

COLLEGE FOOTBALL SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. PROMOTION DESCRIPTION: The **College Football Sweepstakes** consists of a Grand Prize Sweepstakes (“**Grand Prize Sweepstakes**”) and a First Prize Sweepstakes (“**First Prize Sweepstakes**”) (collectively, the “**Sweepstakes**”). The Grand Prize Sweepstakes begins at 12:00:00 AM Eastern Time (“**ET**”) on 8/1/23 and ends at 11:59:59 PM (ET) on 10/31/23 (“**Grand Prize Sweepstakes Entry Period**”) for all methods of entry. The First Prize Sweepstakes is a periodic Sweepstakes that begins at 12:00:00 AM (ET) on 8/1/23 and ends at 11:59:59 PM (ET) on 2/28/24 for all methods of entry (the “**First Prize Sweepstakes Entry Period**” – see chart below for details). Sweepstakes entry will be available via the digital receipt upload of a purchase of at least one (1) Participating Product at the promotion website (“**Purchase Entry**”); alternatively entry without a purchase via mail-in is available (“**Mail-in Entry**”); as further defined below. Entries received after the expiration of the Grand Prize Sweepstakes Entry will not be included as entries into the Grand Prize Sweepstakes.

The Grand Prize Sweepstakes will award one (1) Grand Prize in the Sweepstakes; and the First Prize Sweepstakes will award two hundred (200) First Prizes in the Sweepstakes, from among all eligible entries received via the Purchase Entry and Mail-in Entry methods of entry, as further described below. Sweepstakes Entry Periods are as follows:

Sweepstakes Entry Periods	Start Entry	End Purchase Entry / Mail-in Entry Postmarked By	Mail-in Entry Received By	Drawing Date	# of Prizes
Grand Prize	8/1/23	10/31/23	11/7/23	11/15/23	1
First Prize – Entry Period 1	8/1/23	10/31/23	11/7/23	11/15/23	100
First Prize – Entry Period 2	11/1/23	12/31/23	1/7/24	1/15/24	70
First Prize – Entry Period 3	1/1/24	2/28/24	3/6/24	3/14/24	30

The Grand Prize Sweepstakes Entry Period and the First Prize Sweepstakes Entry Period are collectively known as the “**Promotion Period**”. For purposes of these Official Rules, a “Day” is defined as each twenty-four (24) hour period during the Promotion Period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). For purposes of these Official Rules, the First Prize Sweepstakes Entry Period is defined in the chart above. Non-winning First Prize Sweepstakes entries will be automatically rolled over into subsequent First Prize Sweepstakes drawings. Additionally, all eligible First Prize Sweepstakes entries received during the Grand Prize Sweepstakes Period will be automatically entered into the Grand Prize Sweepstakes drawing.

2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at the time of entry. Employees of Kellogg Company (“**Sponsor**”), its parent company, affiliates, subsidiaries, suppliers, advertising and promotion agencies and anyone else connected with the production and distribution of this Sweepstakes (collectively, the “**Promotion Entities**”) and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each are not eligible to participate. Void where prohibited.
3. **HOW TO ENTER THE SWEEPSTAKES:** To enter via the Purchase Entry method of entry, you must agree to receive marketing communications from the Sponsor. If you unsubscribe or otherwise request to no longer receive marketing communications, you will not be eligible to receive a prize as part of this Sweepstakes. To be eligible to win via the Purchase Entry method of entry, you must be subscribed to marketing communications at time of winner selection and notification.

A) Purchase Entry:

1. **BUY** one (1) or more of any of the following Participating Products - **Cheez-It® Original** (1.5 oz., 2 oz., 3 oz., 7 oz., 12.4 oz., 21 oz.); **Cheez-It® White Cheddar** (1.5 oz., 3 oz., 7 oz., 12.4 oz.); **Cheez-It® Extra Toasty** (1.8 oz., 12.4 oz.); **Cheez-It® Grooves®** (9 oz. – Sharp White Cheddar); **Pringles®** (Original 5.2 oz., Sour Crème & Onion 5.5 oz., Cheddar Cheese 5.5 oz., BBQ 5.5 oz.), **Kellogg’s® Town House®** (Original 13.8 oz.); **Kellogg’s® Town House® Flipsides®** crackers (Original 9.2 oz.); **Kellogg’s® Town House® Pita Crackers Sea Salt** (9.5 oz.); **Kellogg’s® Town House® Flatbread Italian Herb** crisps (9.5 oz.); **Town House® Pita Crackers Everything** (9.5 oz.); **Cheez-It® Snap’d™** (2.2 oz. – Double Cheese, Sour Cream and Onion), **Cheez-It® Puff’d™** (3 oz. – Double Cheese, White Cheddar) (“**Participating Products**”) during the Promotion Period (“**Qualifying Purchase**”).
2. **TAKE A PIC** of your receipt showing the Qualifying Purchase.
3. **UPLOAD** the receipt to www.ChampionshipSnacks.com (“**Website**”). Uploads must be completed within fourteen (14) days of purchase of a Participating Product in order for process to be completed; upload must be completed no later than 3/13/24. Only a Qualifying Purchase of a Participating Product is valid for an entry via the Purchase method of entry. Photo must include the entire receipt from top to bottom, including all four (4) corners. Be sure that the store name, purchase date, bar code (if available), items and prices are legible in your image(s). Blurry and/or unreadable receipt images will be rejected. For help or more information, visit www.ChampionshipSnacks.com. If you wish to enter without making a purchase, then you should enter the Sweepstakes using the No Purchase Entry option below. Entry by making a purchase of a Participating Product and uploading a receipt to the Website will not improve your chance of winning. Proof of uploading an image of a receipt at the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

- B) Mail-in Entry / No Purchase Entry: To enter the Sweepstakes without making a purchase, hand-print in ink on a 3" x 5" piece of paper, your full name, complete address and zip code, daytime phone number including area code and age. Mail this

completed entry in an outer mailing envelope with sufficient postage affixed to: **College Football Sweepstakes**, Attn: Entry, P.O. Box 7784, Kalamazoo, MI 49003-7784. Mail-in entries must be “postmarked by” and “received by” the respective dates noted in the chart in rule #1. No copies, facsimiles or mechanical reproductions will be accepted. Promotion Entities assume no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail. Limit one (1) mail-in entry per outer stamped mailing envelope per person. Promotion Entities are not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail.

Limit of five (5) entries per person, per Day – regardless of method of entry.

ALL ELIGIBLE SWEEPSTAKES ENTRIES RECEIVED DURING THE GRAND PRIZE SWEEPSTAKES PERIOD WILL BE ENTERED INTO THE GRAND PRIZE SWEEPSTAKES DRAWING. ALL ELIGIBLE SWEEPSTAKES ENTRIES RECEIVED DURING THE FIRST PRIZE SWEEPSTAKES PERIOD WILL BE ENTERED INTO THE RESPECTIVE FIRST PRIZE SWEEPSTAKES DRAWINGS. ADDITIONALLY, ALL ELIGIBLE FIRST PRIZE SWEEPSTAKES ENTRIES RECEIVE DURING THE GRAND PRIZE SWEEPSTAKES PERIOD WILL BE AUTOMATICALLY ENTERED INTO THE GRAND PRIZE SWEEPSTAKES. If for any reason during the Promotion Period a submission is not compliant with these Official Rules as solely determined by Sponsor, the submission will be disqualified from the Sweepstakes. All entry materials become the property of Sponsor and will not be returned.

NOTE: Entries must be made solely by the entrant. Online entries made by any other individual or any entity, and/or originating at any other website, email address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device to automate the entry process is prohibited. Sponsor is not responsible for any change of email address, mailing address and/or phone number of entrants.

The Website database clock will be the official timekeeper for online entries in this Sweepstakes. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

In the event of a dispute regarding entries, any online entries will be deemed to have been submitted by the Authorized Account Holder of the email account submitted at the time of entry, provided that person meets all eligibility requirements set forth in these Official Rules. “Authorized Account Holder” means the natural person who is assigned to an email account by Internet access provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Entrants may not participate with multiple email accounts

and/or email addresses, nor may entrants use any device or artifice to enter as multiple entrants in the Sweepstakes. Any entrant who attempts to enter with multiple email accounts, multiple email addresses, under multiple identities or uses any other device or artifice to enter multiple times beyond the entry limitation stated above will be disqualified from participation and all entries submitted by that entrant will be void. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of entrants. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

4. **WINNER SELECTION AND NOTIFICATION:** Winner(s) will be selected in a random drawing on or about the drawing dates as noted in chart in rule #1 from among all eligible entries received by Sponsor or its designee, whose decisions are final and binding, during the respective Sweepstakes Entry Period. The potential prize winner(s) will be notified by email, phone and/or mail, using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within five (5) calendar days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be randomly selected in Sponsor's sole discretion. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such prize will be forfeited and an alternate prize winner may be selected.

5. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS** (see rule #1 for prize distribution for each Sweepstakes Entry Period). One (1) Grand Prize is available. Grand Prize winner will receive a 3-day/2-night trip for winner and one (1) guest to attend the 2024 College Football Playoff National Championship Game in Houston, Texas (ARV \$4,000). Prize includes: round-trip coach air transportation for winner and one (1) guest between a major commercial airport closest to the winner's primary U.S. residence (as selected by Sponsor in its sole discretion) and Houston, TX; standard double-occupancy hotel accommodations consisting of one (1) room for two (2) nights; and admission for winner and his/her guest to the 2024 College Football Playoff National Championship Game scheduled to be held on 1/8/24. **Trip must be taken from 1/7/24 through 1/9/24 or prize will be forfeited in its entirety.**

Trip Prize Terms and Conditions. Winner and his/her guest must depart/return from the same major airport and travel on same itinerary. Trip does not include taxes, meals, tips, gratuities, service charges, hotel room service, laundry service, alcoholic beverages, merchandise, souvenirs, local and long distance telephone calls, airport charges, or any other service or item not specifically described above. Trip is not redeemable for cash. Actual retail value of prize may vary depending on location of winner's residence and may fluctuate due to market conditions, changes in value of components, (e.g. air transportation and hotel rates) and other reasons. If winner lives within two hundred fifty

(250) miles of the bowl game host city, Sponsor will substitute air transportation with ground transportation between winner's residence and hotel to the bowl game host city, and the difference in value will not be awarded. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. In the event any scheduled event associated with the prize and/or any other component of the prize is cancelled, delayed, or postponed for any reason outside the control of the Sponsor, Sponsor will have no further obligation, other than to award the remainder of the prize. Seat locations at the designated game shall be determined in the sole discretion of Sponsor. Grand Prize winner's guest must be of legal age of majority in their jurisdictions of residence (and at least eighteen (18) years of age), unless accompanied by a parent or legal guardian, who must be the prize winner. Winner and his/her guest agree to comply with all applicable stadium and venue regulations in connection with the prize. Sponsor and the applicable venue entities reserve the right to remove or to deny entry to any winner and/or his/her guest who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game. Promotion Entities will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any game associated with any prize in this Sweepstakes. The terms and conditions of any game tickets awarded as part of the prize will govern in the event it cannot be offered due to safety and health conditions, weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Promotion Entities will not be responsible for health and safety conditions, weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage, epidemics or pandemics, or any other natural disaster outside their control that may cause the cancellation or postponement of any prize related event. Game related tickets awarded as part of any prize are subject to venue restrictions, other terms and conditions as indicated thereon and may not be resold or offered for resale. Any such resale may result in disqualification and prize forfeiture without compensation of any kind. Any such resale may result in disqualification and prize forfeiture, and may invalidate the license granted by the game. Odds of winning the Grand Prize depend on the total number of eligible entries received from all entry methods combined during the Grand Prize Sweepstakes Entry Period.

Two Hundred (200) First Prizes are available (see chare in rule #1 for Prize distribution). Each First Prize winner will receive \$100 in Football Cash (prize to be awarded to the winner in the form of a check or gift card, at Sponsor's sole discretion). Gift cards are subject to the terms and conditions associated with their use.

Total ARV of all prizes \$24,000. Odds of winning a First Prize depend on the total number of eligible entries received from all entry methods combined for the respective First Prize Sweepstakes Entry Period. Unclaimed prizes will not be awarded. Limit one (1) prize per person in the Sweepstakes. All applicable federal, state, and local taxes on prizes are the sole responsibility of the prize winner. **Grand Prize winner will receive an Internal Revenue Service Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

6. GENERAL: Potential Grand Prize winner will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within ten (10) days after first notification attempt. Guest of Grand Prize winner (if a minor in his/her state of residence, his/her parent or legal guardian must be the Grand Prize winner and must sign on his/her behalf) must sign and return a Liability/Publicity Release prior to awarding of prize. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except as provided for herein and Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Subject to all federal, state and local laws/regulations. Promotion Entities will have no liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. By participating, winners release and agree to hold harmless Promotion Entities and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotional agencies from any and all liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with participation in the Sweepstakes, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any travel or prize related activity. Acceptance of a prize shall be construed as and signify prize winner's agreement and consent that Sponsor may use the prize winner's name, photograph, likeness, voice, biographical information, prize information, statements for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.

7. LIMITATIONS AND RELEASES: Promotion Entities are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website and/or wireless network or any combination thereof. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper entry and/or feasibility of the Sweepstakes as contemplated herein. If for any reason any entry portion of the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right

at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes; and award any remaining prizes from among all eligible entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF LAW AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT OF THE LAW.

8. PRIVACY: For information about how Kellogg Company uses your personal information, please see its privacy policy, located at https://www.kelloggcompany.com/en_US/privacy-policy.html.
9. GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE GAME SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MICHIGAN WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.
10. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 6/1/24 to: **College Football Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 4/1/24.
11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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