

MILLER LITE® FAN CAVE CONTEST

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. HOW TO ENTER

- a. These rules govern the Miller Lite® Fan Cave Contest (the “Contest”) being conducted by Good Karma Broadcasting, LLC dba ESPN Chicago, 190 N State St Suite 700, Chicago, IL 60601 (“GKB”) beginning on Tuesday, November 5, 2024 at 12:01am central time (“CT”) and ending on Sunday, December 15, 2024 at 11:59pm CT (“Contest Period”).
- b. To participate in the Contest for a chance to win one (1) of seven (7) prizes (defined below), you may:
 - i. Go to www.millerlitefancave.com; and,
 - ii. Complete the online entry form.
- c. You may have a maximum of one (1) entry per Contest Period. Entries can be made only via the Miller Lite® Fan Cave Contest page on www.espnchicagocontests.com.

2. ELIGIBILITY RESTRICTIONS

- a. The Contest is open to all persons who are 21 years old or older as of Tuesday, November 5, 2024, and who reside within fifty (50) miles of 190 N State St, Chicago, IL 60601 and only in the state of Illinois. Employees of GKB, its subsidiary and affiliated entities, GKB’s advertising and promotional agencies, Molson Coors Beverage Company, The Chicago Bears Football Club, Inc. (“Chicago Bears”) its participating sponsors, and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are ineligible to participate or win. This Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.
- b. Up to one (1) entry per person per Contest Period. Entrants are eligible to win a prize in only one (1) Contest or promotion conducted by GKB, including this Contest, once every seven (7) days and once every thirty (30) days if the prize is valued over \$600. Only one (1) winner per household is permitted in any GKB promotion.
- c. Entrants are required to provide truthful information. GKB will reject and delete any entry that it determines, in its sole and absolute discretion, to be false or fraudulent.

GKB will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. Up to six (6) finalist prizes (each, a “Finalist Prize” and collectively, “Finalist Prizes”) and one (1) grand prize (“Grand Prize”) (each, a “Prize” and collectively, “Prizes”) will be awarded during the Contest Period.
- b. Each Finalist Prize will include one (1) Miller Lite® prize pack with an approximate retail value (“ARV”) of \$50 and a total ARV of \$300 for all six (6) Finalist Prizes. Each Finalist Prize may vary by beverage type based upon availability. Each Finalist Prize Winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of each Finalist Prize. GKB accepts no responsibility for any liability arising out of each winner’s acceptance or use of the Prize.
- c. The Grand Prize will include one (1) pair of tickets to an upcoming Chicago Bears regular season away game played at Lambeau Field, 1265 Lombardi Ave, Green Bay, WI 54304 (“Lambeau Field”) in January 2025 and one (1) pair of tickets to the Tundra Trio, 896 Stadium Dr, Green Bay, WI 54304 for a pregame party before the game at Lambeau Field with an approximate retail value (“ARV”) of \$1,400. Grand Prize Winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Grand Prize including, but not limited to transportation to and from Lambeau Field and Tundra Trio and food and beverages purchased at Lambeau Field. GKB accepts no responsibility for any liability arising out of each winner’s acceptance or use of the Grand Prize.
- d. All Prizes or Prize certificates will be either delivered, emailed, or mailed to each Prize Winner or available at Will Call. GKB is not responsible for the safe arrival of a Prize or Prize certificate.
- e. There is no substitution, transfer, or cash equivalent for the Prizes, except that GKB may, at its sole discretion, substitute Prizes for cash of comparable value. The Prizes are expressly limited to the item(s) listed above and, unless otherwise expressly specified, do not include taxes, gratuities or any other expenses including travel, lodging, or food. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Contest are final.
- b. Up to six (6) Finalist Prize Winners will be by a panel of ESPN Chicago teammates will determine the winners based on Chicago Bears team spirit, creativity, originality, and aesthetic appeal across two (2) “Contest Entry Periods” by the end of the Contest Period, provided that there is an eligible Entrant.

- i. Contest Entry Period No.1: A minimum of two (2) Finalist Prize Winners will be selected and notified by 5pm CT on Friday, November 22, 2024.
 - ii. Contest Entry Period No. 2: The remaining Finalist Prize Winners, not to exceed six (6) total Finalist Prize Winners, will be selected and notified by 5pm CT on Monday, December 16, 2024.
- c. Odds of winning a Finalist Prize are dependent on total number of Entries during the Contest Period.
- d. One (1) Grand Prize winner will be selected by a panel of ESPN Chicago teammates will determine the winners based on Chicago Bears team spirit, creativity, originality, and aesthetic appeal after ESPN Chicago on-air host Pat The Designer tours each of the Fan Caves submitted by the six (6) Finalist Prize winners by 5pm CT on Monday, December 30, 2024.
- e. Odds of winning the Grand Prize are 1 in 6.
- f. Each Finalist Prize winner must provide valid government-issued photo identification and provide his or her complete address (Street, City, Zip Code), email address, and date of birth and phone number to claim a prize.
- g. Each Prize Winner must execute and return any required affidavit of eligibility and/or liability/publicity release within forty-eight (48) hours of winning or Prize will be forfeited. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a Prize or Prize notification is returned as undeliverable, the potential winner forfeits the Prize. GKB reserves the right to select another winner from all eligible Entrants if a Prize is forfeited.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of each winner. Each Prize Winner will be required to complete and submit an IRS Form W-9 with the Prize Winner's full Social Security Number or the equivalent for receipt of any Prize valued at \$600 or more or for any prizes awarded by GKB in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the Prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Contest, each Prize Winner agrees to have their name, voice and likeness used in any advertising or broadcasting material relating to the Contest without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the Prize.

- c. BY ENTERING THIS CONTEST, ALL ENTRANTS AGREE TO FOREVER WAIVE, RELEASE, DISCHARGE, AND COVENANT NOT TO SUE GKB, CHICAGO BEARS, THE NATIONAL FOOTBALL LEAGUE, MOLSON COORS BEVERAGE COMPANY, AS WELL AS EACH RESPECTIVE PARTY'S OWNERS, EMPLOYEES, AGENTS, ATTORNEYS, DIRECTORS, OFFICERS, SHAREHOLDERS, CONTRACTORS, SUCCESSORS, ASSIGNS AND INSURERS (COLLECTIVELY "RELEASED PARTIES") FOR AND FROM ANY AND ALL CLAIMS, DEBTS, LIABILITIES, DEMANDS, OBLIGATIONS, COSTS, FEES, EXPENSES, ACTIONS, CAUSES OF ACTION WHATSOEVER, OF EVERY NATURE, CHARACTER AND DESCRIPTION (COLLECTIVE, "CLAIMS"), KNOWN AND UNKNOWN, INCLUDING, BUT NOT LIMITED TO, ALL THOSE ARISING OUT OF OR IN ANY WAY RELATED TO THIS CONTEST; THESE OFFICIAL RULES; ENTRANT'S ENTRY; THE NEGLIGENCE OF ANY OF THE RELEASED PARTIES; THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF ANY PRIZE; AND ANY PARTICIPATION IN THIS CONTEST. IN ADDITION, EACH ENTRANT ACKNOWLEDGES AND AGREES THAT THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR ANY COSTS, INJURIES, LOSSES, OR DAMAGES OF ANY KIND ARISING FROM OR IN CONNECTION WITH: (I) INCOMPLETE, LOST, LATE, MISDIRECTED OR ILLEGIBLE ENTRIES OR FOR FAILURE TO RECEIVE ENTRIES DUE TO ANY CAUSE, INCLUDING WITHOUT LIMITATION, HUMAN, TRANSMISSION, OR TECHNICAL PROBLEMS, FAILURES, OR MALFUNCTIONS OF ANY KIND, WHETHER ORIGINATING WITH SENDER OR OTHERWISE, THAT MAY LIMIT AN ENTRANT'S ABILITY TO PARTICIPATE IN THIS CONTEST; OR (II) ANY INJURY OR DAMAGE RESULTING FROM PARTICIPATION IN THIS CONTEST AND/OR THE USE OR MISUSE OF ANY PRIZE (INCLUDING, WITHOUT LIMITATION, CLAIMS, COSTS, INJURIES, LOSSES AND DAMAGES RELATED TO PERSONAL INJURIES, DEATH, DAMAGE TO, LOSS OR DESTRUCTION OF PROPERTY, OR ANY CLAIMS, COSTS, INJURIES, LOSSES, OR DAMAGES RELATED TO OR BASED ON THE ENTRANT'S RIGHTS OF PUBLICITY OR PRIVACY, OR THE ENTRANT'S CLAIM THAT HE OR SHE HAS SOMEHOW BEEN DEFAMED OR PORTRAYED IN A FALSE LIGHT.)
- d. BY SUBMITTING AN ENTRY, ENTRANT REPRESENTS AND WARRANTS THAT HE OR SHE OWNS AND/OR HAS THE AUTHORITY TO RELEASE THE CLAIMS STATED HEREIN. FURTHER, BY SUBMITTING AN ENTRY OR ACCEPTING ANY PRIZE, ALL ENTRANTS AND PRIZE WINNERS EXPRESSLY AGREE TO AT ALL TIMES DEFEND, HOLD HARMLESS, AND INDEMNIFY THE RELEASED PARTIES FROM AND AGAINST ALL CLAIMS OF ANY KIND OR NATURE WHATSOEVER (INCLUDING REASONABLE ATTORNEYS' FEES AND DISBURSEMENTS) ARISING OUT OF OR IN ANY WAY RELATED TO THIS CONTEST; THESE OFFICIAL RULES; ENTRANT'S ENTRY; THE NEGLIGENCE OF ANY OF THE RELEASED PARTIES; THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF ANY PRIZE; AND ANY PARTICIPATION IN THIS CONTEST.

- e. THE NATIONAL FOOTBALL LEAGUE, ITS MEMBER PROFESSIONAL FOOTBALL CLUBS, NFL VENTURES, L.P., NFL PROPERTIES LLC, NFL ENTERPRISES LLC, NFL PRODUCTIONS LLC AND NFL INTERNATIONAL LLC AND EACH OF THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SHAREHOLDERS, OFFICERS, DIRECTORS, AGENTS, REPRESENTATIVES AND EMPLOYEES (COLLECTIVELY, THE "NFL ENTITIES") WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THIS CONTEST OR ANY PRIZE AWARDED. THE NFL ENTITIES, OTHER THAN THE CHICAGO BEARS FOOTBALL CLUB, INC., HAVE NOT OFFERED OR SPONSORED THIS CONTEST IN ANY WAY.
- f. If for any reason this Contest cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of GKB that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Contest, or if the Contest is compromised or becomes technically corrupted in any way, electronically or otherwise, GKB reserves the right to cancel, terminate, suspend, or modify the Contest. If the Contest is terminated before the original end date, GKB reserves the right to select the winner(s) by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winner(s).
- g. GKB, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of GKB's website. Failure to comply with the rules of the Contest may result in a contestant's disqualification and/or forfeiture of any Prize or Prizes. If GKB makes a good faith determination that an Entrant has cheated or committed fraudulent activity in connection with a Contest, GKB reserves the right to disqualify that Entrant from entering and/or winning future Contest and to prosecute and seek damages to the fullest extent permitted by law.
- h. GKB reserves the right to make changes in the rules of the Contest, including, without limitation, the substitution of a Prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of GKB, any competition or Prize-related event or travel is delayed, rescheduled, postponed or cancelled, GKB reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Contest and shall not be required to award a substitute prize.
- i. **GOVERNING LAW**. All issues and questions concerning the construction, validity, interpretation, and enforceability of these official rules or the rights and obligations of the Entrants, GKB, Chicago Bears, or released parties in connection with the Contest shall be governed by and construed in accordance with the laws of the state of Illinois without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws.

- j. **ENTRANTS' PRIVACY**. Any personally identifiable information collected in connection with an Entrant's participation in this Contest will be used by GKB, its respective affiliates, and agents only for purposes of the proper administration and fulfillment of the Contest, as described in these Official Rules, and in any manner consistent with GKB's respective Privacy Policy, available at <https://goodkarmabrands.com/privacy-policy/>. Any Entries that are not selected to win the Prizes will be discarded at the end of the Contest Period. GKB is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries.
- k. GKB is not responsible for typographical or other errors in the printing, the offering or the administration of the Contest or in the announcement of a prize.
- l. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Sunday, December 15, 2024 to "Miller Lite® Fan Cave Contest – Official Rules," Attn: Promotions, GKB 190 N State Street Suite 700, Chicago, IL 60601. For the names of the prize winners send a self-addressed stamped envelope for receipt by Thursday, January 23, 2025 to the above address marked "Miller Lite® Fan Cave Contest – Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of GKB and may be posted online at www.espnchicagocontests.com.

6. **RELEASE:**

By accepting a prize, winner agrees to release and hold Molson Coors Beverage Company and Administrator harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize including, without limitation, personal injuries, death and property damage.

Administrator: GKB 190 N State Street Suite 700, Chicago, IL 60601

Sponsor: Molson Coors Beverage Company 3939 W Highland Ave, Milwaukee, WI 53218