

BRONCOS AND SONY ELECTRONICS HOLIDAY HEADPHONES SWEEPSTAKES

Official Rules

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES OR DISTRICT OF COLUMBIA, 18+ YEARS OF AGE (19+ in AL, NE) AS OF TIME OF ENTRY. NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. INTRODUCTION: Denver Broncos Team, LLC d/b/a the Denver Broncos Football Club ("Broncos" or "Sponsor") is offering a sweepstakes. **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW. THIS SWEEPSTAKES CONTAINS A BINDING ARBITRATION CLAUSE.**

2. ADMINISTRATOR: The Sweepstakes is powered by Wit Labs, Inc. ("Administrator") on behalf of the Broncos and is accessible via the Administrator's website at [witcontests.com](https://www.denverbroncos.com/fans/contests) or through a mobile device or computer at <https://www.denverbroncos.com/fans/contests> (collectively, the "Platform"). For the avoidance of doubt, Administrator provides the Platform for the Sweepstakes but is not the sponsor of the Sweepstakes. By creating and using an account with Administrator, all entrants are further required to read and agree to the Administrator's [Terms of Service](#). Message or data rates may apply when using a mobile device for participating or entering the Sweepstakes.

3. ELIGIBILITY: Entrants to the Broncos and Sony Electronics Holiday Headphones Sweepstakes ("Sweepstakes") must be U.S. residents 18 years of age or older (19 in AL, NE). Employees, officers and directors of the Sponsor, the NFL Entities (as defined below), and Sony Electronics ("Sweepstakes Entities"), their respective parents, subsidiaries, affiliated companies, and agents, dealers, advertising and promotional or production agencies, any companies who are promotional participants or prize provider, web master and web suppliers, wholesale distributors and individual retail licensees and the immediate family members (defined as parents, spouse, children, siblings, grandparents) of each of the foregoing (collectively "Sponsor & Others"), and all those with whom such employees are domiciled, are NOT eligible to enter or win.

4. SWEEPSTAKES TIMING: The Sweepstakes begins at 9:00:00 a.m. MST on December 22, 2025 and ends at 11:59:50 p.m. MST on January 9, 2026 ("Sweepstakes Period"). Sponsor's computer is the official clock for the Sweepstakes.

5. TO ENTER: During the Sweepstakes Period, eligible entrants must: visit <https://web.witcontests.com/broncos/sweepstakes/win/sony-electronics-holiday-headp-251222>, complete the registration form in its entirety and submit it online to enter for a chance to win. There will be 1 prize awarded for the Sweepstakes Period.

Entrants may opt-in to receive email marketing communications from Sony Electronics Inc. about products and services. Entrant may unsubscribe at any time.

By opting in, entrant agrees to

[Sony Electronics Inc Privacy Policy](#)

[CA Privacy Notice](#)

[Sony Electronics' Notice of Financial Incentive/Loyalty Program](#)

Absolutely no entries will be accepted outside of the Sweepstakes Period. Limit one entry per person/email address. Enter only using an e-mail address subscribed and registered in your name. In the event of a dispute as to entries submitted by multiple individuals using the same e-mail account on the same day, entry will be deemed to have been submitted by the authorized subscriber of the e-mail account used to enter the sweepstakes at the actual time of entry. The authorized e-mail account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet access provider. No responsibility is assumed by Broncos and Sweepstakes Entities for any computer, on-line,

telephone, human error or technical malfunctions that may occur. All entries become the property of Broncos and Sweepstakes Entities and will not be returned. By entering, you agree to these Official Rules and the decisions of the Broncos and Sweepstakes Entities, which are final and binding in all respects. To obtain a copy of the Official Rules by mail, send a self-addressed, stamped envelope for receipt by December 16, 2024 to Denver Broncos, 1701 Bryant Street, Denver, CO 80204. WA and VT residents may omit return postage.

6. PRIZES/ODDS: Odds of winning depend on number of eligible entries received. Winners will be selected via random drawing on or around the following dates: January 10, 2026. Winners will be notified by telephone and/or email. **Winners must respond to such notification within 24 hours after notification or an alternate winner will be selected from the remaining eligible entries.** Once winner accepts prize, they will be emailed information pertaining to the prize. No assignment, transfer or substitution of prize is permitted, except by the Broncos and Sponsors who may substitute a prize of equal or greater value. Limit one (1) prize per person or household.

Potential prize winner will be required to complete, sign and return a Declaration of Eligibility/Liability Release/Publicity Release form, and a properly completed IRS Form W-9. In the event the potential winner does not accept the prize within 24 hour, sign and return relevant documents, or if the prize notification or prize is not deliverable, or the potential winner is ineligible or not in compliance with these Official Rules, prize will be forfeited and awarded to an alternate winner who will also be selected randomly from all remaining non-winning entries, at Sponsor's sole discretion. The Sponsor is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify winner. If after a good-faith attempt (as determined by Sponsor) Sponsor is unable to award or deliver a prize, the prize will not be awarded. By participating in this Sweepstakes, you acknowledge and agree that Broncos may collect the personal information submitted by you and use the information pursuant to the Broncos privacy policy available online at www.denverbroncos.com/privacypolicy.

Prizes (1): There will be one (1) winner. One (1) prize winner will receive one (1) pair of Sony's WH-1000XM6 Wireless Noise-Cancelling Over-the-Ear Headphones (estimated retail value "ERV" \$459.99) and one (1) Broncos autographed item (ERV \$250.00) (Prize ERV \$799.99). Prize package does not include, taxes, insurance, personal expenses, or any other items not specifically described in these Official Rules, and all expenses for any of the foregoing are the sole responsibility of the Winner. Total ERV \$799.99. Winner is solely responsible for filing all required tax returns and paying any required taxes pursuant to applicable law based on the value of the prize received.

7. GENERAL CONDITIONS: Winners must be U.S. residents 18 years of age or older (19+ in AL, NE). If prize notification or prize is returned as non-deliverable, prize will be forfeited and awarded to alternate winner. All prizes claimed will be awarded. Void where prohibited. Non-compliance within these Official Rules may result in disqualification and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. All entrants grant to Broncos and Sweepstakes Entities, and their licensees, affiliates and assigns, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the entrant's name, and other information collected on the Sweepstakes registration form as news or information and for advertising and promotional purposes without additional consideration; and further without such additional compensation, appear for any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews, as may be determined from time to time by the Broncos and Sweepstakes Entities. Further, by accepting a prize, each winner agrees to release and hold harmless the Broncos and Sweepstakes Entities, and Sponsor & Others from any and all liability for any injuries, loss or damage of any kind to person and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, participation in any Sweepstakes-related activity, or participation in this Sweepstakes. This Sweepstakes is void where prohibited or restricted by law and is subject to all federal, state, and local laws and regulations. The Broncos and Sweepstakes Entities reserve the right, at their sole discretion, to disqualify any individual they find, in their sole discretion, to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or

disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or like entry methods will void all such entries by such methods. The Broncos and Sweepstakes Entities reserves the right to prosecute any fraudulent activities to the full extent of the law.

8. DISPUTES: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant or Sweepstakes Entities in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you and the Sweepstakes Entities, shall 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 in this Sweepstakes, each entrant agrees that: (i) Any claim, dispute, or controversy (whether in contract, tort, or otherwise) arising out of, relating to, or connected in any way with the Sweepstakes or the awarding or redemption of prizes will be resolved exclusively by final and binding arbitration conducted pursuant to the AAA's Procedures for Consumer-Related Disputes in conjunction with the AAA's Commercial Arbitration Rules (if and as applicable depending on the amount in controversy); (ii) This arbitration agreement is made pursuant to a transaction governed by the Federal Arbitration Act ("FAA"), 9 U.S.C. §§ 1-16; (iii) The arbitration shall be held at the AAA regional office nearest the entrant; (iv) The arbitrator's decision shall be controlled by the terms and conditions of these Official Rules and any of the other agreements referenced herein that the applicable entrant may have entered into in connection with the Sweepstakes; (v) The arbitrator shall apply Colorado law consistent with the FAA and applicable statutes of limitations and shall honor claims of privilege recognized at law; (vi) There shall be no authority for any claims to be arbitrated on a class or representative basis; arbitration can decide only the entrant's and/or Sponsors individual claims and the arbitrator may not consolidate or join the claims of other persons or parties who may be similarly situated; (vii) The arbitrator shall not have the power to award punitive damages against any party; (viii) In the event that the administrative fees and deposits the entrant is required to pay under the AAA rules exceed \$125, and the entrant is unable to pay the additional fees and deposits, Sponsors retains the right to forward them to the AAA on the entrant's behalf, subject to ultimate allocation by the arbitrator. In addition, if the entrant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, the Sweepstakes Entities retain the right to pay as much of the entrant filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive; and (ix) If any part of this Arbitration Provision is deemed to be invalid or otherwise unenforceable or illegal, the balance of this Arbitration Provision shall remain in effect and shall be construed in accordance with its terms as if the invalid or illegal provision were not contained herein.

9. LIMITATIONS ON LIABILITY:

IN NO EVENT WILL THE SPONSOR OR SWEEPSTAKES ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE WEBSITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM the SITE, OR ANY OTHER WEB SITE ASSOCIATED WITH THIS SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE SITE IS 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. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

10. WINNERS LIST: The name of the prize winners may be obtained after January 16, 2026, by sending a self-addressed, stamped envelope for receipt within 90 days following winner selection, to Denver Broncos Marketing, Broncos and Sony Electronics Holiday Headphones Sweepstakes, 1701 Bryant Street, Suite 900, Denver, CO 80204.

11. Privacy. If you are verified as a prize winner, your first name, last initial, city and state may be included in a publicly available winner's list. Entrants should review the Broncos' privacy policy at www.denverbroncos.com/privacypolicy and Sony Electronics' privacy policy <https://electronics.sony.com/privacy-policy>, which together govern the collection and use of personal information submitted in connection with the Sweepstakes.

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 the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way. This sweepstakes is in no way sponsored, endorsed, or affiliated with any advertising platform or social media platform used in connection with promotion of the sweepstakes, including, without limitation, those owned and operated by Meta Platforms, Inc., Google LLC, Pinterest, Inc., Reddit, Inc., Snap Inc., Twitter, Inc., and any of their respective parents, subsidiaries and affiliates.

Sony Electronics Inc. is a prize sponsor of the Sweepstakes.

Sponsor: Denver Broncos Team, LLC d/b/a the Denver Broncos Football Club

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