2026 Diageo x Crown Royal Take a Minute Make a Plan Sweepstakes
SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ELIGIBILITY: The 2026 Diageo x Crown Royal Take a Minute Make a Plan Sweepstakes (the "Sweepstakes") is open to legal residents of Ohio who are at least 21 years old at the time of entry. Persons under the age of twenty-one (21) are not eligible to participate in this Sweepstakes under any circumstances. Any Entry received from a person under the age of twenty-one (21) will be automatically rejected and deleted. Employees, officers, and directors (including immediate family members (spouse, parent, child and sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of Cleveland Browns Football Company LLC ("Club"), the National Football League and, its member professional football clubs (collectively, the "NFL Entities") and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and advertising and promotion agencies, Diageo Americas, Inc. ("Diageo"), and any and all other companies associated with the Sweepstakes are not eligible to participate or win a prize. Employees, owners, officers, and directors (including immediate family members (spouse, parent, child and sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of alcohol beverage suppliers, importers, wholesalers, distributors or retailers are also not eligible to participate or win a prize. The Sweepstakes is subject to all applicable federal, state and local laws, rules and regulations. Void outside the United States, states in which sweepstakes bonding is required, and otherwise where prohibited or restricted by law, rule or regulation.

PROMOTION PERIOD: The Sweepstakes promotion period begins at 12:00 AM EST on November 10, 2026 and ends at 11:59 PM EST on December 18, 2026 ("Promotion Period"), and will consist of the quantity of entry periods reflected in the table below (each, an "Entry Period", collectively, the "Entry Periods").

Entry Period	Total # of Winners	Deadline for Entries	Approx. Date of Selection
1	1	12/1/2026 at 11:59 PM EST	12/2/2026
2	2	12/18/2026 at 11:59 PM EST	12/19/2026

HOW TO ENTER: During the Promotion Period, an eligible entrant may enter by the method(s) listed below:

Online Method: During the applicable Entry Period, go to *ClevelandBrowns.com/TAMMAP* and click on the banners, buttons and/or links to access the online entry form for the Sweepstakes entry page and register by following the prompts to complete the required fields on the entry page, such as name, email address, phone number, zip code, etc.

No other method(s) of entry will be accepted. **Limit one (1) entry per person, per family, per e-mail address, social media handle or Facebook login, as applicable and per household, regardless of method of entry. Multiple entries received from any person or family or e-mail**

address, social media handle or Facebook login (as applicable) or household in excess of the stated limitation will be void. Entrants must be 21 years of age or older. All information and files submitted in the format specified will become property of Sponsor and used as provided in the applicable Terms of Use and Privacy Policy, each of which can be found by visiting https://www.clevelandbrowns.com/about/terms-of-use and https://www.clevelandbrowns.com/about/privacy-policy (both of which are incorporated herein by reference).

By submitting your completed entry form and all other requested information as directed, you will receive one (1) entry in the Sweepstakes. Entrants must fully complete and submit all non-optional data requested on the entry form to be eligible. Incomplete entries are void. Online entrants to the Sweepstakes may be given the option to receive commercial e-mails from the NFL Entities; however, eligibility to participate in the Sweepstakes is not dependent upon entrant's consent to receive such e-mails and consenting to do so will not increase your chances of winning.

RANDOM DRAWING: Potential winner(s) of the Sweepstakes (each a "Winner" and collectively, the "Winners") will be selected by random drawing on or about the dates reflected in the chart abovefrom among all eligible entries received by the Sponsor during the applicable Entry Period. Non-winning eligible entries from Entry Period 1 will be retained for the Entry Period 2 random drawing. **The decisions of Sponsor are final and binding on all matters relating to this Sweepstakes. Odds of winning depend on the total number of eligible entries received during the applicable Entry Period.**

PUBLICATION AND ASSIGNMENT OF RIGHTS TO SUBMISSIONS: By entering the Sweepstakes, each entrant agrees that his or her submission is an original work of authorship and he or she owns all right, title and interest in the entry as of the date of submission. Entrant acknowledges that the submission was created specifically for this Sweepstakes. Entries cannot defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. If the entry contains any material or elements that are not owned by the entrant and/or that are subject to the rights of third parties, the entrant is responsible for obtaining and has obtained, prior to submission of the entry, any and all releases and consents necessary to permit the use and exhibition of the entry by Sponsor and other NFL Entities (as well as possibly Diageo) in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the entry. Sponsor reserves the right to require proof of these permissions in a form acceptable to Sponsor from any entrant at any time.
No submission shall (a) reference/depict the actual consumption of alcoholic beverages; (b) reference/depict persons conducting themselves in an inappropriate manner; (c) contain material that would state or imply that the consumption of alcoholic beverages is acceptable before or while operating machinery, driving a vehicle or undertaking any other activity that requires a high degree of alertness or physical coordination; (d) contain any material that would degrade or demean the human form, image or status of women, men or the members of any group based on race, religion, ethnic background, sexual orientation or any other minority status; or (e) include a reference to or depiction of any person who is or may be under 21 years of age

Sponsor reserves the right to disqualify any entry it deems to be offensive, inappropriate, not in keeping with Sponsor's image, Diageo's image/CROWN ROYAL brand image or that is otherwise not in compliance with these Official Rules, in its sole discretion.

By entering the Sweepstakes, entrants agree to assign all right, title, and interest, including copyright rights, in the entry to Sponsor and grant permission for Sponsor, other NFL Entities and their respective designees (including Diageo) to publish or publicize all or part of their entry, including but not limited to entrant's name, likeness and submission, in whole or in part, for advertising, promotional and trade or other purposes in conjunction with this and similar promotions in any and all media now known or hereafter developed, worldwide in perpetuity, without notice or permission and without compensation, except where prohibited by law.

PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"): A total of three (3) prize(s) (each, a "Prize"), each of which are available to be awarded to one (1) winning entrant during the Promotion Period for a total of three (3) winning entrant(s). See the table below for Prize details. Winner is fully responsible for any and all applicable federal, state, and local taxes (including income and withholding taxes). All costs and expenses associated with Prize acceptance and use not specified herein as being provided by Sponsor shall be borne by the Winner. All Prize details are at Sponsor's sole discretion.

Entry Period	Prize Description	Winner Drawn Date	Approximate Retail Value ("ARV")
1	Two (2) lower level tickets and two (2) field passes to Browns vs. Falcons game, subject to Cleveland Browns ticketing terms and conditions, on Dec. 13, round trip transportation service within fifty (50) miles from the Stadium to the game and a meet and greet with Joel Bitonio, subject to further instruction from Club.	12/2/2026	$1,500.00
2	One (1) football autographed by Jared Verse	12/19/2026	$250.00
2	One (1) football autographed by Denzel Ward	12/19/2026	$250.00

The Prize is non-transferable and non-assignable, with no cash redemptions or substitutions except at Sponsor's sole and absolute discretion. Sponsor reserves the right to substitute the Prize (or portion thereof) with one of comparable or greater value, at its sole and absolute discretion. Guest of Entry Period 1 Prize winner must be 21 years of age or older and must sign and return a Release of Liability and, unless prohibited by law, Release of Publicity, prior to Browns vs. Falcons game.

NOTIFICATION: The Winner will be notified by Sponsor either via e-mail, mail and/or telephone (as solely determined by Sponsor and/or the applicable NFL Entity, as applicable) by the Sponsor. In the event that any Winner does not respond to any such notification within three (3) days of the date of issuance or such shorter time period as indicated thereon, a disqualification will result, the Prize will be forfeited and, at Sponsor's sole discretion and time permitting, an alternate Winner may be chosen from among all remaining eligible entries received for applicable

Entry Period random drawing. The Winner may be required to submit his/her valid social security number (if applicable) and/or other identification to Sponsor and will be required to execute, have notarized and return an Affidavit of Eligibility and Release of Liability and, unless prohibited by law, Release of Publicity, within five (5) days of date of issuance or such shorter time period as indicated thereon. A disqualification will result, the Prize will be forfeited and, at Sponsor's sole discretion and time permitting, an alternate Winner may be randomly selected from among all remaining eligible entries received for applicable Entry Period random drawing if all required documents are not properly executed and returned within the specified period of time. Refusal or return of such documents as non-deliverable or Winner's noncompliance with these Official Rules will also result in disqualification and forfeiture of the Prize and, at Sponsor's sole discretion and time permitting, may cause an alternate Winner to be selected from among all remaining eligible entries received for applicable Entry Period random drawing.

WAIVER OF LIABILITY/PUBLICITY RELEASE: By participating in the Sweepstakes and submitting an entry, each entrant agrees to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims against the Sponsor, Diageo, the NFL Entities, Meta Platforms, Inc. and each of their respective parents, affiliated companies, subsidiaries, 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 participation in the Sweepstakes or from the receipt or use of any Prize. The Winner, by acceptance of Prize, grants to Sponsor, the NFL Entities and each of their respective designees (including Diageo) the right to publicize such Winner's name, address (city and state of residence), photograph, voice and/or other likeness and prize information in any and all media now known or hereafter devised, throughout the world, in perpetuity, without additional compensation or consideration, notification or permission, unless prohibited by law.

GENERAL CONDITIONS: Released Parties are not responsible for stolen, late, incomplete, illegible, misdirected, lost, damaged, garbled, delayed, undelivered, inaccurate, postage-due or garbled entries, through e-mail or mail. Entries generated by a script, macro or other mechanical or automated means or by any means which subvert the entry process will be disqualified. Released Parties are not responsible 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 that may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of any Prize or in any Sweepstakes-related materials. 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 entrant's or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website.

The Sweepstakes is designed to increase consumer awareness of and interest in Diageo's CROWN ROYAL brand of Blended Canadian Whisky, the Cleveland Browns and the NFL generally . This Sweepstakes may not be used for any form of gambling. In the event that the Sweepstakes is challenged by any legal or regulatory authority, Sponsor reserves the right to discontinue or modify the Sweepstakes, or to disqualify Participants residing in the affected geographic areas. In such event, Released Parties shall have no liability to any Participants who are disqualified due to such an action.

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 Sponsor's representatives 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 the Sponsor, the NFL Entities and/or their respective agents. Sponsor 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 their sole discretion. Released Parties (i) make no warranty, guaranty or representation of any kind concerning any Prize, and (ii) disclaim any implied warranty. All disputes will be resolved under applicable U.S. laws in the County of **Cuyahoga**, state of Ohio without giving effect to choice of law or conflict of law principles (whether of the state of Ohio, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Ohio. Sponsor's failure to enforce any terms of these Official Rules shall not constitute a waiver of that provision.

The Sponsor and the other Released Parties, as applicable, reserve the right, in their sole discretion, to cancel or suspend the Sweepstakes for any reason, including should virus, bugs, unauthorized human intervention, or other causes corrupt the administration, security, fairness, integrity or proper operation of the Sweepstakes. In the event of cancellation, Sponsor may elect to identify the Winner*(s)* and award the Prize*(s)* from among all non-suspect, eligible entries received up to the time of such cancellation.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT, AND SPONSOR AND THE NFL ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

All online entries must include a valid e-mail address for the entrant. If only one entry per person is permitted, in case of multiple entries received from any person or e-mail address or household, only the first entry received from such person, e-mail address or household will be considered. In the event of a dispute as to the identity or eligibility of a Winner based on an e-mail address, the winning entry will be declared made by the "Authorized Account Holder" of the e-mail 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 e-mail address for the domain associated with the submitted e-mail address. Sponsor reserves

the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

COMMUNICATIONS: By participating in the Sweepstakes and submitting an entry, each entrant agrees to authorize the Club and the Club's affiliates, agents, and service providers (collectively, "Messaging Parties") to contact them using automatic dialing systems, artificial or prerecorded voice messages, texts, email, or similar methods to provide you with information about the Club. Each entrant authorizes the Messaging Parties to make such contacts using any telephone numbers (including wireless numbers) or email addresses supplied to the Messaging Parties, even if the entrant is charged for the contact by their service provider. Each entrant expressly authorizes the Messaging Parties to monitor and record any calls. To withdraw this authorization, contact the Browns at (440) 891-5050, or Cleveland Browns, Attn: Marketing Opt-Outs, 76 Lou Groza Blvd., Berea, OH 44017.

WINNERS' LIST: For the names of the winners (available starting four (4) weeks following the conclusion of the Promotion Period), mail a self-addressed stamped envelope to: 2026 Diageo x Crown Royal Take a Minute Make a Plan Sweepstakes, 76 Lou Groza Blvd. Berea, OH 44017. Winners' names requests must be received within one hundred and twenty (120) days of the conclusion of the Promotion Period.

SPONSOR: The Sponsor of this Sweepstakes is Cleveland Browns Football Company LLC, 76 Lou Groza Blvd. Berea, OH 44017. Diageo has not sponsored this Sweepstakes and, as such, is not responsible for administering the Sweepstakes or the award of any Prize in same..

The NFL Entities are not sponsors or administrators of this Sweepstakes and are in no way responsible or liable for the administration of this Sweepstakes. All trademarks used are the property of their respective owner(s) and are used for prize description purposes only.