Crown Your Kingdom Sweepstakes

Official Rules

NO PURCHASE (OF ALCOHOL OR ANY OTHER PRODUCT/SERVICE) OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE PROMOTION (DEFINED BELOW) IS INTENDED FORTHEKANSAS CITY, MISSOURI METROPOLITAN AREA ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED WITHIN THE KANSAS CITY, MISSOURI METROPOLITAN AREA AT THE TIME OF ENTRY VOID OUTSIDE THE KANSAS CITY, MISSOURI AND WHERE PROHIBITED. IN THE EVENT THE SWEEPSTAKES IS ENTERED VIA A MOBILE DEVICE, MESSAGE AND DATA CHARGES MAY APPLY**.

****THE KANSAS CITY, MISSOURI METROPOLITAN AREA INCLUDES KANSAS CITY, MISSOURI; KANSAS CITY, KANSAS; JOHNSON, LEAVENWORTH, AND WYANDOTTE COUNTIES IN KANSAS; CLAY, JACKSON AND PLATTE COUNTIES IN MISSOURI.**

1. **SPONSOR**. This Promotion is sponsored by Kansas City Chiefs Football Club, Inc., a Texas corporation, located at The University of Kansas Health System Training Complex, One Arrowhead Drive, Kansas City, Missouri 64129 ("**Sponsor**"). Diageo Americas, Inc., New York, NY 10007 is Sponsor's partner for the Promotion ("**Partner**"). This Promotion is in no way sponsored by, endorsed by, administered by, or associated with any third-party social media site, including but not limited to YouTube, Instagram, X f/k/a Twitter, or TikTok.

2. **ELIGIBILITY**. The Crown Your Kingdom Sweepstakes (the "**Promotion**") is open to residents of the Kansas City, Missouri metropolitan area, who are twenty-one (21) years of age or older at time of entry. The Promotion is void outside the Kansas City, Missouri metropolitan area and where prohibited by law. Employees of Sponsor, Partner and their respective parent companies, affiliates, subsidiaries, sales representatives, advertising, sales promotion, and judging agencies, and all other service agencies involved with the development, production, implementation, administration, or fulfillment of the Promotion, and members of the immediate families (defined for these Official Rules as spouses, parents, children, siblings, and each of their respective spouses, regardless of where they reside) or individuals living in the same household (whether related or not) of any of the above are not eligible to participate. In addition, employees or owners of alcohol beverage suppliers, importers, wholesalers, distributors or retailers are not eligible to participate.

3. **PROMOTION PERIOD**. The Promotion begins on Friday, November 6th at 12 PM Central Time ("**CT**") and ends on Monday, January 11th at 9 AM CT (the "**Promotion Period**"). Sponsor's clock is the official timekeeping device for the Promotion.

4. **HOW TO ENTER**. During the Promotion Period, eligible entrants may enter this Promotion by completing the online web form and entering basic contact information. Entrants must complete all required steps and/or provide all requested information in the web form to be eligible to win. Such steps include responding to questions to determine the perfect CROWN ROYAL cocktail for you. (One's specific responses and the perfect CROWN ROYAL cocktail generated thereby will not affect one's chances of winning.) No purchase is necessary to enter or claim the Prize, and a purchase will not increase your chances of winning. **Limit: one (1) entry per person/phone number**. Entries received from any person/phone number in excess of the stated limitation will be void. All entries must be received with all required elements no later than the conclusion of the Promotion Period to be eligible subject to the entry deadlines for the random drawings as per the chart below.

   Use of multiple phone numbers, identities, or any other methods and/or the manipulation of such information, for the purpose of obtaining more than the stated number of entries, is prohibited and such persons will be

disqualified and all entries will be deemed invalid and any Prize won shall be forfeited. Sponsor will not verify receipt of entries. Entries that are late, lost, stolen, undelivered, illegible, damaged, misdirected, mutilated, garbled, incomplete, altered or otherwise irregular, generated by script, macro or other automated or mechanical means, or that contain false information, have been submitted through illicit means or by any means which subvert the entry process, or that do not conform with or satisfy any or all of the conditions set out in these Official Rules will be void. Multiple entrants are not permitted to share the same phone number.

5. **DRAW DATES**. Winner(s) will be randomly selected on or around the Tuesday before each regular season home game ("**Draw Date**") from among all eligible entries received as of the preceding Monday at 11:59:59 PM CT and the number of winners will vary by Draw Date. See chart below. The perfect CROWN ROYAL cocktail generated by responding to questions will not be taken into account in the winner selection procedure. Non-winning eligible entries will be retained for subsequent Draw Date(s) as applicable. The random drawing on each Draw Date will be conducted by the Chiefs, whose decisions are final and binding on these Official Rules, conduct, results and all other matters relating to the Promotion. Sponsor shall not enter into any correspondence or discussion of the foregoing.

6. **WINNER NOTIFICATION**. If you are selected as a potential Prize winner (a "**Winner**"), you will be notified on or around the Draw Date by email or phone number (each potential Winner will be notified via the email or phone number provided in the winning entry) and you will be required to respond to the notification within forty-eight (48) hours or such shorter amount of time set forth therein, indicating whether you can accept the Prize. If no response is received within the time allotted, an alternate Winner will be randomly selected (time permitting). The alternate Winner selected will also be required to respond to the notification within forty-eight (48) hours or a shorter amount of time. Sponsor is not responsible for suspended or discontinued Internet, wireless, or land-line phone service which may result in a Winner not receiving initial Prize notification.

   The Prize will be sent only upon verification by Sponsor that all Promotion requirements have been met by a Winner. If you are selected as a Winner, Sponsor will require you to prove your identity, including proof of address. Examples of identification documents include, but are not limited to, passport or driver's license. Failure of a Winner to comply with the above Prize claim requirements or these Official Rules for any reason, or the return of any Prize notification or Prize as undeliverable, or the determination that a Winner is ineligible to receive the Prize, may result in forfeiture of the Prize and selection of an alternate Winner for the applicable random drawing in accordance with these Official Rules, time permitting. Sponsor is not responsible for any entrant's change of email address, mailing address, telephone number, and/or other contact information.

   YOU ARE NOT A WINNER UNTIL YOUR ELIGIBILITY HAS BEEN VERIFIED, AND IT IS DETERMINED THAT YOU HAVE COMPLIED WITH THESE OFFICIAL RULES.

7. **PRIZE AND ODDS**. Sponsor will award eight (8) prizes (each, the "**Prize**") to the verified Winners, with each prize consisting of two (2) game tickets to the corresponding Kansas City Chiefs Home Game during the 2026/2027 NFL Regular Season as per chart below, one (1) red parking pass for use when attending corresponding Kansas City Chiefs Home Game, one (1) cobranded game ball, two (2) Club Level passes, and one (1) $100 Fanatics gift card with a total approximate retail value of $1,000 USD per prize. Each verified Winner will receive one (1) Prize. Any difference between stated value and actual value will not be awarded. Guest accompanying verified Winner to the corresponding Kansas City Chiefs Home Game must be 21+ and sign and return a Release prior to the Game; failure to do so or if verified Winner chooses not to have a guest accompany him/her to the corresponding Kansas City Chiefs Home Game will result in Prize being awarded in increments appropriate only for the verified Winner him/herself. Alcohol is not part of the Prize. Limit of one (1) Prize per family, household or address. The Prize is non-transferable and cannot be redeemed for cash. No consolation prizes will be awarded. Odds of winning depend upon the number of eligible entries received for each random drawing. Sponsor reserves the right to substitute the Prize (in whole or in part) for a prize of equal or greater value at any time. Except where required by law, Fanatics gift card cannot be redeemed for cash, or cash equivalent. Fanatics gift card cannot be returned, reproduced, modified, sold, traded, refunded, or replaced if lost or stolen. Fanatics gift card not valid for purchases of other Fanatics gift cards or on previous purchases or returns. All Fanatics gift card purchases are subject to the terms of use specified on the Web Site through which they are sold, and any other terms and conditions applicable to Fanatics gift card, which may change at any time. Void where prohibited. Fanatics gift cards are issued by Fanatics Retail Group Fulfillment, LLC.

8. **PRIVACY**. Please see the Chiefs privacy policy located at https://www.chiefs.com/privacypolicy/ for details regarding the use of personal information collected in connection with the Promotion.

9. **DISCLAIMER OF WARRANTY**. EVERYTHING ON SPONSOR'S AND PARTNER'S WEBSITE(S) ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. FURTHER, SPONSOR AND PARTNER MAKE NO REPRESENTATION THAT MATERIALS ON ITS WEBSITES RELATING TO THE PROMOTION ARE APPROPRIATE OR AVAILABLE FOR USE AT ALL LOCATIONS AT ALL TIMES. IT IS ENTRANT'S RESPONSIBILITY TO ENSURE THAT ACCESSING SPONSOR'S AND PARTNER'S WEBSITE(S) AND ENTERING THE PROMOTION IS LEGAL AND NOT PROHIBITED BY THE LAWS OF THE JURISDICTION IN WHICH ENTRANT IS A CITIZEN.

10. **INDEMNIFICATION**. By entering, you agree that Sponsor, its Partner and their respective parent companies, affiliates, subsidiaries, advertising and promotion agencies, Fanatics Retail Group Fulfillment, LLC and all of their officers, directors, employees, representatives and agents (the "**Promotion Entities**"), are indemnified, released and will be held harmless by you from any and all liability, for any damages, injuries, or losses of any kind to person(s), including death, or property, arising directly or indirectly from the acceptance, possession, misuse or use of the Prize or your participation in the Promotion or any Promotion-related activity, in any way.

11. **LIMITATIONS OF LIABILITY**. The Promotion Entities are not responsible for and are hereby released from liability with respect to: (a) any printing, typographical, mechanical, or other errors in the printing, the offering, or the administration of the Promotion or in the announcement of the Prize; (b) lost, late, illegible, misdirected, or non-delivered entries or emails; (c) any entries submitted in a manner that is not expressly allowed under these Official Rules; (d) for lost, interrupted or unavailable satellite, network, server, Internet Service Provider, website or other connections availability, accessibility or traffic congestion, or miscommunications, or failed computer, network, telephone, or cable hardware, software or lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, or computer hardware or software malfunctions, failures or difficulties; (e) other errors of any kind whether human, mechanical, electronic or network, or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information; (f) any incorrect or inaccurate information, whether caused by website users, or by any equipment or programming associated with or utilized in the Promotion; (g) any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of any website; or (h) injury or damage to entrant's or any other person's computer related to or resulting from participating in the Promotion or downloading or copying materials from or use of website.

    IN NO EVENT WILL THE PROMOTION ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF ENTRANT'S ACCESS TO AND USE OF SPONSOR'S OR PARTNER'S WEBSITES OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEBSITES OR PARTICIPATION IN THE PROMOTION OR ENTRANT'S ACCEPTANCE OR USE OF THE PRIZE, IN ANY MANNER UNDER ANY CIRCUMSTANCE. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

12. **GENERAL CONDITIONS**. Each Winner grants (and agrees to confirm such grant in writing promptly upon request) to Sponsor and those acting under Sponsor's authority (including Partner) the right to use the Winner's name, photograph, likeness, voice, image, statements, and biographical information at any time or times for advertising, trade, publicity, and promotional purposes in any media now known or hereafter discovered, worldwide and on the World Wide Web, without review, notification, approval or additional compensation, unless prohibited by law.

By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of Sponsor in connection with the Promotion, will be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules, and any matters or proceedings shall take place in the State of Missouri. By entering, entrants consent to jurisdiction and venue of the federal, state, and local courts in Jackson County, Missouri.

Sponsor reserves the right, at its sole discretion, to disqualify any individual that may be tampering with the entry process or operation of the Promotion or any associated website, may be acting in violation of the terms of an associated website or these Official Rules or may be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person.

If, for any reason, the Promotion is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, hacking, unauthorized intervention, fraud, technical failures or any other causes which, in the sole opinion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion, and randomly determine the Winner(s) for one or more affected random drawings from among all eligible, non-suspect entries received for such affected random drawing(s) prior to the action taken. Any attempt to deliberately damage any website or undermine the legitimate operation of the Promotion is unlawful and subject to legal action by Sponsor or its agents. Further, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion or these Official Rules without notice.

13. **WINNERS' LIST**. The names of the Winners will be available on or about two (2) weeks following each Draw Date as per the chart below. To receive the name of the Winners by mail, please mail a self-addressed, stamped envelope to Kansas City Chiefs ATTN: Crown Your Kingdom Sweepstakes, The University of Kansas Health System Training Complex, One Arrowhead Drive, Kansas City, Missouri 64129. Requests for the names of the Winners must be postmarked by DATE 1 and received by DATE 2. The names of the Winners will be sent once verified.

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Game Date†	Number of Winners‡	Opponent	Entry Deadline at 11:59:59 PM CT	Approximate Draw Date
Sunday, November 22, 2026	Two (2)	Arizona Cardinals	November 16, 2026	November 17, 2026
Monday, December 21, 2026	Two (2)	New England Patriots	December 14, 2026	December 15, 2026
Sunday, December 27. 2026	Two (2)	San Francisco 49ers	December 21, 2026	December 22, 2026
TBD-Week 18 (Specific Game Date will be announced at conclusion of Week 17, January 4, 2027)	Two (2)	Las Vegas Raiders	XXX	XXX

†Date of Game is subject to NFL's flexible scheduling procedures.

‡Except for the Draw Date for the Final Game, the indicated number of prizes is unawarded for a given Draw Date, Sponsor reserves the right to award such prize during the Draw Date for a subsequent Game of Sponsor's sole choosing.