

**MY FOOTBALL MOM SWEEPSTAKES
PRESENTED BY USA FOOTBALL
OFFICIAL RULES**

1. VOID WHERE PROHIBITED BY LAW. ALL FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS APPLY. Void outside the 50 United States, District of Columbia and where prohibited. Do not proceed to enter if you are not at least 18 years of age and a legal resident of, and located within, one of the 50 United States, or District of Columbia, at the time of entry. By participating, you agree to be bound by these Official Rules and the decisions of the Sponsor, which are binding and final in all matters relating to this Sweepstakes. **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

2. PARTICIPATION CONSTITUTES ACCEPTANCE OF RULES AND DECISIONS, CONSENT TO USE AND RELEASE OF CLAIMS. By entering the My Football Mom Sweepstakes presented by USA Football (the "Sweepstakes"), each participant warrants that he or she has read and agrees to abide by all Sweepstakes rules ("Official Rules" or "Rules") and that he or she is not prohibited from participating in the Sweepstakes. Participation in this Sweepstakes constitutes participant's full and unconditional acceptance of these Official Rules and the decisions of USA Football, Inc. ("USA Football" or "Sponsor"), its subsidiaries, affiliates, employees and agents, which are final, binding and non-negotiable in all respects. Each participant agrees to release, discharge, indemnify and hold harmless Sponsor and each of its subsidiaries, affiliates, agents and each of its officers, directors, employees, shareholders, representatives and advisors from any liability arising from or related to the Sweepstakes and/or the receipt or use of any prizes awarded in connection with the Sweepstakes, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. Further, participant grants to USA Football a perpetual, fully-paid up, irrevocable license to use the participant's entry/entries for any purpose and fully and unconditionally releases all claims for consideration, copyright infringement and all other claims of any nature relating to the use of participant's entry, name or likeness including, but not limited to, reposting of the participant's entry/entries.

3. ELIGIBILITY. The Sweepstakes is open to legal residents of the United States who are at least 18 years of age or older at time of entry. The Sweepstakes is limited to followers of the official USA Football social media accounts on any of Facebook, Instagram, or Twitter who post an Eligible Entry (as defined in Section 5 below), as determined by USA Football in its sole discretion. Employees, officers, representatives of Sponsor and their immediate family members (regardless of where they reside) or household members, whether or not related, are not eligible to participate. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses. "Household members" shall mean people who share the same residence at least three months a year. Selection as a prize winner is contingent upon fulfilling all requirements set forth herein. **VOID OUTSIDE OF THE UNITED STATES AND WHERE PROHIBITED.**

Sponsor reserves the right, in its sole discretion, to cancel or suspend the Sweepstakes (or any portion thereof) should virus, bugs, unauthorized human intervention, or other causes corrupt administration, security, fairness, integrity or proper operation of the Sweepstakes (or any portion thereof). Sponsor reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes or discontinue any Sweepstakes at any time without notice. Sponsor reserves the right to disqualify any participant for any reason, including, but not limited to, violation of these Official Rules or infringement of the rights of a third party. Sponsor is not responsible for any printing or typographical error in any material associated with the Sweepstakes.

CONTENT RESTRICTIONS: Entrants must not include any of the following content (the "Content Restrictions") in any entry: (a) pornography, adult-oriented content or any other sexually-explicit material; (b) materials relating to lotteries or gambling; (c) explicit language or content, images of violence, or

promotion of illegal activities; (d) content in violation of intellectual property rights or laws; (e) libelous, defamatory, disparaging, tortious or slanderous materials; (f) content that denigrates, disparages or reflects negatively on the USA Football or its subsidiaries, their owners and employees, or the game of football; (g) tobacco, alcohol or drugs; (h) dangerous stunts; (i) real weapons of any kind including, but not limited to, guns, knives or projectiles; (j) material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by federal, state, territory, provincial or local law, ordinance, or regulation; (k) individuals under legal age of majority without providing a signed release from parent or legal guardian; (l) audio and/or visual content owned by any third party (e.g., recorded music; pre-produced video, etc.); and (m) material that is unlawful, or otherwise in violation of or contrary to the laws or regulations in any state/territory/province where the entry is created. Any entry that does not comply with the foregoing, in the sole discretion of Sponsor, will be disqualified.

4. SWEEPSTAKES PERIOD. The Sweepstakes will run from 9 a.m., E.S.T. on April 30, 2021 until the Prize has been awarded as provided herein (the “Sweepstakes Period”). The entry period for this Sweepstakes will run from 9 a.m., E.S.T. on April 30, 2021 until 12:00 a.m., E.S.T. on May 9, 2021 (the “Entry Period”).

5. ENTRY. Entry is limited to followers of the official USA Football social media accounts on any of Facebook, Instagram, or Twitter who make an Eligible Entry (as defined herein) during the Entry Period. The methods of submitting an Eligible Entry for the Sweepstakes is described in the table below.

Platform	Methods of Entry
Facebook	Share the Eligible Post
	Respond to the Eligible Post with a comment, photo or video thanking a youth football parent or guardian for his or her role in youth football
Instagram	Share the Eligible Post to your Instagram story
	Respond to an Eligible Post with a comment or Post a new post thanking a youth football parent or guardian for his or her role in youth football using #MyFootballMom
Twitter	Retweet the Eligible Post
	Reply to the Eligible post with a comment, photo, or video or Post a new post thanking a youth football parent or guardian for his or her role in youth football using #MyFootballMom
Mail-In	Send a 3”x5” index card containing your first and last name, mailing address, phone number, and email address to the following address: USA Football, Inc. Attn: My Football Mom 45 N. Pennsylvania St., Suite 800

	Indianapolis, IN 46204
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For purposes of the methods of entry, an “Eligible Post” shall mean a post on the official USA Football account on that social media platform identified as part of this Sweepstakes and soliciting Entries.

Entries which are received in accordance with the entry methods in the table above and are otherwise in conformance with these Official Rules are each an “Eligible Entry.” To enter using one of the methods using a social media platform identified above, you must have a valid, public (i.e. not “protected”) social media account on the platform you intend to utilize to enter the Sweepstakes, be following the official USA Football account on the social media platform on which you seek to enter the Sweepstakes, and post an Eligible Entry. If you do not have an account on one of Facebook, Instagram, or Twitter, visit the platform’s homepage and register in accordance with its applicable registration instructions for a free account.

Entries generated by script, macro, or other automated means or practices, or by any means which subvert the entry process will be void. Further, individuals should not create additional accounts to seek to gain additional Entries and any Entries from individuals found to have created multiple accounts in an effort to gain additional Entries into the Sweepstakes shall be disqualified.

Only one entry per method of entry will be eligible for a prize. By submitting an entry, participant agrees to abide by these Official Rules. Persons submitting Entries under false pretenses will be disqualified. If for any reason the Internet portion of the Sweepstakes is not capable of running as planned, including infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, USA Football reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and/or to cancel, terminate, modify, or suspend the Sweepstakes. USA Football has no obligation to notify a participant of his/her disqualification. USA Football is not responsible for any lost, illegible, or misdirected Entries.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THE SWEEPSTAKES OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF ANY SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY ENTRANT RESPONSIBLE FOR THE ATTEMPT, AND SPONSOR AND/OR ITS AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

7. DETERMINATION OF SWEEPSTAKES WINNERS (5). Promptly following the end of Entry Period five (5) potential winners of the Sweepstakes will be randomly selected by USA Football from all Eligible Entries received during the Entry Period. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared the official winners of the Sweepstakes (the “Winners” and each a “Winner”). The decisions of Sponsor are final and binding on all matters relating to this Sweepstakes.

8. PRIZES (5). Each Winner will have one (1) \$200 Amazon gift card awarded to the football parent/guardian featured in his/her Eligible Entry (or otherwise identified by the Winner if the method of entry utilized did not identify an individual).

General Prize Conditions: By entering this Sweepstakes, you consent to being contacted by Sponsor via the social media platform used to enter the Sweepstakes and/or by email. Expenses not stated are solely the responsibility of the Sweepstakes Winner. No prize may be transferred or substituted by a participant.

Sponsor reserves the right to change any actual prize at any time during the Sweepstakes. In this event, every effort will be made to provide a prize of like estimated value. Sponsor does not warrant or make any representations in connection with the prize, express or implied. Sponsor will determine all elements of any prize in its sole discretion. Prizes may not be assigned, transferred, or changed, except at the sole discretion of Sponsor. The awarding of any prize is contingent upon full compliance with these Official Rules. All prize details are at Sponsor's sole discretion.

9. IDENTIFICATION OF WINNER. USA Football will contact each potential winner by Direct Message to that potential winner's social media account from which they posted the winning Eligible Entry (or by email if the Eligible Entry was received by mail) and will be asked to provide an email address and will then be notified by email within one day of the conclusion of the Entry Period. Each potential winner must acknowledge the communication within 72 hours. USA Football will then provide the Winner with an Affidavit of Eligibility/Ownership, an IRS W9 form, and a Liability/Publicity Release. Each potential winner will accept their Prize by signing and returning the Affidavit no later than 72 hours after receipt. No Prize will be awarded until such documentation is received by USA Football. Each Winner is responsible for any taxes associated with the award of their Prize. In the event that a potential winner cannot be contacted, USA Football will offer the Prize to a different Entry, and he/she will be contacted as set forth above. The Prize for each Winner will not be awarded until the completion of the Entry Period. Unclaimed prizes may not be awarded.

10. SPONSOR. This Sweepstakes is sponsored and promoted by USA Football, Inc., 45 N. Pennsylvania St., Suite 800, Indianapolis, IN 46204. Note: This Sweepstakes is in no way sponsored or endorsed by Facebook, Instagram, Twitter, or Amazon.

11. ODDS. The odds of winning this Sweepstakes depend on the number of Entries.

12. MISCELLANEOUS. Everything for this Sweepstakes is provided as is, without warranty of any kind, express or implied. By entering, participants consent to the exclusive venue and jurisdiction of the state and federal courts of Indianapolis, Indiana, in all disputes arising out of or related to these Official Rules or these Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.