

**UCHEALTH FLAG FOOTBALL KITS SWEEPSTAKES (The “SWEEPSTAKES”)
SPONSORED AND ADMINISTERED BY PARAGON MARKETING GROUP**

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED AS OF THE APPLICABLE DRAWING DATE DEADLINE. VOID WHERE PROHIBITED BY LAW. ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

SPONSOR: The Sponsor of this Sweepstakes is Paragon Marketing Group, 5420 Old Orchard Road, Skokie, IL 60077 (the “**Sponsor**”).

SWEEPSTAKES PERIOD: The Sweepstakes entry period (the “**Entry Period**”) begins at 12:01 AM Eastern Time (“**ET**”) on December 9, 2020 and ends at 11:59 PM ET on December 13, 2020 (“**Sweepstakes End Date**”).

PRIZE: Fifty (50) Total Prizes Will Be Awarded comprised of forty-nine (49) Flag Football Kits and one (1) Grand Prize Flag Football kit, Approximate Retail Value of the Flag Football Kit: \$151.00. Approximate Retail of Grand Prize Flag Football Kit: \$400. “Grand Prize” will be identical to all regular Flag Football Kits and will also include an autographed item.

PRIZE NOTIFICATION RESPONSE TIME: 24 hours from the time of issuance of Prize Notification (defined below) (the “**Required Response Time**”).

ELIGIBILITY: The Sweepstakes is open only to legal residents of the State of Colorado who are eighteen (18) years of age or older. Employees, officers, and directors (including immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of Paragon Marketing Group (“**Sponsor**”), University of Colorado Health, the Denver Broncos, the National Football League and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the Sweepstakes (collectively, the “**Sweepstakes Entities**”) are not eligible to participate or win the Prize. The Sweepstakes is subject to all applicable federal, state, territory, provincial and local laws, rules and regulations.

HOW TO ENTER: The Sweepstakes begins at 12:01 AM Eastern Time (“**ET**”) on December 9, 2020 and ends at 11:59 PM ET on December 13, 2020. Online entry only. No other method of entry will be accepted. Registrants must complete and submit the online lead-generation form during the entry period using the link provided to you by or on behalf of Sponsor to access the form. By successfully transmitting a completed form as directed, you will receive one (1) entry in the Sweepstakes. Limit one (1) entry per person/e-mail address. Additional entries beyond the specified limit will be void.

RANDOM DRAWING: The potential winners of the Sweepstakes will be selected by random drawing on or about seven (7) days following the Sweepstakes End Date from among all eligible entries received. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared the official winners of the Sweepstakes (the “**Winners**”). The

decisions of Sponsor are final and binding on all matters relating to this Sweepstakes. Odds of winning depend on the total number of eligible entries received as of the applicable Drawing Date Deadline. All non-winning eligible entries from the first Drawing Date will automatically carry-over to and remain eligible for a second Drawing Date if needed. Limit one (1) Prize per person, family or household.

PRIZE CONDITIONS: Each individual will have the opportunity to win one (1) pre-packaged Broncos Flag Football Kit, with one individual winning one (1) Grand Prize Broncos Flag Football Kit. The total number of prizes that can be awarded is fifty (50). The odds of winning depend on the total number of eligible entries received. All Prize details shall be determined in the sole and absolute discretion of Sponsor. Each Winner is fully responsible for any and all applicable federal, state, territory, provincial and local taxes (including income and withholding taxes). All costs and expenses associated with the Prize acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, meals, gratuities and other expenses incurred by accepting the Prize are the sole responsibility of each individual Winner. The Prizes are non-transferable and non-assignable, with no cash redemptions except at Sponsor's sole and absolute discretion. Sponsor reserves the right to substitute the Prize (or any portion thereof) with a prize of comparable or greater value at its sole and absolute discretion. Paragon Marketing Group ("Sponsor"), University of Colorado Health, the Denver Broncos and the National Football League reserve the right to remove or to deny entry to any Winner and/or his/her guest(s) who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person participating with the initiative. Released Parties (defined below) will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any related initiative or event.

PUBLICATION, LICENSE AND RELEASE: By entering the Sweepstakes and submitting an entry, each entrant (a) agrees that his/her entry is an original work of authorship and that he/she owns all right, title and interest in the entry as of the date of submission or has all necessary rights and authorizations to submit it and the express permission of all individuals, content and materials embodied in the entry to submit it for possible use as provided herein; (b) grants to Paragon Marketing Group ("**Sponsor**"), University of Colorado Health, the Denver Broncos, the National Football League and each of their respective designees the perpetual and unlimited right and license to use, license, edit, modify, duplicate and/or create derivative works from his/her entry throughout the world and in perpetuity, including, but not limited to, the right for Paragon Marketing Group ("**Sponsor**"), University of Colorado Health, the Denver Broncos, the National Football League, as applicable, to publish, display, broadcast, distribute, reproduce, perform, create derivative works from and otherwise use and exploit the entry via the Internet or any other interactive media, in venue, on television, in print and/or any other media currently existing and hereafter developed and without limitation and without payment of any compensation to the entrant or his/her heirs and successors, (i) on its own or as part of any audiovisual or other production; (ii) to advertise any products, programming or services of The University of Colorado Health or for any other advertising, marketing, publicizing and promotional purposes and in any materials related thereto; and/or (iii) for any other purpose whatsoever; and (d) release in perpetuity the Released Parties from any claims, demands, losses and liabilities of any nature arising out of or in any way connected with the entry, and the use thereof as permitted hereunder, including, but not limited to, claims of false endorsement or infringement of rights of publicity or privacy. Nothing herein will obligate the Paragon Marketing Group ("**Sponsor**"), University of Colorado Health, the Denver Broncos, the National Football League to make any use of any of the rights set forth herein.

NOTIFICATION: The potential winner will be notified at the email address provided at the time of entry (the "**Prize Notification**") and may be required, if applicable, to privately provide his/her name, address, age and other personal information necessary to receive the Prize. In the event that any potential winner does not respond to any such Prize Notification within the Required Response Time or declines the Prize for any reason, a disqualification will result, the Prize will be forfeited and, at Sponsor's sole discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible entries. Each potential winner may be required to submit his/her valid social security number and/or other identification to Sponsor and may be required to execute, have notarized and return an Affidavit of Eligibility and Release of Liability and, unless prohibited by law, Publicity, within twelve (12) hours of the time of issuance.

WAIVER OF LIABILITY/PUBLIC RELEASE: By entering, entrant agrees to be bound by these Official Rules and release, defend, hold harmless and indemnify each of the Sweepstakes Entities against any and all liability, damages or causes of action (however named or described), with respect to or arising out of any injuries, losses, or damages of any kind arising out of the Sweepstakes, or the entrant's participation in the Sweepstakes and caused by the acceptance, possession, use or misuse of a prize awarded in the Sweepstakes, including, but not limited to, any claims for damage to property, personal injury, death or claims based on defamation, rights of privacy, rights of publicity or merchandise delivery. Entrants participate in the Sweepstakes at their own risk.

The Sponsor shall not be liable to the winner (or any person acting on behalf of the winner) for failure to supply a Prize, or any part thereof, for any reason out of the Sponsor's reasonable control, including, without limitation, any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulation, order or request proves to be invalid), pandemic, equipment failure, terrorist acts, earthquake, war, 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, game cancellation, insurrection or riot.

The Sponsor shall not be liable to any entrant for damages arising out of (i) any printing or typographical errors in the Official Rules or any other materials associated with the Sweepstakes or (ii) any errors in the administration of the Sweepstakes, including, without limitation, the processing of entries. The Sponsor is not responsible for and shall not be liable for any condition caused by events beyond their control that may cause the Sweepstakes to be disrupted.

GENERAL CONDITIONS: Released Parties are not responsible for stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due or garbled entries, transmissions, email or mail; or for lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider (ISP), wireless network, website, or other connections including those through and/or by any website, availability or accessibility or miscommunications or failed computer, satellite, telephone, cable or wireless transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; wireless service congestion; failures or malfunctions of phones, phone lines or telephone systems, wireless towers or cellular tower equipment; any error, omission, interruption, defect or delay in wireless or other transmission, processing, or communication; non-delivery; misdirected, blocked, or delayed email notifications; printing, typographical or other errors appearing within these Official Rules, in any Sweepstakes-related advertisements or other materials; or any other errors, problems or difficulties of any kind whether human, mechanical,

electronic, network, computer, telephone, wireless service, mail, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the Prizes or in any Sweepstakes-related materials, or the cancellation or postponement of any related initiative, promotion or event. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to entrants' or to any other person's computer and/or wireless device related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website or attempt to undermine the legitimate operation of the Sweepstakes by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or any representative of Paragon Marketing Group ("**Sponsor**"), University of Colorado Health, the Denver Broncos, the National Football League or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Any attempt to deliberately damage the content or operation of this Sweepstakes is unlawful and subject to legal action by released parties and/or their respective agents. Sponsor shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Sweepstakes, and to resolve all disputes in its sole discretion. Released Parties (a) make no warranty, guaranty or representation of any kind concerning the Prize (or any portion thereof), and (b) disclaim any implied warranty. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Paragon Marketing Group ("**Sponsor**"), University of Colorado Health, the Denver Broncos and the National Football League, reserve the right, in their sole discretion, to cancel or suspend the Sweepstakes (or any portion thereof) should virus, bugs, unauthorized human intervention, or other causes corrupt administration, security, fairness, integrity or proper operation of the Sweepstakes (or any portion thereof). In the event of cancellation, Sponsor may elect to identify the Winner and award the Prize by way of random drawing from among all non-suspect, eligible entries received up to the time of such cancellation. Paragon Marketing Group ("**Sponsor**"), University of Colorado Health, the Denver Broncos, and the National Football League, also reserve the right, in their sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY ENTRANT RESPONSIBLE FOR THE ATTEMPT, AND SPONSOR, UNIVERSITY OF COLORADO HEALTH, THE DENVER BRONCOS, AND THE NATIONAL FOOTBALL LEAGUE AND/OR THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Entries generated by a script, macro or other mechanical or automated means will be disqualified.

WINNER LIST: For the Winners' name, mail a request and a self-addressed stamped envelope to be received by **12/30/20**, to: **Flag Football Kits Sweepstakes Winners List c/o Paragon Marketing Group, 5420 Old Orchard Road, Skokie, IL 60077.**

