

## SUPERFAN TAILGATE SWEEPSTAKES (“SWEEPSTAKES”)

### OFFICIAL RULES

**THESE OFFICIAL RULES (“OFFICIAL RULES”) ARE A CONTRACT—READ THIS CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES A RELEASE AND LICENSE FROM YOU, AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE, REQUEST FOR INSURANCE INFORMATION, OR INSURANCE QUOTE WILL NOT IMPROVE THE CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. VOID WHERE PROHIBITED BY LAW. ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**

**ELIGIBILITY:** The Sweepstakes is open to legal residents of the United States of America, excluding residents of Florida, New York and Rhode Island (“**Eligible Territory**”). This Sweepstakes is open to legal residents of the United States of America except residents of Florida, New York, and Rhode Island who are age 21 or older as of May 15, 2023. The following are also not eligible:

Employees, contractors, officers, directors, Sponsor agents, Sponsor agency employees (including immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of American Family Mutual Insurance Company, S.I. (“**Sponsor**”), rEvolution Marketing LLC (“**Administrator**”), the MLB Entities (defined below) and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the Sweepstakes are not eligible to participate or win a Prize (defined below). The “**MLB Entities**” shall mean the Office of the Commissioner of Baseball (“**BOC**”), its Bureaus, Committees, Subcommittees and Councils, MLB Advanced Media, L.P. (“**MLB**”), Major League Baseball Properties, Inc., The MLB Network, LLC, the Major League Baseball Clubs (“**Clubs**”), each of their parent, subsidiary, affiliated and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC, and the owners, general and limited partners, shareholders, directors, officers, employees and agents of the foregoing entities. The Sweepstakes is subject to all applicable federal, state, and local laws, rules and regulations. Void outside the Eligible Territory and where prohibited or restricted by law.

**SWEEPSTAKES PERIOD:** The Sweepstakes begins at 12:00:01am Central Time (“**CT**”) on May 15, 2023 and ends at 11:59:59pm CT on June 23, 2023 (“**Entry Period**”). Online entry only. No other method of entry will be accepted.

**HOW TO ENTER:** During the Entry Period go to AmFam.com/Brewers (“**Website**”) and click on the Sweepstakes banners or buttons to access the online entry form for the Superfan Tailgate Sweepstakes. Limit one (1) entry per person throughout the Entry Period. By successfully transmitting a completed online entry form as directed, you will be entered in the Sweepstakes. All information submitted online by entrants is subject to, and will be treated in a manner consistent with, Sponsor’s Privacy Policy located at <https://www.amfam.com/privacy-security>. Entrants must fully complete and submit all non-optional data requested on the online entry form to be eligible. Incomplete and/or inaccurate entries are void. All online entries must include a valid email address for the entrant.

**RANDOM DRAWING:** The potential winner of the Sweepstakes will be selected by random drawing on or about June 24, 2023 (“**Drawing Date**”), from among all eligible entries received. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winner will be declared the official winner of the Sweepstakes (“**Winner**”). The decisions of Sponsor and Administrator are final and binding on all matters relating to this Sweepstakes. Odds of winning depend on the total number of eligible entries received.

**PRIZE One (1) Grand Prize will be awarded, as listed below (the “Prize”):**

- Six (6) Field Level tickets for Winner and five (5) guests to the Milwaukee Brewers game on Saturday, August 26, 2023 (6:10pm CT) at American Family Field.
- Pre-game tailgate for Winner and guests on the grounds of American Family Field, inclusive of food and non-alcoholic beverages. All tailgate attendees must be 21 years of age or older.
- Travel stipend of \$3,600 for Winner to use towards the cost of flights to Milwaukee, Wisconsin and/or local transportation to American Family Field (provided regardless of Winner’s primary residence location).
- Three (3) hotel rooms (standard room, double occupancy) for two (2) nights at a 2-4 star hotel in Milwaukee, Wisconsin, booked by Administrator (at Sponsor’s sole discretion).
- One (1) \$500 pre-paid credit card to be used at the Winner’s discretion (food, beverage, local transportation, etc.).
- One (1) MLB licensed baseball, autographed by Christian Yelich.
- One (1) \$500 Milwaukee Brewers Team Store gift card.

Approximate Retail Value (“ARV”): \$6,500 for the Grand Prize.

**PRIZE CONDITIONS:** The ARV is subject to change based on current market conditions at time of Prize fulfillment. Any difference between the ARV and the actual value will not be awarded. Arrangements for the fulfillment of the Prize will be made by the Administrator and Sponsor. Actual value of autographed item is subject to market fluctuations. No certificate of authenticity is provided by Sponsor. Item is not used. Exact nature and duration of the tailgate shall be determined in the sole discretion of Sponsor and Milwaukee Brewers and subject to availability. All Prize details shall be determined in the sole and absolute discretion of Sponsor. The Winner (or assignee or transferee) is fully responsible for any and all applicable federal, state, territory, provincial and local taxes (including income and withholding taxes). All costs and expenses associated with the Prize acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, meals, gratuities and other expenses incurred by accepting the Prize are the sole responsibility of the Winner. The Prize is non-transferable and non-assignable, with no cash redemptions or substitutions except at Sponsor’s sole discretion in which case a prize of equal or greater value may be awarded.

If Winner is not available to attend the game, Sponsor may, in its sole discretion, terminate Winner privileges, and if time allows, an alternative Winner will be selected from the remaining Eligible Entries. Travel restrictions, conditions and limitations may apply. **If for any reason the game on Saturday, August 26, is delayed, cancelled or postponed, in-person attendance is reduced; OR travel cannot be reasonably accommodated due to reasons outside of the Sponsor’s control (i.e. airline/airport labor shortage, delays due to COVID, etc.); OR any other unforeseen circumstance makes the Prize unavailable, the Sponsor reserves the right, but is not obligated, to cancel or modify the sweepstakes**

**in its discretion and may award a substitute prize of equal or greater value including, but not limited to, postponement of the prize until a future MLB season.**

Use of any Major League Baseball game/event/exhibition ticket is subject to the standard terms, conditions, and health and safety policies applicable to the ticket; see [brewers.com/ticketback](http://brewers.com/ticketback) for details. Seat locations at the game/event/exhibition and, unless otherwise stated in the prize description, exact game/event/exhibition date shall be determined in the sole discretion of Sponsor. Winner's guest(s) must be of legal age of majority in his/her(their) jurisdiction(s) of residence unless accompanied by a parent or legal guardian. Major League Baseball game/event/exhibition dates and times are determined in the sole discretion of the BOC and/or the applicable Club and may be subject to change. The terms and conditions of the tickets awarded as part of the prize will govern in the event a legal game/event/exhibition, as defined by Major League Baseball, is not played or held due to weather conditions, an act of God, an act of terrorism, civil disturbance, or any other reason. Winner and his/her guest(s) agree to comply with all applicable ballpark and venue regulations in connection with the prize; see [brewers.com/ballpark](http://brewers.com/ballpark) for details. Sponsor and the MLB Entities reserve the right to remove or to deny entry to the Winner and/or his/her guest(s) who engage in a non-sportsmanlike or disruptive manner or with intent to annoy, abuse, threaten, or harass any other person at the game/event/exhibition. Released Parties (as defined below) will not be responsible for weather conditions; acts of God; acts of terrorism; civil disturbances; local, state, or federal regulation, order, or policy; work stoppage; epidemic, pandemic, or any other issue concerning public health or safety; or any other event outside of their control that may cause the cancellation or postponement of any Major League Baseball game/event/exhibition. Major League Baseball game/event/exhibition tickets awarded as prizes may not be resold, offered for resale, or used for any commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and prize forfeiture, and may invalidate the license granted by the game/event/exhibition ticket.

**NOTIFICATION:** The potential winner will be notified on or about June 24, 2023 at the email address, postal address and/or telephone number (in the sole discretion of Sponsor) provided at the time of entry (the "Prize Notification"). In the event that any potential winner does not respond to any such Prize Notification within three (3) days of the date of issuance, declines the Prize for any reason as determined by Sponsor in its sole discretion, a disqualification will result, the Prize will be forfeited and, at Sponsor's sole discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible entries. The potential winner will be required to submit his/her valid social security number and/or other identification to Sponsor and will be required to execute, have notarized and return an Affidavit of Eligibility, Release of Liability and, unless prohibited by law, Publicity, within five (5) days of the date of issuance. Failure to submit any identification required by Sponsor or to return the required documents within the specified time period, noncompliance with these Official Rules or the return of the Prize (or any portion thereof) or Prize Notification as undeliverable may result in disqualification and Prize forfeiture and, at Sponsor's sole discretion and time permitting, may cause an alternate potential winner to be randomly selected from among all remaining eligible entries.

**WAIVER OF LIABILITY/PUBLICITY RELEASE:** By participating in the Superfan Tailgate Sweepstakes and submitting an entry, each entrant agrees to (a) be bound by these Official Rules, including all entry requirements, and (b) waive any and all claims against Sponsor, Administrator, the MLB Entities, Facebook, Inc. ("Facebook"), Twitter, Inc. ("Twitter"), Fanatics, Inc., and each of their respective parents,

affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Sweepstakes, and all of their respective officers, directors, employees, agents and representatives (collectively, "Released Parties") for any injury, damage or loss that may occur, directly or indirectly, in whole or in part, from the participation in the Sweepstakes or from the receipt or use of any Prize (or any portion thereof) or any travel or activity related to the receipt or use of any Prize (or any portion thereof). By entering this Sweepstakes, each entrant gives his/her express permission to be contacted by Sponsor and/or MLB by telephone, email and/or postal mail for Sweepstakes purposes.

The Winner, by acceptance of the Prize, grants to Sponsor, MLB and each of their respective designees the right to publicize such Winner's name, address (city and state), photograph, voice, statements and/or other likeness and Prize information for advertising, promotional, trade and/or any other purpose in any media or format now known or hereafter devised, throughout the world, in perpetuity, without limitation and without further compensation, consideration, permission or notification, unless prohibited by law.

All individuals who are accompanying the Winner may be required to execute and return a Release of Liability to the Sponsor prior to ticketing (unless the attendee is a minor in which case the minor's parent/legal guardian shall execute the release on his/her behalf).

**GENERAL CONDITIONS:** Released Parties are not responsible for stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due or garbled entries, transmissions, email or mail; or for lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider (ISP), wireless network, website, or other connections including those through and/or by any website, availability or accessibility or miscommunications or failed computer, satellite, telephone, cable or wireless transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; wireless service congestion; failures or malfunctions of phones, phone lines or telephone systems, wireless towers or cellular tower equipment; any error, omission, interruption, defect or delay in wireless or other transmission, processing, or communication; non-delivery; misdirected, blocked, or delayed email notifications; printing, typographical or other errors appearing within these Official Rules, in any Sweepstakes-related advertisements or other materials; or any other errors, problems or difficulties of any kind whether human, mechanical, electronic, network, computer, telephone, wireless service, mail, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the Prize or in any Sweepstakes-related materials, or the cancellation or postponement of any Major League Baseball game, event or exhibition. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to entrants' or to any other person's computer and/or wireless device related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website or attempt to undermine the legitimate operation of the Sweepstakes by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or any

representative of Sponsor, Administrator, and/or MLB or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Any attempt to deliberately damage the content or operation of this Sweepstakes is unlawful and subject to legal action by Sponsor, MLB and/or their respective agents.

Sponsor and MLB shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Sweepstakes, and to resolve all disputes in its sole discretion.

Released Parties (a) make no warranty, guaranty or representation of any kind concerning any Prize (or any portion thereof), and (b) disclaim any implied warranty. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor and MLB reserve the right, in their sole discretion, to modify, suspend, extend, or cancel the Sweepstakes (or any portion thereof) in the event Sponsor is prevented from executing the Sweepstakes as contemplated herein by any event beyond Sponsor's control, including but not limited to: fire; flood; earthquake; explosion; public health epidemic or crisis (including COVID-19); labor dispute or strike; act of God or public enemy; network or equipment failure; riot or civil disturbance; terrorist threat or activity; war (declared or undeclared); court order; or federal, state, or local government law, order, or regulation. Sponsor and MLB also reserve the right, in their 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). In the event of cancellation, Sponsor may elect to identify the Winner and award the Prize by way of random drawing from among all non-suspect, eligible entries received up to the time of such cancellation. Sponsor and MLB also reserve the right, in their sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

**CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS 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, MLB AND THEIR RESPECTIVE 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.**

Entries generated by a script, macro or other mechanical or automated means will be disqualified. In the event of dispute as to the identity or eligibility of any potential winner based on an email address, the winning entry will be declared made by the Authorized Account Holder of the email address submitted at the time of entry provided he/she is eligible according to these Official Rules. The "Authorized Account Holder" is defined as the natural person to whom the applicable Internet service provider or other organization (such as a business or educational institution) has assigned the email address for the domain associated with the submitted email address.

As a condition of entering this Sweepstakes, each entrant agrees that (i) any and all disputes, claims, controversies or causes of action arising out of or relating to this Sweepstakes, or the Prize awarded (each, a "Claim"), shall be (1) arbitrated on an individual basis only, and shall not be consolidated or joined with or in any arbitration or other proceeding involving a Claim of any other party, and (2) settled by binding arbitration in Dane County, Wisconsin before a single arbitrator appointed by the American Arbitration Association in accordance with its then governing rules and procedures, and judgment on

the award rendered by the arbitrator may be entered by any court having jurisdiction thereof; and (ii) under no circumstance will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses. These Official Rules shall be governed by and construed and interpreted in accordance with the laws of the State of Wisconsin, U.S.A, applicable to contracts entered into and performed exclusively in that State.

**PRIVACY:** By entering this Sweepstakes, Entrant agrees to Sponsor's manner of collection, use, retention and disclosure of Entrant's Personal Information submitted in connection with the Sweepstakes. Personal Information collected from Entrant is subject to Sponsor's privacy policy, which can be found at <https://www.amfam.com/privacysecurity> and may additionally be disclosed by Sponsor in connection with a public list of Sweepstakes Winners, or pursuant to any license granted to Sponsor by Entrant under these Official Rules or the Release. Entrants have the option on the entry form to receive commercial communications from Sponsor; however, choosing to receive such communications is not necessary to enter or win and will not increase chances of winning. If, at any time, you no longer wish to receive commercial or promotional emails from Sponsor please use the following link <https://www3.dncsolution.com/DNEsolution/OptOutCode/OptOut.aspx?el=5>.

**WINNERS LIST:** For the Winner's name, mail a request and a self-addressed stamped envelope to be received no later than ninety (90) days after the Drawing Date to: Superfan Tailgate Sweepstakes Winner's List c/o rEvolution Marketing, LLC, 210 N. Carpenter St., 9th Floor, Chicago, IL 60607.

**SPONSOR:** The Sponsor of this Sweepstakes is American Family Mutual Insurance Company, S.I., 6000 American Family Parkway, Madison, WI 53783.

**ADMINISTRATOR:** The Administrator of this Sweepstakes is rEvolution Marketing LLC, 210 N Carpenter St, Floor 9, Chicago IL, 60607.

The Administrator is responsible for the collection, submission, processing of information, and giving out the Prize. The Administrator is responsible for the overall execution of the Sweepstakes.

All decisions related to, as well as all interpretation of, these Official Rules by Administrator and Sponsor are final and binding. While this Sweepstakes may be promoted via social media websites, such websites are not affiliated with Sponsor, Administrator, or this Sweepstakes. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, Instagram, Snapchat or any other third-party website or application that might host content where information about this Sweepstakes is published (collectively "Content Hosts"). Entrant is providing information only to Sponsor and not to Content Hosts.

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