

BRONCOS FORD BRONCO ENTER TO WIN SWEEPSTAKES

Official Rules

1. INTRODUCTION: Denver Broncos Team, LLC, d/b/a the Denver Broncos Football Club (the “Broncos”) is offering a sweepstakes (“Sweepstakes”) in connection with Ford Motor Company (“Ford”). Ford is acting only as a prize provider and branding partner for the Sweepstakes and is not responsible for administering or conducting the Sweepstakes in any way. Ford will not be liable to any entrant in connection with the 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 on 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](#).

3. ELIGIBILITY: Entrants, winners, and participants must be U.S. residents 18 years of age or older and a resident of Colorado, Utah, Wyoming, Idaho or South Dakota. Employees of the Broncos, Administrator, and the NFL Entities (as defined below), and Ford, and their respective parents, subsidiaries, affiliated companies, and agents, dealers, advertising and promotional agencies, wholesale distributors and individual retail licensees and the immediate family (defined as parents, spouse, children, siblings, grandparents) of each such employees, and all those with whom such employees are domiciled, are NOT eligible.

4. TIMING: The Sweepstakes begins at 8:00:00 a.m. MDT on July 20, 2025 and ends at 4:59:59 p.m. MST on December 15, 2025 (“Sweepstakes Period”).

5. TO ENTER: Entrants must: visit <https://web.witcontests.com/broncos/sweepstakes/win/ford-bronco-season-250712> fill out the registration form in its entirety and submit online to be eligible to win. Absolutely no entries will be accepted after the end 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 or Administrator for any computer, on-line, telephone, human error or technical malfunctions that may occur. All entries become the property of Broncos and Administrator and will not be returned. By entering, you agree to these Official Rules and the decisions of the Broncos and Administrator, which are final and binding in all respects.

6. PRIZES/ODDS: Odds of winning depend on number of eligible entries received. A group of five (5) finalists will be selected via a random drawing of all eligible entries on or about the Thursday immediately preceding the Denver Broncos’ football team’s last home game of the 2025 NFL season. An additional random drawing from among the finalists will occur on or around the date of the Denver Broncos’ last home game of the NFL season to select the Grand Prize winner. Absolutely no assignment, transfer or substitution of the prize is permitted, except that the Sponsor may substitute a prize of equal or greater value. Limit one (1) prize per person.

Winner Notification: The finalists will be notified by telephone. Finalists must respond to such notification within 24 hours after notification or an alternate finalist will be selected from the remaining eligible entries. Once finalist accepts, they will be emailed information pertaining to the Grand Prize drawing.

Potential prize winners may be required to execute and return affidavits of eligibility and liability/publicity releases to the Administrator, except where prohibited by law, within three (3) days following the date of

attempted notification. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is eighteen (18) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If the Administrator cannot verify that the potential winner is eighteen (18) years of age or older prior to winner notification, then the potential winner will be disqualified and an alternate potential winner will be randomly selected (time permitting).

The Grand Prize winner will be required to execute a Prize Acceptance Agreement that includes representations of eligibility and a liability/publicly release in favor of the Sweepstakes Entities. and a properly completed I.R.S. Form W-9 for prize reporting purposes.

If a potential prize winner does not comply with these Official Rules, the prize will be forfeited and an alternate potential winner will be randomly selected (time permitting). Any alternate potential winner selected will also be required to adhere to the time periods described in these Official Rules. Any prize notification or prize returned to the Sweepstakes Entities as undeliverable will result in disqualification and the awarding of that prize to an alternate potential winner (time permitting).

Prizes: One "Grand Prize" winner will receive one (1) 2024 Ford Bronco ("Grand Prize"). Each finalist selected via random drawing will receive two (2) game tickets to a Denver Broncos Home Game valued at \$400 and a gift bag of Broncos merchandise valued at \$50. Entrants acknowledge that these games may be scheduled during the NFL'S flexible scheduling window and the date and time of the games may be changed from what is originally reflected on the schedule and what may appear on the ticket or in these Official Rules. For more information about NFL flexible scheduling procedures for the 2025 NFL Season, please visit <https://www.nfl.com/schedules/flexible-scheduling-procedures>. Neither Broncos nor Ford make any representation or warranty with regard to the condition of the Grand Prize, which is being provided on an "as-is" "where-is" basis. By entering the contest, each entrant acknowledges that Broncos and Ford will use the Grand Prize to promote the contest, including by driving the Grand Prize within and without the state of Colorado, and as such the Grand Prize will be delivered in "used" condition and may have been driven for a substantial number of miles before being delivered to the winner. Prizes do not include travel to or from Denver, ground transportation, meals, 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. Approximate retail value of the Grand Prize is \$50,000, and approximate retail value of each Secondary Prize is \$450.

7. GENERAL CONDITIONS: All entrants grant to Broncos, Administrator, NFL Entities, and Ford, and their respective 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, Administrator, any NFL Entities or Ford. Further, by accepting a prize, each winner agrees to release and hold harmless the Broncos, Administrator, the NFL entities and Ford, their respective parents, affiliates, subsidiaries, advertising and promotion agencies and their respective directors, officers, employees, representatives, dealers, advertising and promotional agencies, wholesale distributors and individual retail licensees and agents 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 Administrator 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 is prohibited and all entries determined by Broncos or Administrator to be entered by such methods will be disqualified. The Broncos and Administrator reserve 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, Broncos or Administrator in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you and the Broncos and/or Administrator, 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 the Broncos and/or Administrator's 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, the Broncos 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 Broncos retains 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. WINNERS LIST: The name of the prize winners may be obtained after January 15, 2026, by sending a self-addressed, stamped envelope for receipt by February 15, 2026, to Denver Broncos Marketing, Broncos Ford Bronco Enter to Win, 1701 Bryant Street, Suite 900, Denver, CO 80204.

10. PRIVACY. The Broncos' privacy policy is available at <https://www.denverbroncos.com/privacypolicy>. Entrants should also review Administrator's privacy policy available at <https://www.witcontests.com/terms#privacy> and Ford's privacy policy located at <https://www.ford.com/help/privacy>. By entering the Sweepstakes, you consent to the sharing of your personal information ("PI") provided or collected through the registration process among Administrator and the Broncos (and, to the extent you have opted to receive communications from Ford, Ford), and to the collection, processing and use of PI outlined in the applicable privacy policies. 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. 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"), the Administrator and Ford, and agrees that none of the foregoing entities or persons will have any liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. None of the NFL Entities nor Ford have 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., X/Twitter, Inc., and any of their respective parents, subsidiaries and affiliates.