

**“Cowboys Ultimate Fan Experience” Contest**  
**Official Rules**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS IS A SKILL-BASED CONTEST. VOID OUTSIDE THE CONTINENTAL US AND WHERE PROHIBITED BY LAW. AN INTERNET CONNECTION IS REQUIRED TO ENTER THE CONTEST. INTERNET ACCESS, CELLULAR AND USAGE CHARGES IMPOSED BY YOUR ONLINE OR MOBILE SERVICE PROVIDER(S) MAY APPLY.**

**PLEASE READ THESE OFFICIAL RULES BEFORE ENTERING OR OTHERWISE PARTICIPATING IN THE CONTEST. BY PARTICIPATING IN THE CONTEST, YOU ACKNOWLEDGE THAT YOU HAVE READ AND AGREE TO BE BOUND BY THESE OFFICIAL RULES, WHICH CREATE A CONTRACT THAT INCLUDES GRANTS OF RIGHTS AND INDEMNITIES TO SPONSOR FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.**

**1. CONTEST DESCRIPTION; ENTRY PERIOD; SPONSOR**

The “Cowboys Ultimate Fan Experience” Contest (“Contest”) is sponsored by AT&T Services, Inc. 208 S. Akard St. Dallas, TX 75202 (“Sponsor”). The Contest starts at 9:00 am Central Daylight Time (“CDT”) on 9/15/24 and entry in the Contest ends at 11:59 pm CST on 11/10/24 (the “Contest Entry Period”). Sponsor’s database clock will be the official timekeeper for this Contest.

The Contest is a skilled-based competition, and chance plays no part in the determination of the winner. The Contest has two (2) distinct phases: (a) the “**Entry Phase**” and (b) the “**Judging Phase**”. In the Entry Phase, eligible individuals must create and submit a video or an essay in response to a prompt (as detailed below). In the Judging Phase, eligible Entries will be judged based on objective criteria, as set forth in Section 5.

**2. ELIGIBILITY**

Contest is open only to legal residents of the forty-eight (48) continental United States and the District of Columbia (collectively the “**Eligibility Area**”), who, as of the date of entry are at least the age of majority in the jurisdiction in which they are a resident (eighteen (18) years of age or older everywhere, except AL/NE (19) and MS (21)). Participation in the Contest is void in Alaska, Hawaii, Puerto Rico, all other U.S. territories and possessions and overseas military installations and where prohibited. Employees and their immediate family members (spouses, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren) of Sponsor, Dallas Cowboys Football Club, Ltd, Wasserman Media Group, LLC (“**Administrator**”), the NFL Entities (defined below), West Coast Marketing, a division of The Susquehanna Hat Company and each of their respective officers, directors, affiliates, subsidiaries, parent companies, agents and advertising and promotion agencies (collectively, the “**Contest Entities**”) and those living in the household of same (whether legally related or not) are not eligible to enter or win.

Participation in the Contest constitutes your full and unconditional agreement to be bound by these Official Rules, all applicable federal, state, and local laws, and to Sponsor’s decisions, which are final and binding in all matters related to the Contest. Winning the prize is contingent upon fulfilling all requirements, as set forth herein. Sponsor reserves the right to verify the eligibility of winner.

**3. HOW TO ENTER**

All potential participants must submit a “Video” or an “Essay” as part of their Entry as further outlined below.

During the Contest Entry Period, eligible individuals must:

- (i) visit [www.att.com/catchwithdak](http://www.att.com/catchwithdak) (the “Contest Site”).
- (ii) complete the online form (“Entry Form,”) in its entirety providing all requested information, including full name, date of birth, address, city, state, zip code, daytime telephone number and email address.
- (iii) upload a unique “Video” (60 seconds or less; .mp4 or .mov format only (no HDR); shot vertically) or an “Essay” in 500 characters or less; that provides a creative response to the following question: “*Why are you the ultimate Dallas Cowboys fan, and how will this exclusive experience elevate your connection to the game of football?*” (Note: in addition to the above, the submitted Video or Essay must conform to all of the Submission Content Guidelines as detailed and defined below).

Complete the process of entering by uploading the Video or Essay as directed, and in the check box available, **attesting to being at least 18 years of age and age of majority and having read and agreeing to the Official Rules** and clicking on “Submit” to submit your complete Contest Video or Essay entry into the Contest (subject to the terms of these Official Rules The response to the prompt, the Video or Essay (as applicable), and all information provided on the Entry Form will constitute your “Submission.”

Upon completion of the above steps and successful receipt of your Submission by Sponsor, you (“Entrant”) will automatically receive one (1) entry (“Entry”) into the Contest. **ONLY ONE (1) ENTRY PER PERSON WILL BE ACCEPTED. Entries submitted in excess of this limit will be disqualified.**

An Entry is deemed "received" when the Sponsor's server records the Entry information. Proof of sending (such as an automated computer receipt confirming Entry or "thanks for participating" message) does not constitute proof of actual receipt of an Entry for purposes of this Contest. Illegible or incomplete Entries, Entries submitted in excess of the stated limit, and Entries submitted by Entrants who do not meet the eligibility requirements are void. Any false, fraudulent, or deceptive Entries or acts by Entrant shall render Entrant (and any related Entries) ineligible. Entrants who do not follow all of the instructions (including Submission Content Guidelines as outlined below), provide the required information in their Entry Form, or abide by these Official Rules or other instructions of Sponsor may be disqualified, in Sponsor's sole and absolute discretion.

#### **4. SUBMISSION CONTENT GUIDELINES**

To be considered, a Submission must meet the following guidelines (“Submission Content Guidelines”) or shall be subject to disqualification in Sponsor's sole and absolute discretion.

Submission must:

- If a Video, be a maximum of 60 seconds in length, shot vertically (Portrait), and uploaded in “.mp4” or “.mov” format (no HDR, please).
- If an Essay, be a maximum of 500 characters in length.
- Only include original material created by the Entrant that is suitable for presentation/publication in a public forum. **Modifying, enhancing, or altering a third party's preexisting work does not qualify as Entrant's original creation.**

Submissions must not:

- Infringe on the intellectual property, privacy, publicity, or other rights of any other person or entity, living or deceased.
- Contain viruses, trojan horses, or other technologies that could adversely impact the Contest.
- Contain material that is (a) disparaging to Sponsor or any Contest Entity or (b) is inconsistent with the positive image and/or goodwill with which Sponsor and the Contest Entities wish to be associated (in Sponsor's sole and absolute discretion).

- Contain, depict, or describe someone smoking or intoxicated.
- Contain or depict material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age,
- Contain, depict, or describe any unacceptable clothing or adornments, or display any commercial/corporate advertising other than that of Sponsor (including but not limited to corporate logos, brand names, trademarks, slogans, political, personal, and religious statements).
- Contain, depict, or describe indecent or unsafe behavior or situations, profanities or obscenities, including but not limited to nudity or pornography, or is otherwise inappropriate, indecent, profane, obscene, hateful, tortuous, slanderous or libelous,
- Reveal any personal information about another individual, including another person's address, phone number, email address, or any information that may be used to track, contact, or impersonate that individual.
- Reference or promote unlawful activities or any activities that may appear unsafe or dangerous, including any reference to drugs or alcohol use and/or abuse.
- Reference or depict persons or organizations without their written permission.
- Disparage any person or organization.
- Include threats to any person, place, business or group.
- Contain any material that is unlawful, in violation of or contrary to any applicable federal, state, or local laws and regulations.

### **ADDITIONAL REQUIREMENTS FOR SUBMISSION**

1. By tendering a Submission, Entrant agrees and understands that any and all information contained in the Submission (including the Video or the Essay as applicable) may be made available to the public, including without limitation being posted, featured, and/or accessible on Sponsor's or Contest Entities' affiliated websites and social media channels, without any further notification to, consent from, or remuneration to Entrant. Sponsor does not covenant or guarantee any confidentiality with respect to any Submission.
2. Each Submission must be an original creation of submitting Entrant, and must be under no restriction, contractual or otherwise, that will prevent Sponsor's use of the Submission, and each Submission must be free of any and all liens, encumbrances and claims of third parties. Entrant represents and warrants that nothing in the Submission infringes on any copyrights, confidential information, trade secrets or trademarks belonging to any person or entity (other than Entrant) absent a suitable license, clearance or permission agreement (proof of which is required upon submission) or violates any person's rights of privacy or publicity and that all necessary releases and permissions have been secured. Entrant agrees to indemnify and hold harmless each of the Contest Entities, and each of their owners, officers, directors, employees, and affiliated organizations, and their respective officers, directors, shareholders and employees, from and against any and all claims, demands, damages, costs, liabilities and causes of action of whatsoever nature that are based upon or arise out of any breach by Entrant of these Official Rules or the warranties and representations made by Entrant in this paragraph.
3. By entering the Contest and tendering a Submission, Entrant grants to Sponsor all intellectual property rights in/to the Submission for zero compensation and solely for promotional consideration. These rights include without limitation, the perpetual right and license to publish, copy, publicly display, and/or reproduce the Submission, in whole or in part, or in connection with other material, throughout the universe, in any media now known or hereafter devised. Additionally, Entrant waives any so called "moral rights" in/to the Submission and acknowledges and agrees that Sponsor may use any ideas from the Submission.
4. Entrant agrees to release, defend, indemnify and hold harmless each of the Contest Entities, and each of their owners, employees, directors, officers, shareholders, members, agents,

subcontractors and licensees from all claims, demands and causes of action of any nature whatsoever which Entrant or Entrant's heirs, representatives, executors, administrators, or any other persons acting on Entrant's behalf or on behalf of Entrant's estate, have or may have by reason of: (i) Sponsor's exercise of any of the rights granted by Entrant in these Official Rules; and (ii) claims based on violation of any right of publicity or rights of personality, infringement of copyright or trademark, libel, slander, defamation, invasion of privacy, loss of earnings or potential earnings in connection with Sponsor's use of the Submission, or any portion thereof, or the likeness of any natural person therein.

5. Entrant shall be responsible for securing necessary permissions, releases, and licenses for any material contained in the Submission.
6. Sponsor is not responsible for any expenses incurred in the creation and uploading of the Submission or any other aspect of Entry by Entrant.

Failure of any Submission to comply with the above "Additional Requirements" and "Submission Content Guidelines", as determined by Sponsor, in its sole discretion, may result in disqualification of Entrant. Without limitation, Sponsor reserves the right in its sole discretion to disqualify any Entry that, in Sponsor's sole opinion, refers, depicts or in any way reflects negatively upon the Sponsor, the Contest, or any other person or entity, does not comply with these Official Rules, or if Sponsor receives notification about any potential infringements or breaches of law or any other reason set forth herein.

All Submissions shall become the exclusive property of Sponsor and will not be acknowledged or returned. Submissions must be suitable for presentation in a public forum, in sole determination of Sponsor. Sponsor reserves the right to remove any Submission that does not meet the above criteria.

ONLY AN ELIGIBLE ENTRANT MAY PARTICIPATE IN THE CONTEST AND/OR WIN THE PRIZE. SPONSOR EXPRESSLY RESERVES, THE RIGHT TO DETERMINE THE ISSUE OF ELIGIBILITY AND/OR THE RIGHT OF ANY ENTRANT TO REDEEM OR OTHERWISE BENEFIT FROM THE PRIZE AT ANY TIME (INCLUDING, WITHOUT LIMITATION, AFTER AN ENTRANT WAS EARLIER DEEMED ELIGIBLE). NOTWITHSTANDING ANY OTHER PROVISION OF THESE OFFICIAL RULES, IF AT ANY STAGE OF THE CONTEST, SPONSOR DETERMINES THAT NOT ENOUGH, OR NO ELIGIBLE CONTEST ENTRANTS EXIST FROM WHICH TO DETERMINE FINALISTS (AS DEFINED BELOW) OR WINNER AND/OR FOR THE AWARDING OF ANY PRIZING, THEN SPONSOR MAY IN ITS SOLE AND EXCLUSIVE DISCRETION EITHER SUSPEND THE CONTEST OR MODIFY IT (OR ANY PARTS THEREOF) IN ANY EQUITABLE MANNER THAT SPONSOR DEEMS APPROPRIATE IN ITS SOLE AND EXCLUSIVE DISCRETION, INCLUDING, WITHOUT LIMITATION, BY NOT AWARDING THE PRIZING SET FORTH IN THESE RULES OR IMPLEMENTING A NEW STAGE OF THE CONTEST WHERE SPONSOR MAY SEEK NEW ENTRANTS AND FROM WHOSE POOL SPONSOR MAY SELECT NEW POTENTIAL FINALISTS OR WINNER.

## **5. JUDGING PROCESS AND DETERMINATION OF WINNER**

There will be two rounds of judging: one to determine the top ten (10) finalists (each, a "**Finalist**"); and a second round to determine the potential Contest winner (the "**Potential Prize Winner**").

### Selection of Finalists:

A panel of selected judges made up of marketing industry professionals ("**First Round Judges**") will independently review and score each eligible Video or Essay Submission (as applicable) based on the following equally weighted criteria and point allocation ("**Judging Criteria**"):

- **20 points: Alignment with Sponsor's Purpose:**
  - Will this story inspire other football fans to pursue their passion?

- Based on this story, will Sponsor be unlocking greater possibility for this fan?
- **10 points: Alignment with Fandom:**
  - Does the story deliver on Sponsor's commitment to showing support and connecting fans to unique experiences?
- **20 points: Strength of Story:**
  - Does this football fan seem passionate and excited for this opportunity?
  - Could this make for a compelling PR/social story?

Judges' scores will then be averaged among all participating judges on the panel. Any Entrant whose Submission receives a total average score of less than 35 points will not be eligible to be named a Finalist or Potential Prize Winner in the Contest (as applicable). The decision of the judges is final and binding.

The ten (10) Video and/or Essay Submissions with the highest total scores will be declared Finalists. First Round Judging will be completed on or about 11/14/24.

The ten (10) Finalists will then move on to the second round of judging. **Finalists will not be notified of their status.**

#### Selection of Potential Winner:

The second panel of selected judges made up of AT&T executives ("**Second Round Judges**") will review and score each Finalist's Video or Essay Submission (as applicable) based on the Judging Criteria.

The one (1) Finalist with the highest total score in the opinion of the Second Round Judges will be declared the Potential Prize Winner of the Contest. The Second Round Judging will be completed on or about 11/21/24.

THE POTENTIAL PRIZE WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. A POTENTIAL PRIZE WINNER IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL THEIR ELIGIBILITY HAS BEEN VERIFIED, AND POTENTIAL PRIZE WINNER HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

If any Potential Prize Winner is, during verification, deemed ineligible or subject to disqualification for any reason in accordance with these Official Rules, such Entrant will be disqualified and the Finalist with the Submission, if any, that garnered the next highest score (in the opinion of the applicable Judges) will be declared the new Potential Prize Winner.

#### Resolution of Ties

In the event of a tie in either round of judging, the Entrant in the applicable Pool with the Submission that received the higher total score from all applicable judges in the "Alignment With Sponsor's Purpose" category will be deemed the Finalist or Potential Prize Winner (as applicable). In the event of a remaining tie, the Entrant in the applicable Pool with the Submission that received the higher total score from all applicable judges in the "Alignment with Fandom" category will be deemed the Finalist or Potential Winner (as applicable). In the event of a remaining tie, the Entrant in the applicable Pool with the Submission that received the higher total score from all applicable judges in the "Strength of Story" category will be deemed the Finalist or Potential Prize Winner (as applicable). If needed, the applicable judges will re-score the tied Entries in all three (3) categories until the relevant tie is broken.

## **6. WINNER NOTIFICATION**

On or about **11/22/24**, the Potential Prize Winner will be notified by Sponsor (or Sponsor's designee) by email and/or phone to the address and/or number provided by Entrant on the Entry Form ("**Notification**").

Potential Prize Winner will be required to execute and return an Affidavit of Eligibility/Release of Liability and (except where prohibited by law) Publicity Release form and an IRS W-9 form (collectively, "**Required Documents**") within three (3) calendar days of issuance. Additionally, the proposed Travel Companion (defined below) of the Potential Prize Winner (or the Potential Prize Winner if Travel Companion is the minor child or legal ward of the Potential Prize Winner) will be required to execute and return a Release of Liability form within this same three (3)-day time period. A prepaid overnight delivery air bill will be provided to facilitate the return of all Required Documents. Once all Required Documents have been correctly executed by Potential Prize Winner and received by West Coast Marketing, such Potential Prize Winner shall be declared to be the official "**Prize Winner**" of the Contest.

Failure of the Potential Prize Winner to return the Required Documents or other required forms correctly completed and executed, within the required time period, may (at Sponsor's sole discretion) result in forfeiture of the prize. If (a) the Potential Prize Winner cannot be reached within a reasonable period (as determined by Sponsor), (b) the Potential Prize Winner does not meet the eligibility requirements or is otherwise found not to be in compliance with these Official Rules, or (c) any Notification is returned as undeliverable for any reason, the Potential Prize Winner may, at Sponsor's sole discretion, be disqualified and, time permitting, as determined by Sponsor in its sole and exclusive discretion, the Finalist whose Submission received the next highest score in the opinion of the applicable judges will be deemed the Potential Prize Winner. If the new Potential Prize Winner is found to not meet all the eligibility requirements set forth in these Official Rules, Sponsor may, in its sole and exclusive discretion, determine that there is no winner of the Prize or, time permitting, as determined by Sponsor in its sole and exclusive discretion, continue this process and seek to determine a new Potential Prize Winner from among the remaining eligible Finalists, and if needed, Entrants.

## **7. PRIZE**

There will be one (1) prize (the "**Prize**") available to be awarded in the Contest.

The Prize consists of: (i) roundtrip coach-class airfare for Prize Winner and Prize Winner's travel companion ("**Travel Companion**") from a major commercial airport near Winner's home (as determined by Sponsor in its sole discretion) to Dallas, TX ("**Dallas**"); (ii) two (2) consecutive nights' accommodation (single standard room, double occupancy; room and tax only) at a Dallas-area hotel selected at the sole discretion of Sponsor; (iii) ground transportation in Dallas to/from airport/hotel; (iv) opportunity to spend a minimum of thirty (30) consecutive minutes with Dak Prescott and have an experience that may include having a football catch; and (v) the opportunity to take photographs with Dak Prescott. The total approximate retail value ("**ARV**") of the Prize is \$3,270.

Stated ARV is an estimate only at the time of Official Rules' preparation. The actual value of the Prize may vary depending on city of departure, dates, and times of travel, airfare fluctuations and accommodation charges at the time of travel booking. Therefore, the actual value of the Prize awarded may be lower or higher at the time it is fulfilled. Any difference between actual value and stated ARV will not be awarded.

**Prize Winner (and his/her Travel Companion) must be available to participate in Prize trip on the date, time and location(s) as determined by Sponsor (anticipated to be during December 2024) or Prize may be forfeited, and time-permitting awarded to an alternate. Contest Entities are not responsible for the cancellation or rescheduling of any portion of Prize. In the event that the Prize Winner is unable to participate in his/her Prize or any part**

**thereof for any reason, the Prize may be forfeited, and time-permitting awarded to an alternate. A minor Travel Companion will not be allowed to participate in Prize (or portion thereof) without being accompanied by his/her Prize-winning parent or legal guardian. Contest Entities are not responsible for changes in Prize schedule.**

Important Prize Restrictions: No substitution by the Prize Winner of his/her Prize shall be allowed. All aspects of the Prize, including, but not limited to, specific airline(s), flights, hotel and (when applicable) experiences and specific player involved in Prize fulfillment is subject to availability and are at the sole discretion of the Sponsor. The Prize Winner and his or her Travel Companion will be required to travel on identical itineraries including the same departure city, departure date, destination and return date. Background checks of Prize Winner and his/her Travel Companion may be performed at the sole discretion of Sponsor. Prize Winner and Travel Companion will each be required to provide valid government-issued photo ID (Real ID may be required) at time of travel as required by airline, airport, hotel and TSA/government authorities and follow all TSA, airline, hotel, NFL and/or team venue/event and governmental Covid protocol regulations and requirements. A valid credit card or cash deposit by the Prize Winner may be required by the hotel at time of check-in for incidentals. If the Prize Winner elects to travel or partake in the Prize with no Travel Companion, no additional compensation will be awarded. All aspects of the Prize must be taken together and cannot be taken separately. No changes will be made to travel details once any element(s) of the travel arrangements have been booked except at Sponsor's sole discretion. All airline tickets issued in conjunction with the Prize are not eligible for frequent flyer miles or any other promotional benefit. Sponsor or its designee will not replace any lost or stolen tickets, travel vouchers or certificates or similar items once they are in the Prize Winner's possession, or in the possession of the Prize Winner's Travel Companion. Prize travel is subject to capacity controls, availability, holiday and other blackout dates and certain other restrictions and conditions, which may include a Saturday night stay, all of which are subject to change. If the Prize Winner lives within two hundred (200) miles of Dallas, (as determined by Sponsor) air transportation will not be provided and in such case, Sponsor reserves the right to substitute round-trip ground transportation to/from Prize Winner's residence in lieu of air transportation. No Prize element will be substituted except at Sponsor's sole discretion. Contest Entities are not responsible for changes in any element of the Prize travel schedule. No stopovers are permitted on tickets issued as part of the Prize; if a stopover occurs, the Prize will terminate and full fare will be charged from the stopover point for the remaining trip segment(s), including the return. Once hotel, flight and any other Prize fulfillment arrangements have been confirmed, no changes will be allowed except by Sponsor at its sole discretion.

Any costs associated with Prize acceptance and/or use that are not expressly stated above are not included in the Prize and are the sole responsibility of the Prize Winner and his/her Travel Companion. Such costs may include, without limitation, any additional ground transportation, any state or local taxes or government surcharges or fees, travel insurance and premiums, excursions, meals, drinks, souvenirs, incidentals, gratuities, telephone calls, charges for changing dates or other personal costs, and expenses not specified herein.

Any unclaimed and/or unused Prize will remain the property of Sponsor or its designee.

Prize may not be sold, bartered, or exchanged by Prize Winner except as may be allowed by Sponsor in its sole discretion. Everything regarding this Contest, including the Prize is provided "AS IS" and without any warranty of any kind.

Awarding of the Prize is subject to the Prize Winner's acceptance of all requisite conditions within these Official Rules and such Prize Winner's ability and agreement to grant the rights set forth in these Official Rules and all required documents detailed herein.

All federal, state, and local tax liabilities are the responsibility of the Prize Winner.

In the event the Prize Winner and/or Travel Companion engages in behavior during the Prize travel (or part thereof) that (as determined by Sponsor in its sole discretion) is obnoxious or threatening, illegal, or that is intended to threaten or harass any other person, or that in any way disparages or adversely affects the reputation, image, and/or customer goodwill of Sponsor or any of its services, products, trademarks, service marks, or logos, Sponsor reserves the right to terminate the Prize travel early, and send Prize Winner and Travel Companion home with no further obligations or compensation whatsoever to Prize Winner or Travel Companion (which may, in Sponsor's sole discretion, result in such Prize Winner's disqualification from the Contest and forfeiture of any (and/or all) Prize. In the event the Prize Winner or Travel Companion engages in behavior during the Prize travel or experience that (as determined by Sponsor in its sole discretion) is illegal, tortious, or subjects Prize Winner or Travel Companion to arrest or detention, Sponsor shall have no obligation to pay any damages, fees, fines, judgments or other costs or expenses of any kind whatsoever incurred by Prize Winner or Travel Companion as a result of such conduct.

#### **8. PUBLICITY; GRANT OF RIGHTS:**

Entrant agrees that (except where prohibited) Contest Entities may use Entrant's name, Submission, photos, film clips and/or other visual likeness, biography, statements, voice, and any other personal characteristics, in any and all media or format now or hereafter known, for any purpose, including without limitation marketing, advertising, promotional, publicity and trade purposes without additional compensation to such Entrant and such Entrant hereby releases Contest Entities from any liability with respect to such use.

By participating in the Contest, each Entrant hereby grants to Contest Entities and their respective successors, licensees, assignees and other authorized designees, a perpetual, fully-paid, royalty-free, transferable, fully sublicensable, worldwide, irrevocable, non-exclusive right and license to reproduce, transcode, edit, modify, combine with others, create derivative works from, transmit, disseminate, distribute, re-use, re-post, make available, combine with other content, exhibit, perform, publish, display, use and otherwise exploit Entrant's Submission and any comments or statements made by Entrant related to the Contest or any of the Contest Entities, in any media, manner, technology or content delivery mechanism now known or hereinafter devised for the following purposes: (A) in connection with the Contest, its administration, promotion, advertising or publicity, and/or (B) otherwise in connection with the promotion, advertising, publicity or other exploitation of the Contest, and/or any subsidiary and ancillary rights of any nature relating to the Contest, and/or (C) as otherwise desired by Sponsor in its sole discretion not in connection with the Contest, each of the foregoing without the necessity of obtaining further consent or making any payments.

#### **9. PRIVACY:**

Participation in the Contest constitutes Entrant's consent to transfer personal information collected from the Entrant to the Sponsor for the purposes of administering the Contest and for such other purposes to which an Entrant may consent as outlined in these Official Rules. More specifically, Sponsor and/or its third-party administration companies may collect information provided by an Entrant in connection with participation in the Contest and will use any personal information an Entrant provides on his/her Entry Form to actually conduct the Contest. All information collected by Sponsor in connection with the Contest will be subject to Sponsor's Privacy Policy: <https://about.att.com/csr/home/privacy.html>.

Sponsor may provide Entrant's personal information to third party administration companies for the sole purpose of facilitating this Contest. Entrant understands that any personally identifiable information he/she provides shall be used only in a manner consistent with these Official Rules.

#### **10. LIMITATION OF LIABILITY AND RELEASES:**

The Contest Entities, and any and all Internet server(s) and access provider(s), and each and all of their respective parent corporations, successors, subsidiaries, affiliates, governors, owners,



distributors, retailers, agents, related entities, licensees, assigns, and all of their respective officers, directors, shareholders, employees, agents and representatives (collectively, “**Releasees**”) are not responsible for: any incorrect or inaccurate Entry information; inability to connect with any website, including but not limited to the Contest Site; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, hardware or software, including without limitation any injury or damage to Entrant’s or any other person’s computer relating to or resulting from participation in the Contest; theft, tampering, destruction, or unauthorized access to, or alteration of, Submissions or Entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction or traffic congestion on telephone lines or the Internet or any web site or for any other reason whatsoever; typographical, printing or other errors; any Contest related materials which are late, lost, incomplete, misdirected, stolen, mutilated, illegible, or any combination thereof. Entrants, by participating in the Contest, agree that the Releasees shall have no liability whatsoever for, and will be released and held harmless by Entrants from any claim, action, liability, loss, injury or damage, including, without limitation, personal injury or death to Entrant, Prize Winner or any third party or damage to personal or real property due in whole or in part, directly or indirectly, by any reason including the acceptance, possession, use or misuse of the Prize and/or participation in this Contest.

**11. GOVERNING LAW/DISPUTE RESOLUTION:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of Entrants and Releasees in connection with the Contest will be governed by and construed in accordance with the internal laws of the State of Texas, 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. By entering the Contest, Entrants hereby submit to the jurisdiction and venue of the federal and state courts of Dallas County, Texas, United States and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum.

BY ENTERING AND PARTICIPATING IN THE CONTEST, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CONTEST, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED FIFTY DOLLARS (\$50.00), BUT IN NO EVENT WILL ATTORNEYS’ FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED FIFTY DOLLARS (\$50.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANTS’ REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

**12. FORCE MAJEURE:**

Releasees shall not be liable to the Prize Winner or any other person for failure to supply the Prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, pandemic, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, network or computer problems, internet

problems, hacking, computer viruses, unauthorized computer access, tampering, or any other cause beyond Sponsor's sole control. Releasees shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air carrier(s), hotel(s), experiences or other transportation companies or any other persons providing any of these services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same. Releasees' legal responsibility for loss or damage to baggage shall be strictly governed by the Warsaw Convention and the other applicable conditions of carriage set forth on the passengers' tickets.

### **13. GENERAL:**

If for any reason the Contest is not capable of running as planned, or if the Contest or any web site associated therewith (or any portion(s) thereof) becomes corrupted or does not allow the proper playing of the Contest and processing of Entries in accordance with these Official Rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by Entrants, fraud, technical failures, or any other causes, in the Sponsor's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Contest, the Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend the Contest or any portion thereof. In the event the Contest is canceled, the Sponsor may (at Sponsor's sole discretion) complete the Contest utilizing all eligible, non-suspect Entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at the Contest Site. The Releasees are not responsible for the actions of Entrants in connection with the Contest, including Entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Contest. Persons found tampering with or abusing any aspect of this Contest, or who Sponsor believes to be causing malfunction, error, disruption or damage may be disqualified. Additionally, any attempt to cheat the Contest, as determined at the sole and absolute discretion of Sponsor, may result in immediate disqualification of the Entrant, as well as other possible consequences, including disqualification from any and all existing and future promotion, contest or sweepstakes. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

If a dispute arises about who submitted an Entry or was declared to be the Prize Winner, the Entry will be deemed submitted by the individual named on the winning Entry. A Potential Prize Winner may be requested to provide Sponsor with proof that he/she is the individual associated with the winning Entry and that all eligibility requirements are met. 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. The Releasees are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in Entrant's email account to receive email messages. Also, the Releasees are not responsible, and may disqualify an Entrant, if his/her email address or telephone number does not work, if it is changed without Entrant giving prior written notice to Sponsor, or if email communications sent are directed to Entrant's spam or junk folder.

Entries must be made by the Contest Entrant only as detailed above. Contest Entries made by any other individual or any entity, and/or originating at any other web site or email address, including, but not limited to, commercial contest subscription, notification and/or submitting service sites, will be declared invalid and disqualified for this Contest. Contest Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. The use of any device or software to automate the Entry process is prohibited. Entries or other Contest materials that are incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late, misdirected, deceptive, in greater quantity than the limit stated above or otherwise

not in compliance with the Official Rules may be disqualified from the Contest at Sponsor's sole and absolute discretion.

**14. DISCLAIMERS AND LIMITATION OF LIABILITY; DISCLAIMER OF WARRANTIES:**

BY PARTICIPATING IN THE CONTEST, EACH ENTRANT AGREES: (I) TO BE BOUND BY THESE OFFICIAL RULES AND ALL APPLICABLE LAWS; (II) TO WAIVE ANY RIGHTS TO CLAIM AMBIGUITY WITH RESPECT TO THESE OFFICIAL RULES AND ANY PROMOTIONAL MATERIALS RELATED TO THE CONTEST; (III) TO WAIVE ALL OF HIS/HER RIGHTS TO BRING ANY CLAIM, ACTION, OR PROCEEDING AGAINST ANY OF THE CONTEST ENTITIES; AND (IV) TO RELEASE EACH OF THE CONTEST ENTITIES AND EACH OF THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, REPRESENTATIVES OR OTHER AUTHORIZED DESIGNEES FROM ANY LIABILITY (INCLUDING, BUT NOT LIMITED TO, LIABILITY FOR ANY PROPERTY LOSS, DAMAGE, PERSONAL INJURY, BODILY INJURY, DEATH, LOSS, EXPENSE, ACCIDENT, DELAY, INCONVENIENCE OR IRREGULARITY) THAT MAY ARISE IN CONNECTION WITH, AS APPLICABLE: (A) ENTRANT'S PARTICIPATION OR INABILITY TO PARTICIPATE IN THE CONTEST; (B) AMBIGUOUS JUDGING CRITERIA; (C) TYPOGRAPHICAL ERRORS IN THE OFFICIAL RULES OR ANY OFFLINE, ONLINE, OR WIRELESS CONTEST-RELATED PROMOTIONAL MATERIAL; (D) ACCEPTANCE OR POSSESSION, DEFECTS IN, USE, MISUSE OR INABILITY TO USE ANY PRIZE (OR ANY COMPONENT THEREOF); (E) ANY CHANGE IN PRIZING AS PERMITTED HEREUNDER OR OTHERWISE DUE TO REASONS BEYOND ANY OF THE CONTEST ENTITIES' CONTROL; (F) HUMAN ERROR; (G) INCORRECT OR INACCURATE TRANSCRIPTION, RECEIPT, TRANSMISSION, CODING, TRANSCODING, OR COMPUTING OF ANY MATERIALS; (H) ANY TECHNICAL MALFUNCTIONS OR UNAVAILABILITY OF ANY WEB SITE, MOBILE APPLICATION OR NETWORK, TELEPHONE NETWORK, COMPUTER ONLINE SYSTEM, COMPUTER DATING MECHANISM, COMPUTER EQUIPMENT, SOFTWARE, INTERNET OR WIRELESS SERVICE PROVIDER, U.S. MAIL SERVICE, PRIVATE MAIL SERVICE OR COURIER UTILIZED BY ANY OF THE CONTEST ENTITIES OR BY AN ENTRANT; (I) INTERRUPTION OR INABILITY TO ACCESS CONTEST SITE, OR ANY OTHER PARTICIPATING WEB SITES, ANY CONTEST-RELATED WEB PAGES, OR ANY ONLINE SERVICE VIA THE INTERNET, OR WIRELESS SERVICE DUE TO HARDWARE OR SOFTWARE COMPATIBILITY OR OTHER PROBLEMS; (J) ANY LOST/DELAYED DATA TRANSMISSIONS, OMISSIONS, INTERRUPTIONS, DEFECTS, AND/OR ANY OTHER ERRORS OR MALFUNCTIONS; (K) ANY WRONGFUL, NEGLIGENT, OR UNAUTHORIZED ACT OR OMISSION ON THE PART OF ANY OTHER ENTRANT OR INDIVIDUAL PURPORTING TO ACT ON BEHALF OF ANY SUCH ENTRANT, AND/OR ANY OF THE CONTEST ENTITIES AND/OR ANY OF THEIR AGENTS, EMPLOYEES OR AUTHORIZED DESIGNEES; (L) ANY WRONGFUL, NEGLIGENT, OR UNAUTHORIZED ACT OR OMISSION ON THE PART OF ANY OTHER PERSON OR ENTITY NOT AN EMPLOYEE OF ANY OF THE CONTEST ENTITIES; OR (M) ANY OTHER CAUSE, CONDITION OR EVENT WHATSOEVER BEYOND THE CONTROL OF ANY ONE OR MORE OF THE CONTEST ENTITIES. PRIZE WINNER HEREBY ACKNOWLEDGES THAT THE CONTEST ENTITIES HAVE NEITHER MADE NOR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO ANY PRIZE OR COMPONENT THEREOF.

**15. INDEMNIFICATION:**

Each Entrant shall indemnify, defend and hold harmless each of the Releasees from and against any and all third party claims, demands, causes of action, proceedings, expenses, and/or liabilities resulting or arising from or in connection with : (i) Sponsor's and/or any of its affiliates' or their respective licensees' and/or authorized designees' exercise of any of their rights granted hereunder; (ii) Entrant's participation in the Contest; (iii) Entrant's failure to comply with any one or more of the Official Rules or any applicable laws; and/or (iv) Entrant's submission of his/her Video or Essay Submission without having obtained, from the person(s) who may have participated or assisted in the development of the Video or Essay, permission to use such Video or Essay in connection with

the Contest as set forth herein and to grant Sponsor, its affiliates and their licensees and authorized designees the right to use such Entry as set forth in the Grant of Rights section of the Official Rules.

**16. MISCELLANEOUS:**

The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials, privacy policy or terms of use on the Contest Site and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

**17. NO INJUNCTIVE RELIEF:**

EACH ENTRANT UNDERSTANDS AND AGREES THAT HE/SHE SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE CONTEST, OR ANY OTHER PROJECT OF SPONSOR OR ANY OF ITS AFFILIATES.

**18. OFFICIAL RULES AND WINNER LIST:**

For an Official Winner List (available after 12/1/24), or a copy of these Official Rules, send a self-addressed, stamped envelope to: "Cowboys Ultimate Fan Experience" Contest (*please specify Official Winner List or Official Rules*), 22287 Mulholland Hwy., #396 Calabasas, CA 91302. Residents of Vermont with a return address in Vermont may omit the return postage on their Official Rules request. Official Rules are also available at the Contest Site during the Contest Entry Period.

**19. CONTEST ADMINISTRATOR:**

West Coast Marketing, 22287 Mulholland Hwy., #396, Calabasas, CA 91302 is the Administrator of the Contest. Administrator is not the supplier or guarantor of any Prize.

**NFL Entities:** The National Football League, its member professional football clubs, 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") will have no liability or responsibility for any claim arising in connection with participation in this Promotion or any prize awarded. The NFL Entities have not offered or sponsored this Promotion in any way. All NFL-related trademarks are the property of the National Football League. All other trademarks used herein are the property of their respective owners.

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**ABBREVIATED**

*Electronic Advertising*

**NO PURCHASE NECESSARY. INTERNET CONNECTION REQUIRED.** Open to legal residents of 48 Continental U.S. & DC who are age of majority (AL/NE-19, MS-21, 18 elsewhere) at entry. Contest starts 9:00 am CDT on 9/15/24 and ends 11:59 pm CST on 11/10/24.. See Official Rules at [www.att.com/catchwithdak](http://www.att.com/catchwithdak) for complete details. Void in Alaska, Hawaii and where prohibited.

*Print Advertising*

**NO PURCHASE NECESSARY. INTERNET CONNECTION REQUIRED.** Open to legal residents of 48 Continental U.S. & DC who are age of majority (AL/NE-19, MS-21, 18 elsewhere) at entry. Contest entry starts 9:00 am CDT on 9/15/24 and ends 11:59 pm CST on 11/10/24.. See Official Rules at [www.att.com/catchwithdak](http://www.att.com/catchwithdak) for complete details. Void in Alaska, Hawaii and where prohibited.