

**OFFICIAL RULES  
THE HOUSTON TEXANS HOME GAME GIVEAWAY SWEEPSTAKES.**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** OPEN ONLY TO LEGAL US RESIDENTS OF THE UNITED STATES THAT RESIDE WITHIN 150 MILES FROM THE HOUSTON, TX METROPOLITAN AREA AND WHO ARE AT LEAST 21 YEARS OF AGE OR OLDER AS OF THE DATE OF THE SWEEPSTAKES. Employees (and their immediate families parents, children, spouse or siblings and their respective spouses, regardless of where they reside and those living in their same households, whether or not related) of BMW of North America LLC, the Southern Region Advertising Council Inc., (“Sponsor”), BMW dealers located within the geographic region of Sponsor, Octagon, Inc., Houston Texans; The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, their advertising, marketing and promotion agencies and each of their respective parents, subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the “NFL Entities”) are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the judges and/or Sponsor, which are binding and final on matters relating to this promotion. Promotion is subject to all applicable federal, state and local laws. Void where prohibited.

**ENTRY PERIOD:** The Sweepstakes begins at 12:00 am ET on August 5, 2019 and ends at 11:59:59 pm CT on December 23, 2019 (“Sweepstakes Period”). The Sweepstakes Period will be separated into the following ten (10) separate entry periods:

8/5/2019 @ 12:00:00 AM CT - 8/12/2019 @ 11:59:59 PM CT (Entry Period #1)  
8/12/2019 @12:00:00 AM CT -8/26/2018 @ 11:59:59 PM CT (Entry Period #2)  
8/26/2019 @12:00:00 AM CT – 9/9/2019 @ 11:59:59 PM CT (Entry Period #3)  
9/9/2019 @ 12:00:00 AM CT - 9/23/2019 @ 11:59:59 PM CT (Entry Period #4)  
9/23/2019 @12:00:00 AM CT – 9/30/2019 @ 11:59:59 PM CT (Entry Period #5)  
9/30/2019 @ 12:00:00 AM CT - 10/21/2019 @ 11:59:59 PM CT (Entry Period #6)  
10/21/2019 @12:00:00 AM CT - 11/18/2019 @ 11:59:59 PM CT (Entry Period #7)  
11/18/2018 @ 12:00:00 AM CT - 11/25/2019 @ 11:59:59 PM CT (Entry Period #8)  
11/25/2019 @ 12:00:00 AM CT – 12/2/2019 @11:59:59 PM CT (Entry Period #9)  
12/2/2019 @ 12:00:00 AM CT - 12/23/2019 @11:59:59 PM CT (Entry Period #10)

(each an “Entry Period”).

ONLINE please visit the following link to enter <https://texanshomegameexperience.eventsbmw.com/> (the “Website”) during the Sweepstakes Period. At the Website, you will be required to enter your name, mailing address, telephone number, answer marketing questions, and enter your email address to register for the applicable Sweepstakes drawing.

Limit one (1) entry per person/email address for the duration of each Sweepstakes Period Participants may re-enter (1) entry for all subsequent entry periods. Entries generated by script, macro or other automated means are void. All entries become the property of Sponsor and will not be acknowledged or returned.

**DRAWING:** One (1) potential winner will be selected from each Entry Period in a random drawing from all eligible entries received during such applicable Entry Period by an independent

judging agency upon conclusion of each Entry Period. Odds of winning depend on the number of eligible entries received. The potential winner will be notified by telephone. No voicemail will be left. If potential winner is not reached on first attempt an alternate potential winner will be selected and notified. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, or a potential winner is not in compliance with these rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner selected. If a potential winner is an eligible minor in his/her jurisdiction of residence, prize may be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein.

**PRIZES:** One (1) Prize will be awarded for each Entry Period and will consist of the following:

Entry Period 1 Prize – two (2) Lower Level tickets to the Texans game on 8/17/19 at NRG Stadium and one (1) Valet Parking Pass.

Entry Period 2 Prize – two (2) Lower Level tickets to the Texans game on 8/29/19 at NRG Stadium and one (1) Valet Parking Pass.

Entry Period 3 Prize – two (2) Lower Level tickets to the Texans game on 9/15/19 at NRG Stadium and one (1) Valet Parking Pass

Entry Period 4 Prize – two (2) Lower Level tickets to the Texans game on 9/29/19 at NRG Stadium and one (1) Valet Parking Pass

Entry Period 5 Prize – two (2) Lower Level tickets to the Texans game on 10/6/19 at NRG Stadium and one (1) Valet Parking Pass

Entry Period 6 Prize – two (2) Lower Level tickets to the Texans game on 10/27/19 at NRG Stadium and one (1) Valet Parking Pass

Entry Period 7 Prize – two (2) Lower Level tickets to the Texans game on 11/21/19 at NRG Stadium and one (1) Valet Parking Pass

Entry Period 8 Prize – two (2) Lower Level tickets to the Texans game on 12/1/19 at NRG Stadium and one (1) Valet Parking Pass

Entry Period 9 Prize – two (2) Lower Level tickets to the Texans game on 12/8/19 at NRG Stadium and one (1) Valet Parking Pass

Entry Period 10 Prize – two (2) Lower Level tickets to the Texans game on 12/29/19 at NRG Stadium and one (1) Valet Parking Pass

Approximate Retail Value ("ARV") of each Prize is \$435. Total ARV of all Prizes is \$4,350.

Location of all game tickets is in the Sponsor's sole discretion. All game tickets are subject to certain terms and conditions as specified thereon. Exact seat locations will be determined by Sponsor and applicable NFL Entities. NFL game, event and exhibition dates and times are determined in the sole discretion of the NFL Entities and/or the Houston Texans, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as prizes will govern in the event a legal game, event or exhibition, as defined by NFL Entities, is not played

due to weather, an act of God, an act of terrorism, civil disturbance or any other reason. Sponsor and the applicable NFL Entities reserve the right to remove or to deny entry to any prize winner and/or his/her guest(s) who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Released Parties (defined below) will not be responsible for Acts of God, acts of terrorism, civil disturbances, player/umpire/labor strike, work stoppage, or any other natural disaster outside their control that may cause the cancellation or postponement of any NFL game, event or exhibition.

All prizes, and prize components, are awarded "as is", with no warranty, guarantee or representation of any kind, either express or implied, by any of the Released Parties. Winners may not substitute, exchange, sell, assign or transfer the prize (or any portion thereof) or redeem the prize (or any portion thereof) for cash; however, Sponsor reserves the right, at its sole discretion, to substitute for any prize (or any portion thereof) with another prize of comparable or greater value. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses, associated with prize acceptance, receipt and/or use. Any game-related expenses not specified herein as being provided (including, without limitation, travel to/from the Game shall remain the responsibility of the winners. All other prize details shall be determined by Sponsor at its sole discretion. Limit of one (1) prize per person, family or household.

**GENERAL CONDITIONS:** Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, garbled, illegible or postage-due mail, entries or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, 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 prizes or in any sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site 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 participants' or to any other person's computer related to or resulting from participating in this sweepstakes or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of the sweepstakes or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the sweepstakes and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants, by participating, agree that BMW of North America LLC, Sponsor, BMW dealers located within Sponsor's geographic region, Octagon, Inc., NFL Entities and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to

persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this sweepstakes. Each winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

**WINNERS LIST:** For the names of the winner (available after January 2, 2020) send a self-addressed stamped envelope receipt no later than January 31, 2020 to: Octagon / BMW Account Team 1375 Peachtree Street NE, Suite 175N, Atlanta, GA 30309

**SPONSOR:** Southern Region Advertising Council, Inc. on behalf of Houston area BMW centers. 1280 Hightower Trail Atlanta, GA 30350