

OFFICIAL RULES
GAME TICKET GIVEAWAY

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED BY LAW.

To Enter: To be eligible, entrant (“**Entrant**”) must provide the sponsor of this Game Ticket Giveaway (the “**Promotion**”), SeatGeek Inc. (“**Sponsor**”) and Pro Silver Star, Ltd. (“**Administrator**”), with its full name, email address, phone number, zip code and date of birth. Unlimited entries per person per day. Neither Sponsor nor Administrator will 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 and/or Administrator in their sole discretion, without compensation and with or without attribution to Entrant, as Sponsor or Administrator in their sole discretion, without compensation and with or without attribution to Entrant, as Sponsor or Administrator elects.

METHODS OF ENTRY:

- A. **Instagram Entry:** To enter via Instagram, Entrant must be a registered user on Instagram, must follow the following accounts:

@dallascowboys (www.instagram.com/dallascowboys),

@attstadium (www.instagram.com/attstadium),

@seatgeek (www.instagram.com/seatgeek),

and during the Entry Period Entrant must have a public account. Entrant must “like” the post associated with the Game Ticket Giveaway, tag one (1) friend, each tag is an entry (“**Instagram Entry**”).

- B. **Mail-In Entry:** Entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY) on a 3½”x5” card (“**Mail-In Entry**”) and mail in an envelope with proper postage affixed to:, Attention: Dallas Cowboys – Game Ticket Giveaway, Attention: Corporate Partnerships – Marketing Representative, One Cowboys Way, Suite 100, Frisco, TX 75034. Valid Mail-In Entries received remain eligible during the Entry Period.

ENTRY LIMIT AND REQUIREMENTS: Instagram Entry or Mail-In Entry, (each an “Entry”), regardless of the submission method, will have an equal chance of winning. Regardless of the method of entry, there is unlimited entries per person, per day, during the Entry Period. A “day” is defined as starting at 12:00 AM (midnight) CST and ending at 11:59:59 PM CST on a calendar day during the Entry Period, except on January 10, 2024, when a day is defined as starting at 12:00 PM CST and ending at 11:59:59 PM CST. Sponsor will not be responsible for entries lost, delayed, incomplete or misdirected. By submitting an Entry, each Entrant attests that Entrant has made all those tagged in the Entry aware that Entrant is submitting an Entry. Entry must be posted in accordance with the applicable Instagram 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 Texas. Must be 18 years of age or older at the time of entry. Entrant is not eligible if he/she is an employee of Sponsor, Administrator 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 and Administrator, 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 January 10, 2024 and ends at 11:59:59 PM CST on January 12, 2024 (“**Entry Period**”). The Administrator’s computer is the Promotion’s official clock.

Grand Prize: There will be at least one (1) grand prize package (the “**Grand Prize**”) consisting of (i) two(2) tickets to the home Playoff game of the Dallas Cowboys vs. Green Bay at AT&T stadium on January 14, 2024; (ii) one (1) parking pass for the Playoff game of the Dallas Cowboys vs. Green Bay at AT&T stadium on January 14, 2024; and (iii) two(2) tickets to the Rally Day on January 13, 2024. Approximate a retail value (“**ARV**”) of Six Hundred Fifteen US Dollars (\$615 USD). Grand Prize collectively (“**Prize(s)**”). Sponsor reserves the right to substitute any portion of the Prizes for one of equal or greater value. Winner(s) (as defined below) may not request Prize substitution. Prizes are non-transferable and may not be claimed or used by any person other than the Winner. By accepting the Prize, the Winner agrees that Sponsor, Administrator and/or their designees may use his/her name, voice, photograph, likeness, address (city and state), biographical information, Prize information and/or statements about this Promotion for advertising and publicity purposes in all media worldwide at the discretion of the Sponsor or Administrator without limitation, further compensation or notice. Any portion of Prizes not accepted by Winner will be forfeited. Federal, state, and local taxes on Prizes and any expenses relating to the acceptance of and use of Prizes not specified herein are the responsibility of Winner. For the avoidance of doubt, travel, transportation, parking, lodging, meals, and any and all other costs or expenses not expressly set forth in these Official Rules are not included in the Grand Prize. Winner agrees that acceptance of the Prize is done so entirely upon their own initiative, risk and responsibility. 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. For avoidance of doubt, no NFL super bowl tickets are included in the Grand Prize.

DRAWING/NOTIFICATION OF WINNER: Beginning on or about January 12, 2024 Administrator will select the name of one (1) potential Grand Prize Winner in a random drawing of all eligible entries received to that date during the Entry Period. The odds of being selected as a potential Winner depend on the number of eligible entries received to that date during the Entry Period.

An Entrant is not a Winner of any Prize unless and until Entrant’s eligibility and Entry has been verified and notified such verification is complete (“**Winner**”). A Potential Winner will be notified by Instagram direct message, telephone or email after the drawing with instructions on how to claim the Prize. The Grand Prize Winner will 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 in the notification email or the Grand Prize may be forfeited in its entirety and awarded to an alternate Winner, at the Administrator’s sole and absolute discretion. Failure to provide all required information and a signature on the documents within the stated time period may result in forfeiture of Winner’s right to claim the Grand Prize, and may result in the Grand Prize being awarded to an alternate Winner, if time permits. 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), Instagram, Administrator, and each of the foregoing’s sponsor’s,

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 and Administrator-related terms and conditions, as well as the decisions of Sponsor and/or Administrator 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. No more than the stated number of Prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of Prizes as set forth in these Official Rules to be available and/or claimed, Sponsor and/or Administrator reserves the right to award only the stated number of Prizes by a random drawing among all legitimate, unawarded, eligible Prize claims.

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.

Data Collection: Administrator will be collecting personal data about Entrants when they enter the Promotion. Please review Administrator’s privacy policy statement at www.dallascowboys.com/privacy. By participating in the Promotion, Entrants hereby agree to all of the terms and conditions of the privacy statement of the Administrator.

Winners List: For a list of Winners, available after January 29, 2024, send a self-addressed stamped envelope to: Dallas Cowboys – Game Ticket Giveaway, One Cowboys Way, Suite 100, Frisco, TX 75034. Requests must be received by March 3, 2024.

Sponsor: SeatGeek, Inc. 902 Broadway, 10th Floor, New York, NY 10010.

Administrator: Pro Silver Star, Ltd. One Cowboys Way, Suite 100, 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.