

2026 CULVER'S CATCH FOR CASH SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED OUTSIDE THE U.S. AT THE TIME OF ENTRY. OPEN TO LEGAL RESIDENTS OF WISCONSIN, ILLINOIS, IOWA, MINNESOTA, AND MICHIGAN, 18 YEARS OF AGE/AGE OF MAJORITY OR OLDER, WHO ENTER FROM WITHIN THESE JURISDICTIONS.

If you participate via mobile device, message and data rates may apply.

1. ELIGIBILITY:

The 2026 Culver's Catch for Cash Sweepstakes (the "Sweepstakes") is open to legal residents of Wisconsin, Illinois, Iowa, Minnesota, and Michigan, who are at least eighteen (18) years of age or the age of majority in state of residence, whichever is older, at the time of entry.

Employees, contractors, directors, officers, and agents of Culver Franchising System, LLC ("Sponsor"), Badger Sports Properties, LLC ("Administrator"), or University of Wisconsin Department of Athletics ("University"), and each of their respective parent, subsidiaries, divisions, trustees, franchisees, participating vendors, distributors, cable affiliates, advertising and promotion agencies and affiliated entities (collectively, including Sponsor, the "Sweepstakes Entities") and members of the immediate family (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and household of each such employee (whether or not related) are not eligible to enter or win.

The Sweepstakes is governed by U.S. law and is subject to all applicable federal, state and local laws and regulations. By entering the Sweepstakes, entrants agree to accept and be bound by all terms of these official rules ("Official Rules") and decisions of Sponsor and Administrator, which are final and binding. Void where prohibited by law. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. SPONSOR/ADMINISTRATOR: Sponsor: Culver Franchising System, LLC, 1240 Water Street, Prairie du Sac, WI 53578. Administrator: Badger Sports Properties, LLC c/o Kohl Center, 601 West Dayton Street, Madison, WI 53715.

3. SWEEPSTAKES ENTRY PERIOD: The Sweepstakes begins on Monday, August 17, 2026 at 12:00 am Central Time ("CT") and ends on Sunday, November 22, 2026, at 11:59 pm CT (the "Sweepstakes Entry Period"). All entries must be received before the Sweepstakes Entry Period end time/date to be valid.

4. HOW TO ENTER: During the Sweepstakes Entry Period, enter the Sweepstakes by visiting the website located at <https://uwbadgers.com/culvers> (the “Website”) and follow the instructions to complete and submit the online form, including entrant’s name, address, telephone number, email address, and any other information requested on the form.

Complete the foregoing steps to receive one (1) entry into the Sweepstakes. Entries must contain all information requested and comply with any applicable restrictions or requirements set forth herein to be valid. Entrants must agree to these Official Rules to receive an entry into any Entry Period. Limit: One (1) entry per person per calendar day into the Sweepstakes during the Sweepstakes Entry Period.

Individuals who do not follow all of the instructions, provide the required information in their registration form, and/or abide by these Official Rules or other instructions of Sponsor may be disqualified. Other entry methods than those outlined above are void and will not receive entry.

Automated entries are prohibited, and any use of automated devices will cause disqualification. Entrants may not enter with multiple e-mail addresses nor may entrants use any other device or artifice to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple e-mail addresses, under multiple identities, or uses any device or artifice to register multiple times will be disqualified and forfeits any and all prizes won, in Sponsor’s sole discretion. Multiple entrants are not permitted to share the same e-mail address. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of entry will be considered the entrant. “Authorized Account Holder” is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Potential winner(s) may be required to show proof of being the Authorized Account Holder.

5. WINNER SELECTION/ODDS: Throughout the duration of the Sweepstakes, four (4) potential winners will be selected in a random drawing from all eligible entries received during the Entry Period. “Winner” refers to an individual who has been verified by Sponsor and Administrator. Odds of winning a prize depend on the number of eligible entries received.

- Winner must be able to attend the football game to which they win tickets to.
- Halftime game “Catch for Cash” promotion must be played at the football game which Winner receives tickets to.
- Children must be 14 years old or younger in the year 2026 in order to participate. Children cannot be in high school at the time of the promotion.

Potential winners are subject to verification. If a potential winner does not respond to notification or accept the prize within twenty-four (24) hours, if a potential winner is found not to be eligible or not in compliance with these Official Rules, if attempted notification or prize is returned as undeliverable, if any required documents are not returned within the required number of days, if potential winner cannot be verified, or if potential winner is otherwise unable or unwilling to accept and claim the prize (or any portion thereof) as stated, then potential winner may be disqualified and the prize may be forfeited in Sponsor’s sole discretion. In the event that a potential winner is disqualified for any reason, Sponsor reserves the right to award the prize to an alternate entrant who will also be selected randomly. Winner(s) may be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release, within seven (7) business days of attempted notification or prize may be forfeited. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants. If selected Winner(s) is a US resident, he or she may be issued a 1099 form.

The decisions of Sponsor and Administrator in all matters regarding this Sweepstakes are final and binding.

6. PRIZE: Four (4) Winners will each receive:

- (i) VIP Family Football Experience for four (4) people;
- (ii) Four (4) tickets to a 2026 Wisconsin Home Football game (“The Game”);
- (iii) Four (4) customized last name Wisconsin Football jerseys; and;
- (iv) Opportunity for Winner and three (3) family members to play “Catch for Cash” at halftime of The Game.

TRAVEL, MEALS, AND LODGING ARE NOT INCLUDED AS PART OF THE PRIZE.

THE TOTAL APPROXIMATE RETAIL VALUE ("ARV") OF THE GUARANTEED PRIZE AND MAXIMUM "CATCH FOR CASH" PRIZE PER WINNER IS: TWO THOUSAND SIX HUNDRED DOLLARS (\$2,600.00 US). ARVs are as of date of printing of these Official Rules. The difference in value of prize as stated herein and value at time of prize notification, if any, will not be awarded. Prize is non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. Any prize details not specified herein will be determined in Sponsor's sole discretion. If prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Winner(s) will be solely responsible for all federal, state, provincial and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

Prize may be subject to certain terms and conditions as specified by issuer.

Winner(s) is/are responsible for the reporting and payment of all federal, state and local taxes (if any) and any other costs and expenses associated with prize acceptance and use not specified in these Official Rules and/or in the applicable entry instructions as being provided. Prize will be fulfilled within a reasonable time of Sponsor's or Administrator's verification of Winner(s). All prize details and additional terms, conditions, or eligibility requirements are in Sponsor's and/or Administrator's discretion.

WINNER(S) ACKNOWLEDGES THAT THE PRIZE IS AWARDED "AS IS" AND THAT SPONSOR HAS NOT MADE AND IS NOT IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY REPRESENTATION, GUARANTEE OR WARRANTY, EXPRESSED OR IMPLIED, IN LAW OR IN FACT, RELATIVE TO ANY PRIZE, INCLUDING, BUT NOT LIMITED TO ITS QUALITY, MECHANICAL CONDITION OR FITNESS FOR A PARTICULAR PURPOSE.

7. RELEASE: As a condition of entering, entrants agree (and agree to confirm in writing): (a) to release Sweepstakes Entities from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any prize; (b) under no circumstances will any entrant be permitted to obtain awards for, and entrant hereby knowingly and expressly waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses and/or any rights to have damages multiplied or otherwise increased; (c) all causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred (if any), excluding attorneys' fees and court costs.

THE SWEEPSTAKES ENTITIES EXPRESSLY DISCLAIM ANY RESPONSIBILITY AND ENTRANTS AGREE TO INDEMNIFY AND HOLD HARMLESS THE SWEEPSTAKES ENTITIES AND THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, SHAREHOLDERS AND AGENTS, FROM AND AGAINST ANY AND ALL CLAIMS, ACTIONS, DEMANDS AND/OR LIABILITIES FOR

INJURY/DEATH, DAMAGE OR LOSS TO ANY PERSON OR PROPERTY RELATING TO OR ARISING IN CONNECTION WITH PARTICIPATION IN THIS SWEEPSTAKES (REGARDLESS OF THE CAUSE OF SUCH INJURY OR LOSS), THE DELIVERY AND/OR SUBSEQUENT USE OR MISUSE OF THE PRIZE AWARDED AND/OR PRINTING, DISTRIBUTION OR PRODUCTION ERRORS.

8. PUBLICITY: Except where prohibited by law, Winner grants (and agrees to confirm this grant in writing, if requested) permission for Sponsor, Administrator, and those acting under their authority to use his/her name, photograph, and/or likeness, for advertising and/or publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without compensation.

9. GENERAL CONDITIONS: Sponsor is not responsible for lost, late, misdirected, undelivered, incorrect, or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries. Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, bugs, virus, technical failures, or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In the event of cancellation, Sponsor will randomly award the prizes from among all eligible, non-suspect entries received prior to cancellation. Sponsor is not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions, the website, or network connections that are human or technical in nature. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process, the website, or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

If there is any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in sweepstakes materials (including, but not limited to, point of sale, television, radio, and print advertising, promotional packaging, and other promotion media), the details of the Sweepstakes as set forth in these Official Rules prevail.

10. BINDING ARBITRATION: Any controversy or claim arising out of or relating to this Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS ("JAMS Rules and

Procedures”) then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply Wisconsin law consistent with the Federal Arbitration Act and applicable statutes of limitations and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant’s filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. **THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT’S INDIVIDUAL CAPACITY AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES. BY PARTICIPATING IN THIS SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS’ FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT’S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW**

THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

11. GOVERNING LAW AND JURISDICTION: This Sweepstakes and its Official Rules are governed by U.S. law and are subject to all applicable federal, state and local laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of the Sweepstakes Official Rules, or the rights and obligations of entrants and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, U.S.A., without giving effect to the conflict of laws rules thereof, and any matters or proceedings which are not subject to arbitration as set forth in Section 10 of these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the State of Wisconsin.

12. ENTRANT'S PERSONAL INFORMATION: Any personal information collected during an entrant's participation in this Sweepstakes will be used by Sponsor and Administrator in accordance with: Sponsor's privacy policy, located at <https://www.culvers.com/privacy-and-terms-of-use>; and with Administrator's privacy policy, located at <https://www.learfield.com/privacy-policy/>.

13. WINNER'S LIST: For a copy of the Winner's List (available on or about November 30, 2026, send a self-addressed, stamped envelope to the following address no later than December 30, 2026 (Please specify "Official Rules" or "Winners"): 2026 Culver's Catch for Cash Sweepstakes, Learfield/Legal Department, 2026 Culver's Catch for Cash Sweepstakes/Winner's List, 540 North Trade Street, Winston-Salem, NC 27101.

14. SOCIAL MEDIA: This Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, Facebook, Instagram, X, or any other social media platform on which the Sweepstakes is promoted. Entrants understand that they are providing their information to Sponsor and Administrator and not to any social media platform. Any questions, comments, or complaints regarding this Sweepstakes must be directed to Administrator and not to any social media platform.

SHORT RULES: NO PURCHASE NECESSARY to enter the 2026 Culver's Catch for Cash Sweepstakes. Open to legal residents of Wisconsin, Illinois, Iowa, Minnesota, and Michigan, age 18 or age of majority +. Subject to Official Rules. Void where prohibited. Starts 12:00 am CT 8/17/2026; ends 11:59 pm CT 11/22/2026. For Official Rules and entry info, visit <https://uwbadgers.com/culvers>. Sponsor: Culver Franchising System. LLC.