

DENVER BRONCOS X UNITED AIRLINES FIRST CLASS EXPERIENCE SWEEPSTAKES

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW. THIS SWEEPSTAKES CONTAINS A BINDING ARBITRATION CLAUSE.

1. INTRODUCTION

Denver Broncos Team, LLC d/b/a the Denver Broncos Football Club ("Broncos"), located at 13409 Broncos Parkway, Englewood, Colorado 80112, is offering the Denver Broncos x United Airlines First Class Experience Sweepstakes (the "Sweepstakes"). The Sweepstakes is sponsored by the Broncos. United Airlines, Inc. ("Prize Provider") is acting as a prize provider and promotional partner for the Sweepstakes and is not responsible for administering or conducting the Sweepstakes, except for fulfilling the flight component and any other prize component expressly assigned to Prize Provider. Prize Provider will not be liable to any entrant in connection with the administration or conduct of the Sweepstakes.

2. ADMINISTRATOR

The Sweepstakes is powered by Wit Labs, Inc. ("Administrator") on behalf of the Broncos and is accessible through the Administrator's website at witcontests.com or through the designated WIT entry page identified below (collectively, the "Platform"). Administrator provides the Platform for the Sweepstakes but is not the sponsor. By creating and using an account with Administrator, entrants may also be required to read and agree to Administrator's Terms of Service.

3. ELIGIBILITY

The Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia, excluding New York, Florida, and Rhode Island, who are eighteen (18) years of age or older and have reached the age of majority in their state of residence at the time of entry. Employees, officers, directors, agents, and representatives of the Broncos, Administrator, Prize Provider, and the NFL Entities (as defined below), and each of their respective parents, subsidiaries, affiliated companies, advertising and promotional agencies, prize suppliers, dealers, wholesale distributors, and individual retail licensees, as well as the immediate family members (parents, spouse, children, siblings, and grandparents) of each such person and all persons domiciled with such persons, are not eligible. Void where prohibited or restricted by law.

4. TIMING

The Sweepstakes begins and ends as set forth below (the "Entry Period"). The Broncos reserve the right to adjust the Entry Period, drawing date, or winner-notification date if necessary due to operational considerations or a change to the designated game date or time, including NFL flexible scheduling procedures.

Entry Period Opens	Entry Period Closes	Drawing / Winner Notification
October 1, 2026 at 12:00:00 a.m. MT	December 31, 2026 at 11:59:59 p.m. MT	On or about January 2, 2027

The Broncos' or Administrator's computer is the official timekeeping device for the Sweepstakes.

5. HOW TO ENTER

During the Entry Period, eligible entrants must visit <https://web.witcontests.com/broncos/sweepstakes/win/united-first-class-261001> complete the registration form in its entirety, and submit the form online before the Entry Period closes. Limit one (1) entry per person and email address during the Entry Period. Entrants may not enter using multiple email addresses or identities or use any device or artifice to enter more than once. In the event of a dispute regarding the identity of an entrant, the entry will be deemed submitted by the authorized account holder of the email address used to enter. The "authorized account holder" is the natural person assigned the email address by the applicable internet access provider, online service provider, or other organization responsible for assigning email addresses for the associated domain. Automated, incomplete, late, inaccurate, corrupted, or otherwise noncompliant entries are void.

If entering using a mobile phone or other web-enabled device through a wireless carrier's network, standard data charges may apply. Entrants are solely responsible for any such charges. No responsibility is assumed by the Broncos, Administrator, or Prize Provider for any computer, online, telephone, wireless, network, human error, technical malfunction, or any lost, late, misdirected, incomplete, damaged, or delayed entry. All entries become the property of the Broncos and Administrator and will not be returned. By entering, entrants agree to these Official Rules and the decisions of the Broncos and Administrator, which are final and binding in all respects. Entering does not mean an entrant has won.

6. PRIZE / ODDS

Odds of winning depend on the number of eligible entries received during the Entry Period. One (1) prize will be awarded to one (1) winner. No more than the stated number of prizes will be awarded.

Prize	Designated Game / Experience	Prize Package	Approximate Retail Value
United Airlines First Class Experience Prize	Denver Broncos final regular season home game against the Los Angeles Chargers	Four (4) United Club game tickets, four (4) pregame field passes, four (4) round-trip first-class United Airlines tickets to Denver, Colorado, and a two (2) night hotel accommodations for the winner and up to three (3) guests.	\$9,000

The prize is for the winner and up to three (3) guests. Unless expressly stated above, the prize does not include airport transfers, ground transportation, parking, meals, baggage fees, travel insurance, incidental hotel charges, taxes, gratuities, concessions, merchandise, or any other item or expense. All expenses not specifically described as included are the sole responsibility of the winner and guests.

All flight, hotel, ticket, field-pass, and experience details will be determined by the Broncos and Prize Provider in their respective sole discretion. Travel is subject to availability, blackout dates, capacity controls, carrier rules, and any additional restrictions communicated during fulfillment. The winner and guests must travel on the same itinerary on dates designated by the Broncos and Prize Provider. The winner and guests are responsible for obtaining and carrying all identification and other documents required for travel. If the winner or any guest is unable or unwilling to travel or participate as required, the applicable prize component may be forfeited without substitution, reimbursement, or cash value.

Game tickets are revocable licenses subject to applicable ticket terms, venue rules, NFL policies, security procedures, and Broncos instructions. Pregame field access is subject to credentialing, safety, security, weather, operational, and other requirements and may be modified or canceled. NFL game dates and times are subject to change, including through flexible scheduling procedures. No assignment, resale, transfer, or substitution of the prize is permitted, except by the Broncos, which may substitute a prize or component of equal or greater value. The prize is not redeemable for cash. Any difference between the stated ARV and actual value will not be awarded.

7. WINNER SELECTION AND NOTIFICATION

One (1) potential winner for the United Airlines First Class Experience Prize will be selected in a random drawing from among all eligible entries received during the Entry Period on or about January 2, 2027. The potential winner will be notified by telephone, email, and/or text message using the contact information provided at entry and must respond within twenty-four (24) hours after notification or an alternate potential winner may be selected. A potential winner is not a winner unless and until eligibility and compliance are verified by the Broncos. If a potential winner cannot be contacted, does not timely respond, is ineligible, declines the prize, or is unwilling or unable to travel or participate as required, the prize may be forfeited and awarded to an alternate potential winner, time permitting.

8. TRAVEL AND GUEST REQUIREMENTS

Before fulfillment, the potential winner must provide proof of age, identity, residency, and eligibility upon request and must execute and return a Prize Acceptance Agreement, liability and publicity releases, a properly completed IRS Form W-9, if requested, and any other documentation reasonably required by the Broncos or Prize Provider. The potential winner and each guest must provide all required travel information and execute and return all required documentation by the deadline specified by the Broncos, which may be within twenty-four (24) hours after delivery due to the time-sensitive nature of the prize. If a guest is a minor, the minor must be accompanied by the minor's parent or legal guardian, who must be either the winner or one of the other permitted guests and must execute all required documentation on the minor's behalf. Failure to timely satisfy these requirements may result in forfeiture of the prize and selection of an alternate potential winner, time permitting.

The winner is responsible for the conduct of all guests. The winner and guests must comply with all Broncos, NFL, stadium, airline, hotel, safety, security, conduct, ticketing, and participation rules and instructions. The Broncos or

Prize Provider may deny or end participation by any person whose conduct is disruptive, unsafe, unlawful, or inconsistent with applicable requirements, without compensation or substitution.

9. GENERAL CONDITIONS

The Broncos and Administrator reserve the right, in their sole discretion, to disqualify any individual found to be tampering with the entry process or operation of the Sweepstakes, acting in violation of these Official Rules, acting in a non-sportsmanlike or disruptive manner, or acting with intent to annoy, abuse, threaten, or harass any person. Robotic, automatic, programmed, or similar entry methods are prohibited. If the Sweepstakes cannot be conducted as planned due to fraud, technical failure, unauthorized intervention, force majeure, or another cause affecting its security, fairness, integrity, or proper conduct, the Broncos may suspend, modify, terminate, or cancel the Sweepstakes and, if appropriate, select a winner from eligible entries received before the action.

All applicable federal, state, and local taxes associated with the prize are the winner's sole responsibility. The winner may be required to provide a Social Security number and complete IRS Form W-9. The value of the prize may be reported to applicable taxing authorities, and the winner may receive an IRS Form 1099.

10. PUBLICITY RELEASE

Except where prohibited by law, acceptance of the prize constitutes permission for the Broncos and Prize Provider, and their respective licensees, affiliates, assigns, and designees, to print, publish, broadcast, record, photograph, film, display, and use the winner's name, city and state, voice, statements, biographical information, photograph, image, likeness, appearance, and prize information for news, advertising, marketing, promotional, publicity, editorial, game-day, stadium, and media purposes in any media now known or later developed, worldwide and in perpetuity, without additional compensation, notice, review, or approval. Any guest publicity rights will be addressed in a separate guest release, where required.

11. GENERAL LIABILITY RELEASE

By participating and, if applicable, accepting or using the prize, each entrant, winner, and guest agrees to release and hold harmless the Broncos, Administrator, Prize Provider, the NFL Entities, and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies, prize suppliers, carriers, hotels, officers, directors, employees, representatives, dealers, wholesale distributors, individual retail licensees, and agents from any and all claims, liabilities, injuries, losses, damages, costs, or expenses arising out of or relating to the Sweepstakes; acceptance, possession, use, or misuse of the prize; travel; attendance at the designated game; participation in pregame field access or any related activity; or any change, cancellation, delay, interruption, or substitution, including claims alleged to arise from the negligence of a released party, except to the extent prohibited by law.

Each entrant irrevocably waives all claims against the National Football League, its member professional football clubs, including the Denver Broncos Football Club, Denver Broncos Team, LLC, 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") and agrees that, except for the Broncos as Sweepstakes sponsor, none of the NFL Entities will have liability or responsibility for any claim arising in connection with participation in the Sweepstakes or the prize awarded. Except for the Broncos, the NFL Entities have not offered or sponsored the Sweepstakes in any way.

This Sweepstakes is in no way sponsored, endorsed, or affiliated with any advertising platform or social media platform used to promote it, including those owned and operated by Meta Platforms, Inc., Google LLC, Pinterest, Inc., Reddit, Inc., Snap Inc., X Corp., or any of their respective parents, subsidiaries, and affiliates.

12. DISPUTES

All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of an entrant, the Broncos, Administrator, or Prize Provider in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise, will be governed by and construed in accordance with the laws of the State of Colorado, without giving effect to any choice-of-law or conflict-of-law rules.

By participating, each entrant agrees that any claim, dispute, or controversy arising out of, relating to, or connected with the Sweepstakes or the awarding or redemption of the prize will be resolved exclusively by final and binding individual arbitration administered by the American Arbitration Association ("AAA") under its Consumer Arbitration Rules then in effect, except that either party may bring an individual action in small claims court if the claim qualifies. This arbitration agreement is governed by the Federal Arbitration Act, 9 U.S.C. §§ 1-16. The arbitrator will apply Colorado law, consistent with the Federal Arbitration Act, applicable statutes of limitations, and recognized claims of privilege. Claims may not be arbitrated on a class, collective, consolidated, or representative basis, and the arbitrator may decide only the individual claims of the entrant and the applicable responding party. Arbitration fees and costs will be allocated in

accordance with the AAA Consumer Arbitration Rules, except to the extent applicable law requires a different allocation. Judgment on the award may be entered in any court of competent jurisdiction. If any portion of this arbitration provision is found invalid or unenforceable, the remaining portions will remain in effect, except that if the prohibition on class or representative arbitration is found invalid or unenforceable, this entire arbitration provision will be null and void.

13. WINNER LIST

The winner's first name, last initial, city, and state may be obtained after winner selection is completed by sending a self-addressed, stamped envelope to Denver Broncos Partnership Marketing, Denver Broncos x United Airlines First Class Experience Sweepstakes, 13409 Broncos Parkway, Englewood, Colorado 80112. Requests must be received within sixty (60) days after the drawing date.

14. PRIVACY

If an entrant is verified as the winner, the winner's first name, last initial, city, and state may be included in a publicly available winner list. Personal information collected in connection with the Sweepstakes will be governed by the Broncos Privacy Policy available at <https://www.denverbroncos.com/privacypolicy>. Entrants should also review Administrator's Privacy Policy and Terms of Service available at <https://www.witcontests.com/terms#privacy> and Prize Provider's privacy policy available at <https://www.united.com/en/us/fly/privacy-policy.html>. By entering, entrants consent to sharing personal information provided or collected through registration among Administrator and the Broncos and, as necessary to administer the Sweepstakes and fulfill the prize, with Prize Provider and applicable travel, hotel, ticketing, and fulfillment providers. Marketing communications from Prize Provider will be sent only to entrants who separately opt in, if applicable.

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