST

#### NO PURCHASE NECESSARY. VOID WHERE PROHIBITED BY LAW.

**To Enter:** To be eligible, entrant (“**Entrant**”) must provide the sponsor of this Season Ticket Holder Costume Contest (the “**Promotion**”), Blue Star Operations Services, LLC. (each a “**Sponsor**” and collectively referred to as the “**Sponsors**”), with its full name, email address, phone number, zip code and date of birth, or other entry information as requested. Sponsor will not be responsible for entries lost, delayed, incomplete or misdirected. Entries will become the sole property of Sponsor and by entering, Entrant expressly consents to adding his/her information to receive future promotional offers, and using Entrant’s information for advertising, publicity or any other purposes whatsoever, as determined by Sponsor in their sole discretion, without compensation and with or without attribution to Entrant, as Sponsor in their sole discretion.

#### **METHODS OF ENTRY:**

- A. **Online Entry:** Entrant may click link provided and follow the directions for registering. Entrants are invited to submit a photograph of their 2021 Halloween costume.

**ENTRY LIMIT AND REQUIREMENTS:** By submitting an Online Entry (“**Entry**”), each Entrant attests that he/she/it has made all those depicted in the Entry (or parent/legal guardian for any person depicted is a minor) aware that he/she/it is submitting an Entry containing their likeness in the Promotion, and have agreed that Entrant may submit such Entry. Entrant further agrees that he/she/it personally knows each person depicted in the Entry. Each Entrant grants to Sponsor a worldwide, royalty-free, perpetual, non-exclusive right and license to copy, distribute, and display each submitted Entry, in any media, worldwide, with right to use, copy, modify, edit, and create derivative works there from, and agrees to execute documents confirming such right and license at Sponsor’s reasonable request. Any Entry or portion thereof that is, in the Sponsor’s sole discretion, obscene, inappropriate, profane, lewd, defamatory, or that contains nudity, acts of violence or acts that appear to cause harm or are illegal or dangerous or that may infringe any copyright, including rights to trademarks, and logos (other than Sponsor’s), will not be considered, and will disqualify the Entrant. Entrant is solely responsible for ensuring that any material or information he/she/it submits in an Entry, including but not limited to any text and photographs do not violate the copyright, trademark, trade secret, or any other personal or proprietary rights of any third party or is posted with the permission of the owner(s) of such rights (such as visible logos, drawings, cartoons, phrases, trademarks, or other materials which are not the property of Sponsor or the Entrant). Entry must be submitted in accordance with the applicable Dallas Cowboys Season Ticket Holder Website Terms of Service. Entrant agrees that Sponsor is entitled to use at its own discretion the Entry in any manner it deems fit.

**Eligibility:** Promotion is open to legal residents of the 50 United States and District of Columbia. Must be i) 18 years of age or older; and ii) a current Dallas Cowboys season ticket holder, in good standing as of October 1, 2021. Entrant is not eligible if he/she is an employee of Sponsor, or a member of the immediate family (defined as parents, children, siblings or spouse, regardless of where they reside) or household of any of the above persons. By entering, Entrant agrees to abide by these rules and all decisions of Sponsor, which are final in all matters relating to this Promotion.

**Entry Period:** The Promotion begins at or about 12:00 PM Central Standard Time (“**CST**”) on October 29, 2021 and ends at 11:59:59 PM CST on November 1, 2021 (“**Entry Period**”). The Sponsor’s computer is the Promotion’s official clock.

**Grand Prize:** The “Grand Prize” shall consist of posting the Entry to the Dallas Cowboys Season Ticket Holder Website. Sponsor reserves the right to post as many winning Entries as it elects in its sole discretion. Approximate retail value (“ARV”) of (\$0). Sponsor reserves the right to substitute any portion of the Grand Prize for one of equal or greater value. Winner(s) (as defined below) may not request Grand Prize substitution. By accepting the Grand Prize, the Winner agrees that Sponsor and its designees may use his/her name, voice, photograph, likeness, address (city and state), biographical information, Grand Prize information and/or statements about this Promotion for advertising and publicity purposes in all media worldwide at the discretion of the Sponsor without limitation, further compensation or notice. Federal, state, and local taxes on Grand Prize and any expenses relating to the acceptance of and use of Grand Prize not specified herein are the responsibility of Winner. ARV is as of the time the rules were printed and the value of a Grand Prize may fluctuate. A Winner is not entitled to any difference between the ARV and the actual value of the Grand Prize at the time the Grand Prize is awarded.

**JUDGING/NOTIFICATION OF WINNER:** All eligible Entries will be judged by Sponsor staff beginning on or about November 1, 2021 Sponsor will post the winning Entries to the Dallas Cowboys Season Ticket Holder Website. All eligible Entries will be judged on the following criteria:

- Creativity featured in the photograph - 50%
- Halloween theme displayed in the photograph - 50%

The odds of being selected as a Winner depend on the number of eligible entries received during the Entry Period. An Entrant is not a Winner of any Prize unless and until Entrant’s eligibility and Entry has been verified (“Winner”). A Grand Prize Winner may be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within the time period specified, at the Sponsor’s sole and absolute discretion. Sponsor reserves the right to conduct a background check on any potential Grand Prize Winner and reserves the right in its sole discretion to disqualify any person based on such background check if Sponsor determines in its sole discretion that awarding the Grand Prize to such potential Grand Prize Winner might reflect negatively on Sponsor or any of the Released Parties.

**Disclaimer:** Each Entrant in this Promotion agrees to release and hold harmless each Sponsor, NFL Entities (as defined below), and each of the foregoing entities’ directors, officers, subsidiaries, affiliates, owners, joint venturers, partners, parent companies, divisions, related entities, employees, agents and representatives, successors and assigns, and all others associated with the development and execution of this Promotion, including without limitation, any prize providers (the “**Released Parties**”), from and against all claims, including but not limited to mechanical errors and other errors, inaccurate, fraudulent, incomplete, late, lost, misdirected entries; or any delays in delivery of Grand Prize; or bodily injuries, death, losses or damages of any kind, without limitation, that may arise from or in connection with Entrant’s participation in this Promotion or acceptance, possession or use of the Grand Prize, or participation in Grand Prize-related activities. By participating in this Promotion, Entrant agrees and acknowledges to be bound by these official rules, all Sponsor-related terms and conditions, as well as the decisions of Sponsor which are final and binding in all respects; to waive any rights to claim ambiguity with the official rules.

**Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by any Entrant, technical errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or

the processing of Entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Promotion or receipt or use or misuse of any Prize. If for any reason an Entrant's Entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Entry, if possible.

**Applicable Law:** This Promotion and these official rules shall be construed and governed in accordance with the laws of the State of Texas. As a condition to participating in this Promotion, each Entrant agrees that any and all disputes that cannot be resolved between the parties, and all causes of action arising out of or in connection with this Promotion will be resolved individually, without resort to any form of class action, exclusively before a court located in the State of Texas. The Entrant and Sponsor hereby waive any and all right to trial by jury. If any provision of these official rules are declared or found by a court of competent jurisdiction to be illegal, unenforceable or void, then such provision will be null and void but each other provision hereof not so affected will be enforced to the full extent permitted by applicable law. All federal, state and local laws and regulations apply.

**General:** If, for any reason the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor, which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, Sponsor reserves the right at its sole discretion to cancel, suspend or modify this Promotion, in whole or in part without notice. Promotion is subject to all applicable laws. Income and other taxes or tariffs, if any, are the sole responsibility of the Winner. Other restrictions may apply. All rights reserved.

**Winners List:** For a list of Winners, available after November 1, 2021, send a self-addressed stamped envelope to: Season Ticket Holder Halloween Costume Contest, One Cowboys Way, Suite 100, Frisco, TX 75034. Requests must be received by November 5, 2021. VT residents may omit return postage.

**Sponsor:** Blue Star Operations Services, LLC One Cowboys Way, Frisco, Texas 75034.

**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.