

BUD LIGHT x NFL ULTIMATE FANDOM

SURVIVOR PICK 'EM 2022 PROMOTION OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE PROMOTION IS INTENDED FOR VIEWING AND PARTICIPATION ONLY BY THOSE WHO ARE AGE 21 OR OLDER AND LOCATED IN ONE OF THE FIFTY (50) UNITED STATES OR DISTRICT OF COLUMBIA. PROMOTION WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED. INTERNET ACCESS IS REQUIRED TO PARTICIPATE. STANDARD MESSAGE AND DATA RATES MAY APPLY IF PARTICIPATING VIA A MOBILE DEVICE.

1. **PROMOTION OVERVIEW:** The general premise of the Bud Light x NFL Ultimate Fandom Survivor Pick 'Em 2022 promotion (the "Promotion") is for each Participant (as defined in Rule 2) to pick one National Football League ("NFL") team ("Team") per enrollment to win a regular season NFL football game ("Game") each Game Week (as defined in Rule 3, below) during the Promotion Play Period (as defined in Rule 3, below). If the Participant's selected Team wins its Game that Game Week the Participant earns one point ("Point") for that enrollment and qualifies to continue playing the next Game Week. If the Participant's selected Team for that enrollment does not win its Game that Game Week, the Participant is eliminated from further play in the Promotion under that enrollment.

Ticket prize winners are responsible for all costs and expenses related to travel to and from the game, and any other incidental expenses associated with attending the game.

2. **ELIGIBILITY:** The Promotion is open only to legal residents of the fifty (50) United States and District of Columbia who are twenty-one (21) years of age or older at the time of enrollment ("Eligible Participants"). Employees, contractors, directors, officers, and representatives of Anheuser-Busch, LLC (the "Sponsor"), NFL Enterprises LLC and the NFL Parties (defined as NFL Properties LLC, National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL International LLC, NFL Productions LLC) (NFL Enterprises LLC and NFL Parties and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees shall be referred to herein collectively as "The NFL Entities"), Administrator, and each of the foregoing entities' respective affiliates, subsidiaries, owners, shareholders, officers, directors, agents, representatives, employees, advertising and promotion agencies, wholesale distributors, retail licensees, and all other service agencies involved with the Promotion, and members of their immediate families (spouse, parent, child or sibling; whether biological, adopted, step or in-law) or households (whether related or not) are not eligible to enter or win. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Each Eligible Participant may enroll (pursuant to the enrollment details set forth in Rule 4, below) up to five (5) times during the Enrollment Period, regardless of entry method. Once enrolled, the Eligible Participant shall be referred to as a "Participant."

Participant irrevocably waives all claims against 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 Promotion or the prizes awarded. The NFL Entities have not offered or sponsored this Promotion in any way.

By enrolling, each Participant agrees that if they are selected as a potential winner, Sponsor may conduct a background check on such Participant using all legal means and all publicly available information, including but not limited to civil and criminal records (“Background Check”). If a prize includes tickets, or if the prize is an event where the potential winner may invite a guest, the potential winner’s guest must also consent to a Background Check. Sponsor reserves the right to disqualify any potential winner and/or guest for failure to satisfactorily pass a Background Check, as determined by Sponsor in its sole discretion (“to pass”). Factors that would result in failure to pass the background check and result in disqualification as the potential prize winner or guest include, without limitation, having been convicted of a felony or misdemeanor, committing a crime of fraud or deceit, moral turpitude, being delinquent on a government ordered payment, such as child support, spousal support, alimony, tax payments, or any other information or occurrence that could bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor.

- 3. IMPORTANT DATES, DEFINITIONS AND TIME PERIODS:** For purposes of these Official Rules, all times are Eastern Time (Eastern Daylight Time until November 6, 2022, and Eastern Standard Time thereafter).
- a. Promotion Period. The overall time period for the Promotion begins at 12:00 a.m. on October 3, 2022 and ends when the final prize is awarded (the “Promotion Period”).
 - b. Enrollment Period. Enrollment in the Promotion will begin at 12:00 a.m. on October 3, 2022 and ends at 11:59:59 p.m. on January 5, 2023 (the “Enrollment Period”).
 - c. Promotion Play Period. The time period within the overall Promotion Period during which NFL Games are played and Participants make Weekly Picks (as defined in Rule 5) during the Selection Period, until and unless such Participant is eliminated, begins on October 11, 2022 and ends on January 8, 2023 (“Promotion Play Period”).
 - d. Game Week. Beginning with the first Thursday during the Promotion Play Period, each five day period beginning on Thursday and ending on the following Monday shall be referred to as a “Game Week.” For the avoidance of doubt, a Game Week does not coincide with a calendar week.
 - e. Selection Period. During each Game Week, the NFL has scheduled Games that may occur on Thursday, Saturday, Sunday, or Monday (each a “Game Day”). For each Game Week there will be a date and time when Sponsor opens up the Game Play Sites (as defined in Rule 4) to accept Participants’ Team selection for the Week (“Selection Opening”); and for each Game Day during that Game Week, there will be a date and time

when Sponsor closes the Game Sites and no longer accepts Participants' Team selection for that Game Day ("Selection Lock"). The period of time from Selection Opening of the Game Week to Selection Lock of the last Game Day of that Game Week shall be referred to as the "Selection Period." The Selection Periods for each Game Week are detailed in the Tables for each Game Week at the end of Rule 3.

f. Drawings.

- i. Wave One Drawings and Wave One Play Period. On or about November 15, 2022, Sponsor will conduct a series of drawings as specified in Rule 6.a. (each a "Wave One Drawing"). To be eligible for a Wave One Drawing, a Participant must have an eligible enrollment for which they made a Weekly Pick (as defined in Rule 5) during the period of October 6, 2022 through November 15, 2022 ("Wave One Play Period"), and for which they earned at least one (1) Point associated with that enrollment in the Wave One Play Period.
- ii. Wave Two Drawings. On or about December 13, 2022, Sponsor will conduct a series of drawings (each a "Wave Two Drawing"). To be eligible for a Wave Two Drawing, a Participant must have an eligible enrollment for which they made a Weekly Pick during the period of November 15, 2022 through December 13, 2022 ("Wave Two Play Period"), and for which they earned at least one (1) Point associated with that enrollment in the Wave Two Play Period.
- iii. Wave Three Drawings. On or about January 10, 2023, Sponsor will conduct a series of drawings (each a "Wave Three Drawing"). To be eligible for a Wave Three Drawing, a Participant must have an eligible enrollment for which they made a Weekly Pick during the period of December 13, 2022 through January 10, 2023 ("Wave Three Play Period"), and for which they earned at least one (1) Point associated with that enrollment in the Wave Three Play Period.
- iv. Grand Prize Drawing. On or about January 10, 2023, Sponsor will conduct two Grand Prize Drawings. To be eligible for the Grand Prize Drawings, a Participant must have an eligible enrollment for which they received a thirteen Point Streak during the Promotional Play Period. If no Participants achieved a thirteen Point Streak during the Promotion Play Period, eligibility for the Grand Prize Drawing will open up to Participants who have an eligible enrollment for which they received a twelve Point Streak during the Promotional Play Period. If no Participants achieved a twelve Point Streak during the Promotional Play Period, eligibility for the Grand Prize Drawing will continue to decrease by one Point Streak until there is at least one Participant with an enrollment eligible for the Grand Prize Drawing.

Table 3.1
Promotion Play Period 1
NFL Week 6
Game Week October 13 – October 17, 2022

Selection Opening for All NFL Week 6 Games	Selection Lock for Thursday October 13, 2022 Game	Selection Lock for Sunday, October 16, 2022 Game	Selection Lock for Monday, October 17, 2022 Game
2:00 a.m., October 11, 2022	8:14 p.m., October 13, 2022	12:59 p.m., October 16, 2022	12:59 p.m., October 16, 2022

Table 3.2
Promotion Play Period 2
NFL Week 7
Game Week October 20 – October 24, 2022

Selection Opening for All NFL Week 7 Games	Selection Lock for Thursday October 20, 2022 Game	Selection Lock for Sunday, October 23, 2022 Game	Selection Lock for Monday, October 24, 2022 Game
2:00 a.m., October 18, 2022	8:14 p.m., October 20, 2022	12:59 p.m., October 23, 2022	12:59 p.m., October 23, 2022

Table 3.3
Promotion Play Period 3
NFL Week 8
Game Week October 27 – October 31, 2022

Selection Opening for All NFL Week 8 Games	Selection Lock for Thursday October 20, 2022 Game	Selection Lock for Sunday, October 30, 2022 Game	Selection Lock for Monday, October 31, 2022 Game
2:00 a.m., October 25, 2022	8:14 p.m., October 27, 2022	9:29 a.m., October 30, 2022	12:59 p.m., October 30, 2022

Table 3.4
Promotion Play Period 4
NFL Week 9
Game Week November 3 – November 7, 2022

Selection Opening for All NFL Week 9 Games	Selection Lock for Thursday November 3, 2022 Game	Selection Lock for Sunday, November 6, 2022 Game	Selection Lock for Monday, November 7, 2022 Game
2:00 a.m., November 1, 2022	8:14 p.m., November 3, 2022	12:59 p.m., November 6, 2022	12:59 p.m., November 6, 2022

Table 3.5
Promotion Play Period 5
NFL Week 10
Game Week November 10 – November 17, 2022

Selection Opening for All NFL Week 10 Games	Selection Lock for Thursday November 10, 2022 Game	Selection Lock for Sunday, November 13, 2022 Game	Selection Lock for Monday, November 14, 2022 Game
2:00 a.m., November 8, 2022	8:14 p.m., November 10, 2022	12:59 p.m., November 13, 2022	12:59 p.m., November 13, 2022

Table 3.6
Promotion Play Period 6
NFL Week 11

Game Week November 17 – November 24, 2022

Selection Opening for All NFL Week 11 Games	Selection Lock for Thursday November 17, 2022 Game	Selection Lock for Sunday, November 20, 2022 Game	Selection Lock for Monday, November 21, 2022 Game
2:00 a.m., November 15, 2022	8:14 p.m., November 17, 2022	12:59 p.m., November 20, 2022	12:59 p.m., November 20, 2022

Table 3.7
Promotion Play Period 7
NFL Week 12

Game Week November 24 – November 28, 2022

Selection Opening for All NFL Week 12 Games	Selection Lock for Thursday November 24, 2022 Game	Selection Lock for Sunday, November 27, 2022 Game	Selection Lock for Monday, November 28, 2022 Game
2:00 a.m., November 22, 2022	8:14 p.m., November 24, 2022	12:59 p.m., November 27, 2022	12:59 p.m., November 27, 2022

Table 3.8
Promotion Play Period 8
NFL Week 13

Game Week December 1 – December 5, 2022

Selection Opening for All NFL Week 13 Games	Selection Lock for Thursday December 1, 2022 Game	Selection Lock for Sunday, December 4, 2022 Game	Selection Lock for Monday, December 5, 2022 Game
2:00 a.m., November 29, 2022	8:14 p.m., December 1, 2022	12:59 p.m., December 4, 2022	12:59 p.m., December 4, 2022

Table 3.9
Promotion Play Period 9
NFL Week 14
Game Week December 8 – December 12, 2022

Selection Opening for All NFL Week 14 Games	Selection Lock for Thursday December 8, 2022 Game	Selection Lock for Sunday, December 11, 2022 Game	Selection Lock for Monday, December 12, 2022 Game
2:00 a.m., December 6, 2022	8:14 p.m., December 8, 2022	12:59 p.m., December 11, 2022	12:59 p.m., December 11, 2022

**Table 3.10
Promotion Play Period 10
NFL Week 15**

Game Week December 15 – December 19, 2022

Selection Opening for All NFL Week 15 Games	Selection Lock for Thursday December 15, 2022 Game	Selection Lock for Sunday, December 18, 2022 Game	Selection Lock for Monday, December 19, 2022 Game
2:00 a.m., December 13, 2022	8:14 p.m., December 15, 2022	12:59 p.m., December 18, 2022	12:59 p.m., December 18, 2022

**Table 3.11
Promotion Play Period 11
NFL Week 16**

Game Week December 22 – December 26, 2022

Selection Opening for All NFL Week 16 Games	Selection Lock for Thursday December 22, 2022 Game	Selection Lock for Saturday, December 24, 2022 Game	Selection Lock for Sunday, December 25, 2022 Game	Selection Lock for Monday, December 26, 2022 Game
2:00 a.m., December 20, 2022	8:14 p.m., December 22, 2022	12:59 p.m., December 24, 2022	12:59 p.m., December 25, 2022	12:59 p.m., December 25, 2022

**Table 3.12
Promotion Play Period 12
NFL Week 17**

Game Week December 29, 2022 – January 2, 2023

Selection Opening for All NFL Week 17 Games	Selection Lock for Thursday December 29, 2022 Game	Selection Lock for Sunday, January 1, 2023 Game	Selection Lock for Monday, January 2, 2022 Game
2:00 a.m., December 27, 2022	8:14 p.m., December 29, 2022	12:59 p.m., January 1, 2023	12:59 p.m., January 1, 2023

**Table 3.13
Promotion Play Period 13
NFL Week 18**

Game Week January 5 – January 8, 2023

Selection Opening for All NFL Week 18 Games	Selection Lock for Thursday January 5, 2023 Game (if any)	Selection Lock for Sunday, January 7, 2023 Game (if any)	Selection Lock for Monday, January 8, 2023 Game (if any)
2:00 a.m., January 3, 2023	3:00 p.m., January 5, 2023	3:00 p.m., January 5, 2023	3:00 p.m., January 5, 2023

4. HOW TO ENROLL:

- a. **Enrollment with NFT Purchase:** During the Enrollment Period, Eligible Participants will be automatically enrolled in the Promotion when they purchase a Bud Light x NFL Ultimate Fandom NFT featuring one of the 32 NFL teams (each a “Bud Light NFT”) at www.fandom.budlight.com (the “Promotion NFT Site”). To participate in the Promotion using a Bud Light NFT, you must purchase the Bud Light NFT using a credit card, and you must have a Dapper wallet in which to keep it. If you do not already have a Dapper wallet, you must create a Dapper wallet on the Promotion NFT Site. You may purchase multiple Bud Light NFTs for multiple enrollments in the Promotion, up to a maximum of five enrollments in the Promotion. Once you have five enrollments in the Promotion (whether such enrollments are through Bud Light NFT purchases or Email Enrollment Requests), any additional purchases of Bud Light NFTs will not result in additional enrollments in the Promotion.
- b. **Enrollment without Purchase:** During the Enrollment Period, Eligible Participants may enroll in the Promotion without purchasing a Bud Light NFT by sending an email (from their own personal email address that is not shared with another party and which must be an email address they can use for all communication in connection with the Promotion throughout the Promotion Period) to budlightxnflsurvivorpickemgame2022@game.budlightpickem.com with the Eligible Participant’s first and last name, street address (including street number and name, city, state and zip code), and date of birth (“Email Enrollment Request”). Upon receipt of a valid Email Enrollment Request, Administrator will send the Eligible Participant making the request a reply email (“Reply Email”) with a link to the Official Rules and the Bud Light Privacy Policy (“Rules and Policy”), which the Eligible Participant must review and agree to as directed in the Reply Email. Upon receipt of such acknowledgment, as specified in the Reply Email, Administrator will send the Participant a link and access credentials to an alternative entry Promotion game play site (“Alternative Site”).

The Promotion NFT Site and the Alternative Site may each be referred to interchangeably in these rules as a “Game Play Site” and collectively as the “Game Play Sites.”

- c. Regardless of enrollment method, once enrolled, an Eligible Participant becomes a “Participant” for purposes of the Official Rules. Enrollment in the Promotion alone does not result in eligibility for any drawing or prize. Successful enrollment merely allows the Participant to access a Game Play Site in order to make Weekly Picks in the Promotion

under that enrollment until eliminated, or until the Promotion Play Period ends, whichever occurs first.

- d. Limit five (5) enrollments per Eligible Participant, and per email address or IP address, during the entire Enrollment Period, regardless of enrollment method. Any attempt to use “bots,” software, equipment, or other means to increase the number of enrollments per Eligible Participant may result in disqualification of some or all such enrollments from this Promotion, as well as eligibility for future promotions sponsored by Sponsor, in Sponsor’s sole discretion.

5. HOW TO PLAY:

- a. When to Make First Selection. Once enrolled, Participants may make their first Team selection during the next open Selection Period, as indicated by the applicable Table in Rule 3. Once the first Weekly pick is made for a particular enrollment, the Participant must continue to make a Weekly Pick each week during the Selection Period or that enrollment will be eliminated.
- b. Where to Make Selections. To make a Team selection, Participants must visit the Game Play Site associated with that enrollment and follow the on-screen directions to:
 - i. Select the enrollment for which they want to make a Team selection (if they have more than one enrollment), and
 - ii. Select one Team they predict will win their Game that Game Week (their “Weekly Pick”).
 - iii. Selections must be “Locked in” by the Selection Lock date specified for that Team based on its Game Day that Game Week.
- c. Note that for each enrollment, Participants may only pick a Team one time during the entire Promotion Play Period. To be clear, once a Participant picks a Team to win a Game, they may not pick that Team again (unless they are picking the Team in connection with a different enrollment).
- d. Earning Points and Accumulating Point Streaks.
 - i. If the Participant’s Weekly Pick for an enrollment is correct (i.e., the Team wins its Game), the Participant will earn one (1) Point for that enrollment, and will be eligible to continue playing under that enrollment in the Promotion during the next Game Week.
 - ii. If for any reason the Team a Participant selected does not play in a Game that Week (e.g., cancellation or postponement for any reason including but not limited to weather, public emergency, team illness, etc.), and there was still time before the Selection Period closed for that Week in which the Participant could make a new Weekly Pick for a Team playing in a different Game that Week, the Participant must

make a new Weekly Pick for that Week prior to the end of the Selection Period in order to avoid elimination for failure to participate that Week. If the Team does not play in a Game that Week and the announcement is made *after* the Selection Period has ended for all remaining Games that Week for which the Participant could pick a Team, then the Participant's originally selected Team for that Week will be treated as having won its Game, the Participant will earn one (1) Point for that enrollment, and the Participant will be eligible to continuing playing under that enrollment in the Promotion during the next Game Week.

- iii. Each Game Week that the Participant remains in the Promotion under that same enrollment and earns a Point, that Point will be added to previously earned Points under that enrollment, the total of which will be the Participant's "Point Streak."

e. Elimination.

- i. If the Participant's Weekly Pick is not correct (i.e., the Team either loses their Game or the Game results in a tie), the Participant will not earn a Point and the Participant will be eliminated from making further selections in the Promotion under that enrollment.
- ii. Once a Participant earns their first Point under an enrollment, if the Participant fails to Lock a Team in during a subsequent Selection Period when they are otherwise still eligible under that enrollment, that Participant will be eliminated under that enrollment. In other words, you must play each week you are eligible to maintain your eligibility.
- iii. Once a Participant is eliminated under a particular enrollment, that Participant will end the Promotion with their current Point Streak and will enter the next series of Wave Drawings (as detailed in Rule 6).

6. WAVE DRAWINGS AND GRAND PRIZE DRAWING:

- a. Wave One Drawings. On or about November 15, 2022, a total of 11,800 potential winners will be selected at random from among all eligible entries received, with the specific number of winners for each respective Point Streak Drawing within the series of Wave One Drawings as specified in the Wave One Prize Table in Rule 7.a., below. Odds of winning depend upon the number of eligible entries received for each drawing.
 - i. The Wave One Drawings include the following Drawings:
 - (a) Wave One 1 Point Streak Drawing for the Wave One 1 Point Streak Prize
 - (b) Wave One 2 Point Streak Drawing for the Wave One 2 Point Streak Prize
 - (c) Wave One 3 Point Streak Drawing for the Wave One 3 Point Streak Prize
 - (d) Wave One 4 Point Streak Drawing for the Wave One 4 Point Streak Prize

- (e) Wave One 5 Point Streak Drawing for the Wave One 5 Point Streak Prize
 - ii. At the conclusion of the Wave One Play Period, every enrollment a Participant has that earned at least one (1) Point during the Wave One Play Period will be eligible for a Wave One Drawing (“Qualifying Enrollment”).
 - iii. For each Qualifying Enrollment, the Participant will receive one (1) entry into the Wave One Drawing that corresponds with the maximum Point Streak associated with the Qualifying Enrollment, plus every other lesser number Point Streak drawing. (Example: If a Participant has two Qualifying Enrollments. One of those Qualifying Enrollments had a Point Streak of 4. The other had a Point Streak of 2. That Participant would have one entry in the Point Streak 4 Drawing, one entry in the Point Streak 3 Drawing, two entries in the Point Streak 2 Drawing, and two entries in the Point Streak 1 Drawing.)
- b. Wave Two Drawings. On or about December 13, 2022, a total of 6,500 potential winners will be selected at random from among all eligible entries received, with the specific number of winners for each respective Point Streak Drawing within the series of Wave Two Drawings as specified in the Wave Two Prize Table in Rule 7.b., below. Odds of winning depend upon the number of eligible entries received for each drawing.
- i. The Wave Two Drawings include the following Drawings:
 - (a) Wave Two 1 Point Streak Drawing for the Wave Two 1 Point Streak Prize
 - (b) Wave Two 2 Point Streak Drawing for the Wave Two 2 Point Streak Prize
 - (c) Wave Two 3 Point Streak Drawing for the Wave Two 3 Point Streak Prize
 - (d) Wave Two 4 Point Streak Drawing for the Wave Two 4 Point Streak Prize
 - (e) Wave Two 5 Point Streak Drawing for the Wave Two 5 Point Streak Prize
 - (f) Wave Two 6 Point Streak Drawing for the Wave Two 6 Point Streak Prize
 - (g) Wave Two 7 Point Streak Drawing for the Wave Two 7 Point Streak Prize
 - (h) Wave Two 8 Point Streak Drawing for the Wave Two 8 Point Streak Prize
 - (i) Wave Two 9 Point Streak Drawing for the Wave Two 9 Point Streak Prize
 - ii. At the conclusion of the Wave Two Play Period, every enrollment a Participant has that earned at least one (1) Point during the Wave Two Play Period will be eligible for a Wave Two Drawing (“Qualifying Wave 2 Enrollment”).
 - iii. For each Qualifying Wave 2 Enrollment, the Participant will receive one (1) entry into the Wave Two Drawing that corresponds with the maximum Point Streak associated with the Qualifying Wave 2 Enrollment, plus every other lesser number Point Streak

drawing. (Example: If a Participant has two Qualifying Wave 2 Enrollments. One of those Qualifying Wave 2 Enrollments had a Point Streak of 7. The other had a Point Streak of 3. That Participant would have one entry Point Streak 7 Drawing, 1 Entry in the Point Streak 6 Drawing, 1 Entry in the Point Streak 5 Drawing, 1 Entry in the Point Streak 4 Drawing, two entries in the Point Streak 3 Drawing, two entries in the Point Streak 2 Drawing, and two entries in the Point Streak 1 Drawing.)

c. Wave Three Drawings. On or about January 10, 2023, a total of 1,725 potential winners will be selected at random from among all eligible entries received, with the specific number of winners for each respective Point Streak Drawing within the series of Wave Three Drawings as specified in the Wave Three Prize Table in Rule 7.c., below. Odds of winning depend upon the number of eligible entries received for each drawing.

- i. The Wave Three Drawings include the following Drawings:
 - (a) Wave Three 1 Point Streak Drawing for the Wave Three 1 Point Streak Prize
 - (b) Wave Three 2 Point Streak Drawing for the Wave Three 2 Point Streak Prize
 - (c) Wave Three 3 Point Streak Drawing for the Wave Three 3 Point Streak Prize
 - (d) Wave Three 4 Point Streak Drawing for the Wave Three 4 Point Streak Prize
 - (e) Wave Three 5 Point Streak Drawing for the Wave Three 5 Point Streak Prize
 - (f) Wave Three 6 Point Streak Drawing for the Wave Three 6 Point Streak Prize
 - (g) Wave Three 7 Point Streak Drawing for the Wave Three 7 Point Streak Prize
 - (h) Wave Three 8 Point Streak Drawing for the Wave Three 8 Point Streak Prize
 - (i) Wave Three 9 Point Streak Drawing for the Wave Three 9 Point Streak Prize
 - (j) Wave Three 10 Point Streak Drawing for the Wave Three 10 Point Streak Prize
 - (k) Wave Three 11 Point Streak Drawing for the Wave Three 11 Point Streak Prize
 - (l) Wave Three 12 Point Streak Drawing for the Wave Three 12 Point Streak Prize
 - (m) Wave Three 13 Point Streak Drawing for the Wave Three 13 Point Streak Prize
- ii. At the conclusion of the Wave Three Play Period, every enrollment that a Participant has that earned at least one (1) Point during the Wave Three Play

Period will be eligible for a Wave Three Drawing (“Qualifying Wave 3 Enrollment”).

- iii. For each Qualifying Wave 3 Enrollment, the Participant will receive one (1) entry into the Wave Three Drawing that corresponds with the maximum Point Streak associated with the Qualifying Wave 3 Enrollment, plus every other lesser number Point Streak drawing.

d. Grand Prize Drawing.

- i. For each qualifying enrollment that the Participant has (based on how eligibility for the Grand Prize Drawing is ultimately determined per Rule 3.f.iv), the Participant will receive one (1) entry into the Grand Prize Drawing.
- ii. On or about January 10, 2023, a total of two (2) potential winners will be selected at random from among all eligible entries received for the Grand Prize Drawing. Odds of winning depend upon the number of eligible entries qualified for the Grand Prize Drawing.

7. PRIZES.

a. Wave One Prizes and Approximate Retail Values (“ARVs”).

Drawing	Number of Prize Available to be Awarded	Prize Description	ARV
Wave One 5 Point Streak Drawing	500	Two NFL Regular Season Game Tickets	\$400
Wave One 4 Point Streak Drawing	1,100	\$75 ShopBeerGear Gift Card AND Three Star NFL All Day Reward Pack, consisting of 3 NFT Moments (2x Common Moments, 1x Common Special Edition Moment or Rare)	\$140
Wave One 3 Point Streak Drawing	1,200	\$75 ShopBeerGear Gift Card	\$75
Wave One 2 Point Streak Drawing	3,000	Three Star NFL All Day Reward NFT Pack, consisting of 3 NFT Moments (2x Common	\$65

		Moments, 1x Common Special Edition Moment or Rare)	
Wave One 1 Point Streak Drawing	6,000	Playbook game (available at https://nflallday.com/) Premium Access, Accolades or Yardage.	\$40

b. Wave Two Prizes and ARVs.

Drawing	Number of Prize Available to be Awarded	Prize Description	ARV
Wave Two 9 Point Streak Drawing	300	Two NFL Regular Season Game Tickets AND \$150 NFL Store Gift Card winner can apply toward an official NFL Jersey purchase	\$550
Wave Two 8 Point Streak Drawing	400	Two NFL Regular Season Game Tickets AND \$100 ShopBeerGear Gift Card	\$500
Wave Two 7 Point Streak Drawing	500	\$150 NFL Store Gift Card winner can apply toward an official NFL Jersey purchase AND \$100 ShopBeerGear Gift Card	\$250
Wave Two 6 Point Streak Drawing	600	\$150 NFL Store Gift Card winner can apply toward an official NFL Jersey purchase	\$150
Wave Two 5 Point Streak Drawing	200	Two NFL Regular Season Game Tickets	\$400

Wave Two 4 Point Streak Drawing	500	\$75 ShopBeerGear Gift Card AND Three Star NFL All Day Reward Pack, consisting of 3 NFT Moments (2x Common Moments, 1x Common Special Edition Moment or Rare)	\$140
Wave Two 3 Point Streak Drawing	500	\$75 ShopBeerGear Gift Card	\$75
Wave Two 2 Point Streak Drawing	1,000	Three Star NFL All Day Reward NFT Pack, consisting of 3 NFT Moments (2x Common Moments, 1x Common Special Edition Moment or Rare)	\$65
Wave Two 1 Point Streak Drawing	2,500	Playbook game (available at https://nflallday.com/) Premium Access, Accolades or Yardage.	\$45

c. Wave Three Prizes and ARVs.

Drawing	Number of Prize Available to be Awarded	Prize Description	ARV
Wave Three Point 13 Point Streak Drawing	75	Two NFL Playoff Game Tickets	\$1,000
Wave Three Point 12 Point Streak Drawing	100	A \$400 Visa(R) gift card to buy beer for the next year AND Five Star NFL All Day Reward Pack, consisting of 3 NFT	\$586

		Moments (2x Common Moments, 1x Rare (with chance of Legendary))	
Wave Three Point 11 Point Streak Drawing	150	A \$400 Visa(R) gift card to buy beer for the next year AND Four Star NFL All Day Reward Pack, consisting of 3 NFT Moments (2x Common Moments, 1x Common Special Edition Moment or Rare, increased odds of a Rare vs Three Star Pack)	\$550
Wave Three Point 10 Point Streak Drawing	300	Five Star NFL All Day Reward NFT Pack, consisting of 3 NFT Moments (2x Common Moments, 1x Rare (with chance of Legendary))	\$186
Wave Three Point 9 Point Streak Drawing	No drawing	n/a	n/a
Wave Three Point 8 Point Streak Drawing	No drawing	n/a	n/a
Wave Three Point 7 Point Streak Drawing	50	\$150 NFL Store Gift Card winner can apply toward an official NFL Jersey purchase AND \$100 ShopBeerGear Gift Card	\$250

Wave Three Point 6 Point Streak Drawing	100	\$150 NFL Store Gift Card winner can apply toward an official NFL Jersey purchase	\$150
Wave Three Point 5 Point Streak Drawing	No drawing	n/a	n/a
Wave Three Point 4 Point Streak Drawing	100	\$75 ShopBeerGear Gift Card AND Three Star NFL All Day Reward Pack, consisting of 3 NFT Moments (2x Common Moments, 1x Common Special Edition Moment or Rare)	\$140
Wave Three Point 3 Point Streak Drawing	100	\$75 ShopBeerGear Gift Card	\$75
Wave Three Point 2 Point Streak Drawing	250	Three Star NFL All Day Reward NFT Pack, consisting of 3 NFT Moments (2x Common Moments, 1x Common Special Edition Moment or Rare)	\$65
Wave Three Point 1 Point Streak Drawing	500	Playbook game (available at https://nflallday.com/) Premium Access, Accolades or Yardage.	\$45

d. Grand Prize Drawing and ARV: Two Grand Prizes are available to be awarded, each consisting of two tickets to the 2023 Super Bowl Game and \$5,000 awarded to the winner in the form of a check. ARV: \$20,000.

e. Additional Prize Details.

i. Total ARV for all prizes: \$2,208,250.

ii. For ticket prizes (other than Super Bowl tickets):

- (a) There will be an inventory of games available for the 2022-23 season from which verified winners must select their tickets. Tickets will be available on a first come, first served basis. Winner must select and order their tickets through the Sponsor-designated ticket ordering platform using the directions provided by Sponsor within seven (7) days of receipt of email containing directions for ordering the tickets, or prize will be forfeited. Winners may not roll over their ticket redemption to the 2023-24 season.
 - (b) Ticket holders are responsible for all costs and expenses related to travel to and from the game, and any other incidental expenses associated with attending the game.
 - (c) Winner's guest must be 21 years of age or older, and may be required sign a liability release prior to ticketing.
 - (d) If the ticketed game is canceled after tickets are awarded, winner will be subject to ticket holder replacement terms offered by NFL and Sponsor will have no liability.
- iii. Any difference between stated value and actual value will not be awarded.
- iv. No more than the advertised number of prizes will be awarded.
- v. A Participant under the same enrollment may not claim a prize for the same level of Point Streak in more than one drawing (i.e., if a Participant under their first enrollment is in the Wave One Drawing and wins the 2 Point Streak Prize, that Participant cannot win the 2 Point Streak Prize in the Wave 3 Drawing under the same enrollment; but if that Participant has another enrollment, they could win the 2 Point Streak Prize under that other enrollment.)
- vi. Prior to awarding, prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value.
- vii. Prize winners are solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether they use the prize.
- viii. All prizes properly claimed by verified winners will be awarded.

8. MISCELLANEOUS. If there are not a sufficient number of eligible Participants who have reached a Point Streak level to award the number of prizes advertised as being

available for any Point Streak drawing in any Wave Drawing, such prizes will not be awarded. Sponsor's decisions are final and binding on all matters relating to this Promotion. Proof of submission of an enrollment, a Weekly Pick, Email Entry Request, or any email or correspondence in connection with the Promotion (collectively "Promotion Communication") does not constitute proof of delivery or receipt of such Promotion Communication by Sponsor. Any Promotion Communication submitted to Sponsor becomes the property of Sponsor and may not be acknowledged or returned. Each enrollment and each Weekly Pick must be manually keystroked and manually entered by the individual Participant who submitted the enrollment. Automated and/or repetitive electronic submission of enrollments or Weekly Picks (including but not limited to those made using any script, macro, bot or promotional service) will be disqualified and transmissions from those or from temporary or fake email/IP addresses or wireless phone number may be blocked and/or disqualified. Sponsor is not responsible for lost, late, misdirected, illegible, or incomplete enrollments, Weekly Picks or other Promotion Communication. Enrollments must be received during the Enrollment Period and Weekly Picks must be received during the applicable Selection Period to be eligible. No other forms of enrollment or submission of Weekly Picks or Team selections than that which is specified in these Official Rules are valid. Data rates may apply to those participating via a Mobile Device. Check with your wireless service provider for details on any applicable charges. Participants are solely responsible for any such wireless charges.

Sponsor reserves the right to cancel, terminate or modify the Promotion (each a "Promotion Change") (a) should any portion of Promotion, including any Game Play Site, become, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Promotion, (b) if the Promotion cannot be completed as planned due to an unforeseen event ("Unforeseen Event") such by a force majeure event including without limitation, epidemic, pandemic, public disaster, loss of power, act of terrorism, war that impacts the NFL season and Game schedule. In such event, Sponsor may (a) cancel the Promotion entirely, (b) extend the Promotion in a manner that is in accord with changes made to the NFL season, or (c) determine the winners from valid, non-suspect enrollments received and play made prior to events resulting in the action taken, or otherwise as may be deemed fair and equitable by the Sponsor.

9. **WINNER NOTIFICATION.** Potential winners will be notified by email at the email address associated with their enrollment, within approximately one week of the drawing ("Winner Notification"). Potential prize winners may be required to sign and return, where legal, an Affidavit of Eligibility and Liability/Publicity Release, a consent for Sponsor or its representative to conduct a background check, verification that the potential winner is twenty-one (21) years of age or older, and an IRS W-9 form (collectively "Prize Claim Forms"), within forty-eight (48) hours, or prize will be forfeited and may be awarded to an alternate winner, in Sponsor's sole discretion. Sponsor is not responsible for changes in a potential winner's email address or other account information, or for any suspensions in service that may result in a potential winner not receiving the Winner Notification or any other Promotion Communication.

In the event (i) the Winner Notification, or a prize is returned as undeliverable; (ii) any required Prize Claim Forms are not completed, signed and returned within the time frame specified; (iii) the potential winner fails to respond to the Winner Notification as directed; (iv) Sponsor determines that the potential winner has failed to Pass the background check as determined solely by Sponsor; or (v) a potential winner is determined to be ineligible or not in compliance with these Official Rules, that potential winner may be disqualified and will forfeit any claim they have to the prize. In such case, that prize may be awarded to an alternate winner, in Sponsor's sole discretion and time permitting. Any alternate potential winner selected will also be required to respond to the notification (including completing and returning all Prize Claim Forms) within the time frame stated above, and is subject to the same verification process. Sponsor is under no obligation to award prizes that are unclaimed, including prizes that are forfeited by initial potential winner not being verified through the process and requirements set forth herein. Prizes will be delivered within six (6) months following winner verification. Prizes will only be delivered to addresses within the fifty United States and District of Columbia. All prizes (including tickets and gift card prizes) will be delivered by email in a digital format. Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in a Participant's email, phone number, shipping or mailing address which may result in a potential winner not receiving prize notification or prize.

- 10. LIMITATIONS OF LIABILITY AND RELEASE:** Anheuser-Busch, LLC, The NFL Entities (as defined in Rule 2), and any other parties involved in the execution, administration or fulfillment of the Promotion, and each of their affiliates, subsidiaries, distributors, retailers and agencies, and all of their employees, officer, directors, agents, contractors and representatives ("Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered enrollments, Picks, email, Promotion Communication, or notifications, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website, Game Play Site, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Promotion, email site, or Game Play Site, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Sponsor's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by users, tampering, hacking, human error, or by any of the programming or equipment associated with or used in this Promotion, and assume no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized Website access. Any use of robotic, macro, automatic, programmed or like enrollment or Weekly Pick methods will void all enrollments associated with such methods, and may subject that Participant to disqualification from this and future promotions sponsored by Sponsor. Released Parties are not responsible for injury or damage to Participant's or any other person's computer or property related to or resulting from participating in this Promotion. In the event of a dispute regarding the identity of a Participant or of enrollments received from multiple users having the same email address, the

authorized subscriber of the email address used or submitted at time of entry will be deemed to be the Participant, and the others may be disqualified. The authorized account subscriber is the natural person who is assigned the email address by the organization responsible for assigning the email address.

Participants agree (a) that the Released Parties will have no liability whatsoever for, and are released and shall be held harmless by Participants and their heirs, from and against any liability under any theory of law, for any injuries, losses or damages of any kind, to persons, including death, or property, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Promotion or in any Promotion-related activity, (b) Sponsor makes no representations or warranties of any kind concerning the appearance, performance or safety of any prize awarded, and (c) except where prohibited by law, by accepting prize, winner grants permission (and agrees to confirm such agreement in writing) for Sponsor and those acting pursuant to Sponsor's authority to use his/her name, submitted biography, voice and/or likeness and prize information, enrollment and/or Weekly Pick(s) (and assign the enrollment, which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor) for advertising, trade and publicity purposes without further compensation, at any times or time, in all media now known or hereafter discovered worldwide without notice or review or approval.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR'S NEGLIGENCE, FRAUDULENT OR RECKLESS ACT(S), OR INTENTIONAL MISCONDUCT.

- 11. PUBLICITY RELEASE:** Acceptance of prize offered constitutes permission for Sponsor and those authorized by Sponsor to use each winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law, including without limitation publicly making available a list of winners that include the winners' name (or first name, last initial) and city/state of residence.
- 12. DISPUTE RESOLUTION:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Participant and Sponsor or any other Released Party in connection with the Promotion, or any claim or dispute that has arisen or may arise between you and Sponsor or another Released party, shall 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. The place of arbitration shall be St. Louis, Missouri.
- 13. PRIVACY POLICY:** The information you submit in connection with this Promotion ("Information") may be used by Sponsor and Administrator for purposes of administration and fulfillment of the Promotion, and in accordance with Sponsor's privacy policy located at

<https://www.budlight.com/privacy-policy/>. In addition, Sponsor may share your information with third party prize suppliers. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

14. WINNERS' LIST: For the names of the winners, send an email to budcentral@anheuser-busch.com and include "Bud Light NFL Survivor Pick' Em Winners' List" in the subject line for receipt by February 15, 2023.

15. SPONSOR: Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

16. ADMINISTRATOR: Probability LLC, 2 Woodstock Meadows Ln, PO Box 1484, Woodstock, NY 12498 ("Administrator").

© 2022 Anheuser-Busch InBev BUD LIGHT ® BEER, St. Louis, MO