

## OFFICIAL RULES THE CHEVY PACKERS FAN EXPERIENCE SWEEPSTAKES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**SWEEPSTAKES PERIOD:** *The Chevy Packers Fan Experience Sweepstakes* (the "Sweepstakes") begins on July 19, 2024, at 12:00 a.m. Central Time ("CT") and ends immediately following the Grand Prize Winner selection during the Week 18 Green Bay Packer v. Chicago Bears game at Lambeau Field. after the (the "Sweepstakes Period"). Finalists, as further described below, will be required to attend the Week 18\* Green Bay Packers home game against the Chicago Bears at Lambeau Field to be eligible to win the Grand Prize. You should not enter the Sweepstakes if you are not able to attend the Week 18 Green Bay Packers home game.

\*Specific dates and start times for Week 18 Matchups will be determined and announced by the NFL following the conclusion of Week 17. See <https://www.nfl.com/schedules/flexible-scheduling-procedures> for more information.

**ELIGIBILITY:** THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF WISCONSIN, MICHIGAN, MINNESOTA, AND ILLINOIS WHO LEGALLY RESIDE IN ONE OF THE ELIGIBLE COUNTIES LISTED IN THE CHART BELOW AND WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER (EXCEPT IN THE CASE OF LEGAL RESIDENTS OF CERTAIN STATES WHERE THE LEGAL AGE OF MAJORITY IS GREATER THAN EIGHTEEN (18) YEARS OF AGE, SUCH LEGAL AGE OF MAJORITY) AT THE TIME OF ENTRY ("ENTRANT") AND MUST HAVE A VALID DRIVER'S LICENSE. ALL OTHERS ARE INELIGIBLE TO ENTER OR WIN AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of Southeastern Wisconsin Chevy Dealers Advertising Association, Marquette Chevy Dealers Advertising Association, Hometown Chevrolet Dealers, Inc., Capital Area Chevrolet LMA, Inc., Green Bay Chevy Dealers Advertising Assoc., and Wisconsin Chevy Dealers, Inc., (collectively, the "Co-Sponsors"), participating Chevy Dealerships, Chevrolet Motor Division, General Motors, LLC ("GM"), EventLink LLC ("Administrator"), Jack Morton Worldwide, Agency 720, the Green Bay Packers, and NFL Entities\* (as defined below), and their respective officers, directors, agents, parents, affiliates, subsidiaries, dealerships and advertising and promotion agencies, (collectively, the "Released Parties") and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not) are not eligible to enter or win.

<u>Participating Dealer Group Market</u>	<u>Eligible Counties</u>
<b>GREEN BAY, WI</b>	<b>MICHIGAN:</b> Menominee <b>WISCONSIN:</b> Adams ~ Brown ~ Calumet ~ Columbia ~ Dodge ~ Door ~ Fond Du Lac ~ Green Lake ~ Kewaunee ~ Langlade ~ Manitowoc ~ Marathon ~ Marinette ~ Marquette ~ Menominee ~ Oconto ~ Outagamie ~ Ozaukee ~ Portage ~ Shawano ~ Sheboygan ~ Washington ~ Waupaca ~ Waushara ~ Winnebago
<b>LA CROSSE, WI</b>	<b>MINNESOTA:</b> Fillmore ~ Houston ~ Wabasha ~ Winona <b>WISCONSIN:</b> Buffalo ~ Chippewa ~ Clark ~ Crawford ~ Dunn ~ Eau Claire ~ Grant ~ Jackson ~ Juneau ~ La Crosse ~ Marathon ~ Monroe ~ Pepin ~ Rusk ~ Taylor ~ Trempealeau ~ Vernon
<b>MADISON, WI</b>	<b>ILLINOIS:</b> Stephenson ~ Winnebago <b>WISCONSIN:</b> Adams ~ Columbia ~ Crawford ~ Dane ~ Dodge ~ Grant ~ Green ~ Green Lake ~ Iowa ~ Jefferson ~ Juneau ~ Lafayette ~ Marquette ~ Richland ~ Rock ~ Sauk ~ Vernon ~ Walworth ~ Waushara
<b>MARQUETTE, MI</b>	<b>MICHIGAN:</b> Alger ~ Baraga ~ Chippewa ~ Delta ~ Dickinson ~ Gogebic ~ Houghton ~ Iron ~ Keweenaw ~ Luce ~ Mackinac ~ Marquette ~ Menominee ~ Ontonagon ~ Schoolcraft <b>WISCONSIN:</b> Florence ~ Forest ~ Marinette ~ Vilas
<b>MILWAUKEE, WI</b>	<b>ILLINOIS:</b> Lake ~ McHenry <b>WISCONSIN:</b> Calumet ~ Columbia ~ Dane ~ Dodge ~ Fond Du Lac ~ Green Lake ~ Jefferson ~ Kenosha ~ Manitowoc ~ Marquette ~ Milwaukee ~ Ozaukee ~ Racine ~ Rock ~ Sheboygan ~ Walworth ~ Washington ~ Waukesha
<b>WAUSAU, WI</b>	<b>MICHIGAN:</b> Gogebic <b>WISCONSIN:</b> Adams ~ Ashland ~ Clark ~ Forest ~ Iron ~ Juneau ~ Langlade ~ Lincoln ~ Marathon ~ Menominee ~ Oconto ~ Oneida ~ Portage ~ Price ~ Rusk ~ Sawyer ~ Shawano ~ Taylor ~ Vilas ~ Waupaca ~ Waushara ~ Wood

**AGREEMENT TO THE OFFICIAL RULES:** By participating, Entrants agree to be bound by these Official Rules and the decisions of the Administrator, which are binding and final on matters relating to this Sweepstakes. This Sweepstakes is subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein. Administrator's computer will be the official time-keeping device for the Sweepstakes.

**HOW TO ENTER:** The Sweepstakes Entry Period shall begin on July 19, 2024, at 12:00 a.m. and end on December 6, 2024, at 11:59:59 p.m. the Sweepstakes is organized into six (6) Participating Chevrolet Dealership Groups, set forth in the Participating Dealer Group Chart below, with each Entry automatically included in the corresponding Dealer Group based upon the Entrant's zip code, regardless of Entry Method. There will then be one Finalist randomly chosen from among all eligible Entries received by each Dealer Group (one Finalist per Dealer Group for a total of 6) plus an additional three (3) Finalists randomly chosen from among all eligible entries received from all Sweepstakes Entries, regardless of Dealer Group, to attend the Grand Prize Drawing event at last scheduled Green Bay Packers home game of the NFL season.

There are four (4) ways to enter the Sweepstakes during the Entry Period, all with an equal chance of winning:

1 – ONLINE – Visit the website <https://chevypackersexperience.com/> during the Sweepstakes Period and complete the online entry form with the required contact information (including zip code) and submit as directed ("Online Entry"). Online Entries must be submitted during the Sweepstakes Period and by 11:59:59 pm CT, December 6, 2024. There is a limit of one (1) Entry via the Online method of entry.

2 – CHEVY DEALERSHIPS –Visit one of the Participating Chevrolet Dealerships\* listed below during the Sweepstakes Period and complete the official entry form by providing the requested information (including zip code) during the posted Hours of Operation of the Dealership ("Dealership Entry"). There is a limit of one (1) Entry via the Dealership Entry method.

3 – ON-SITE – Visit the Chevrolet display at select Green Bay Packers home games and other locations throughout the state of Wisconsin during the Sweepstakes Period and complete the official entry form, available while supplies last, by providing the requested contact information (including zip code) ("On-Site Entry"). On-Site entries must be received prior to the display closing. There is a limit of one (1) Entry via the On-Site Entry method.

4 – MAIL-IN - To enter by mail, during the Sweepstakes Period, hand print your full name, complete home address, day and evening phone numbers, email address, and date-of-birth on a 3" x 5" piece of paper and mail it in an envelope no larger than 9.5 x 4.25 inches, using the United States Postal Service, with proper postage to "The Chevy Packers Fan Experience Sweepstakes," c/o EventLink LLC, 780 Arthur Ave, Elk Grove Village, IL 60007. You will receive one (1) entry into the Sweepstakes for each properly completed Mail-In-Method entry. There is a limit of three (3) Mail-In entries for the Sweepstakes. Mail-in entries must be postmarked by the end date of the entry period and received by the Draw Date listed in the Entry Period Table above in order to be eligible for that Entry Period and prize. All Mail-In entries must be handwritten and must be postmarked by 12/6/2024 and received by 12/11/2024 to be eligible for the Finalist drawing. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified. No facsimiles photocopied or mechanically reproduced entries are allowed. Use of any automated system to participate is prohibited and will result in disqualification.

Sponsor may not display at all events and locations and reserves the right to add, change, and/or cancel, its intentions to display at any or all of the below listed locations, at any time, without notice. Entrants will be asked to provide first and last name, mailing address, phone number, email address, purchase horizon, and vehicle interest, if any.

**\*PARTICIPATING CHEVROLET DEALERSHIPS ORGANIZED BY DEALER GROUP:**

Chevy Super Dealers (Green Bay LMA Group)		
Dealership	City	State

BERGSTROM CHEVROLET	NEENAH	WI
BERGSTROM CHEVROLET	OSHKOSH	WI
BERGSTROM CHEVROLET	APPLETON	WI
BERGSTROM CHEVROLET OF GREEN BAY	GREEN BAY	WI
BERGSTROM CHEVROLET OF MANITOWOC	MANITOWOC	WI
BUSS CHEVROLET	SHAWANO	WI
GANDRUD CHEVROLET	GREEN BAY	WI
GUSTMAN CHEVROLET	KAUKAUNA	WI
HOLIDAY CHEVROLET	FOND DU LAC	WI
HOMAN CHEVROLET	WAUPUN	WI
HOMAN CHEVROLET OF RIPON	RIPON	WI
JORNS CHEVROLET OF KEWAUNEE	KEWAUNEE	WI
KLEIN CHEVROLET	CLINTONVILLE	WI
KOEHNE CHEVROLET	MARINETTE	WI
KRAJNIK CHEVROLET INC	TWO RIVERS	WI
NEUVILLE MOTORS, INC.	WAUPACA	WI
PATRIOT CHEVROLET	STURGEON BAY	WI
PLACH AUTOMOTIVE, INC.	NEW LONDON	WI
SONDALLE CHEVROLET	WAUTOMA	WI
TIM WITT CHEVROLET	CRIVITZ	WI
WEST SIDE CHEVROLET	BERLIN	WI
<b>Hometown Chevy Dealers (La Crosse/ Eau Claire LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
COLFAX CHEVROLET	COLFAX	WI
MORRIE'S SPARTA CHEVROLET	SPARTA	WI
MORRIE'S ONALASKA CHEVROLET	ONALASKA	WI
MORRIE'S WEST SALEM CHEVROLET	WEST SALEM	WI
DAHL CHEVROLET	WINONA	MN
MARKQUART MOTORS	CHIPPEWA FALLS	WI
GUNDERSON CHEVROLET	OSSEO	WI
SOUTHWORTH CHEVROLET INC	BLOOMER	WI
DON JOHNSON'S LADYSMITH MOTORS	LADYSMITH	WI
<b>Badgerland Chevy Dealers (Madison LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
BADGER CHEVROLET OF LAKE MILLS	LAKE MILLS	WI
BERGSTROM CHEVROLET OF MADISON	MADISON	WI
BERGSTROM CHEVROLET OF MIDDLETON	MIDDLETON	WI
BRODHEAD CHEVROLET	BRODHEAD	WI
BUD WEISER MOTORS	BELOIT	WI

BURTNESS CHEVROLET INC	ORFORDVILLE	WI
BURTNESS CHEVROLET OF WHITEWATER	WHITEWATER	WI
DON LARSON CHEVROLET	BARABOO	WI
HALLADA CHEVROLET	DODGEVILLE	WI
HOLZ CHEVROLET	WATERTOWN	WI
JOHNSON SALES	ARLINGTON	WI
JONES CHEVROLET	RICHLAND CENTER	WI
KAYSER CHEVROLET	JANESVILLE	WI
KAYSER CHEVROLET OF SAUK CITY	SAUK CITY	WI
KUDICK CHEVROLET	MAUSTON	WI
RUDA CHEVROLET	MONROE	WI
SYMDON CHEVROLET INC.	EVANSVILLE	WI
SYMDON MOTORS INC	MOUNT HOREB	WI
TRECEK AUTOMOTIVE OF PORTAGE	PORTAGE	WI
SYMDON CHEVROLET OF MONTICELLO, LLC	MONTICELLO	WI
<b>U.P. Chevy Dealers (Marquette LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
EDWARDS AUTOMOTIVE, INC.	IRON MOUNTAIN	MI
FOX NEGAUNEE CHEVROLET	NEGAUNEE	MI
FOX MARQUETTE CHEVROLET	MARQUETTE	MI
KEWEENAW CHEVROLET	HOUGHTON	MI
RIVERSIDE CHEVROLET	ESCANABA	MI
TEAM CHEVROLET MANISTIQUE	MANISTIQUE	MI
<b>Southern Wisconsin Chevy Dealers (Milwaukee LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
ANDREW CHEVROLET, INC.	GLENDALE	WI
BOUCHER CHEVROLET	WAUKESHA	WI
ERIC VON SCHLEDORN CHEVROLET	SAUKVILLE	WI
EWALD CHEVROLET	OCONOMOWOC	WI
FRANK BOUCHER CHEVROLET	RACINE	WI
GRIFFIN CHEVROLET	MILWAUKEE	WI
HARTNELL CHEVROLET	SALEM	WI
HEISER CHEVROLET	WEST ALLIS	WI
HEISER CHEVROLET-WEST BEND	WEST BEND	WI
HOLZ MOTORS, INC.	HALES CORNERS	WI
KUNES COUNTRY CHEVROLET	ELKHORN	WI
KUNES COUNTRY CHEVROLET	DELAVAN	WI
LAKE CHEVROLET	MILWAUKEE	WI
KUNES COUNTY CHEVROLET OF LAKE GENEVA	LAKE GENEVA	WI
LYNCH CHEVROLET BURLINGTON	BURLINGTON	WI
LYNCH CHEVROLET OF KENOSHA	KENOSHA	WI
LYNCH CHEVROLET OF MUKWONAGO	MUKWONAGO	WI

NEWMAN CHEVROLET	CEDARBURG	WI
ROGER PALMEN CHEVROLET	UNION GROVE	WI
SHEBOYGAN CHEVROLET	SHEBOYGAN	WI
UPTOWN CHEVROLET, INC.	SLINGER	WI
VAN HORN CHEVROLET, LLC	PLYMOUTH	WI
<b>Wisconsin Chevy Dealers (Wausau LMA Group)</b>		
<b>Dealership</b>	<b>City</b>	<b>State</b>
A-F MOTORS INC	ADAMS	WI
HERITAGE CHEVROLET, INC.	TOMAHAWK	WI
KLEMME SALES INC	STRATFORD	WI
KOCOUREK CHEVROLET, INC.	WAUSAU	WI
LEN DUDAS MOTORS, INC.	STEVENS POINT	WI
MARTHALER CHEVROLET	MINOCQUA	WI
PARSONS OF ANTIGO	ANTIGO	WI
PARSONS OF EAGLE RIVER INC	EAGLE RIVER	WI
RHINELANDER CHEVROLET	RHINELANDER	WI
VAN HOLZEN CHEVROLET	ASHLAND	WI
WHEELERS CHEVROLET	MARSHFIELD	WI
WHEELERS CHEVROLET OF COLOMA	COLOMA	WI
WHEELERS CHEVROLET OF MEDFORD	MEDFORD	WI
WHEELERS CHEVROLET OF MERRILL	MERRILL	WI
WHEELERS CHEVROLET OF WISCONSIN RAPIDS	WISCONSIN RAPIDS	WI

Online, Dealership, On-site, and Mail-In Entries are hereinafter referred to as "Entry" or "Entries."

**LIMIT:** THERE IS A LIMIT OF THREE (3) TOTAL ENTRIES FOR THE ENTIRE SWEEPSTAKES. In the event of dispute as to the identity or eligibility of any potential winner based on email address, the winning entry will be declared made by the Authorized Account Holder of the email address submitted at the time of entry, provided he/she is eligible according to these Official Rules. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Any potential winner may be required to show proof of being the authorized account holder. No mechanical reproductions of entry forms permitted. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different identities, registrations or any other methods will void that participant's entries and that participant may be disqualified. Entrants are responsible for all charges imposed by their Internet service provider, including any applicable taxes on such services, in connection with submission of an entry. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Administrator will not accept submissions from wireless domains, blacklist domains, or any email address Administrator deems to be potentially harmful to the Website. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the property of Co-Sponsors and/or Administrator and will not be acknowledged or returned.

**FINALIST SELECTION:** On or around December 12, 2024, the Administrator will randomly select a total of nine (9) potential Finalists (subject to verification and compliance with these Official Rule, a "Finalist"), which includes one (1) Finalist from each participating Dealer Group (listed above) and three (3) at-large Finalists from among all eligible entries received regardless of Dealership Group. Each winner is considered a potential winner pending verification of his/her eligibility and

compliance with these Official Rules. Finalists will receive an opportunity to attend the Week 18 Green Bay Packers v. Chicago Bears home game at Lambeau Field and a chance win the Grand Prize. If the Week 18 Game is delayed or altered due to epidemic, pandemic, public health crisis, NFL decision, or other circumstance beyond Sponsor's control, Sponsor will inform Finalists of new Grand Prize event date and time. Finalists will be contacted by the Administrator by telephone and/or email and will be required to complete and return an affidavit of eligibility, liability, and use of likeness release, and except where prohibited by law, a publicity release form ("affidavit/release") within three (3) days of receipt. Guest of Finalist must be at least 18 years of age or the age of majority in their state of residence, unless child or legal ward of Finalist, and may also be required to sign releases and waiver forms. If any of the potential Finalist's notifications are rejected, returned, or deemed undeliverable or a potential Finalist fails to execute and return the affidavit/release within the specified time or if he/she is otherwise ineligible to receive the prize, that potential Finalist will be deemed ineligible and a replacement may be randomly selected by Administrator from among the remaining eligible Entries, time permitting.

**It is anticipated that there will be a total of nine (9) Finalists, but this number could change based on various factors such as a Finalist being deemed ineligible or unable to attend the Grand Prize Giveaway.**

**FINALIST PRIZE/ODDS:** Each Finalist will receive the following prize package:

- Two (2) tickets to the Week 18 game v. Chicago Bears at Lambeau Field to be used to attend the Grand Prize event.
- Two (2) Green Bay Packers Game Day Programs
- One (1) Official Green Bay Packers Jersey (choice will depend on inventory availability to be determined by Co-Sponsors).
- Two (2) Tour of Lambeau Field Passes.
- Two (2) night's hotel accommodations in Downtown Green Bay/Appleton area to be determined by Co-Sponsors in their sole discretion.
- Hospitality Dinner for winner and (1) guest the night before the last scheduled Green Bay Packers home game of the NFL season, at a location close to Lambeau Field in Green Bay, Wisconsin. Location to be determined by Sponsors and Green Bay Packers at their discretion.
- One (1) \$150 MasterCard® Prepaid Gift Card.
- One (1) \$100 Kwik Trip™ Gift Card

(Approximate Retail Value ("ARV") of each First Prize: \$1,631.00) *Additional expenses, including travel to/from the stadium, parking fees, taxes, or other fees and costs not explicitly mentioned, are not included in the First Prize and will be the responsibility of the Finalist.* Co-Sponsors, in their sole discretion, will determine seating locations and details. Specific dates and start times for Week 18 Matchups will be determined and announced by the NFL following the conclusion of Week 17. See <https://www.nfl.com/schedules/flexible-scheduling-procedures> for more information.

The odds of a particular Entrant being selected as a Finalist depend on the number of eligible entries received from each Dealer Group as well as the overall number of Entrants in the Sweepstakes.

**GRAND PRIZE WINNER SELECTION/VERIFICATION:** Each of the up to nine (9) Finalists will be required to be present and checked in at the final Grand Prize Drawing which is scheduled for the last Green Bay Packers home game of the NFL season, (the "Drawing") to win at Lambeau Field, where the Grand Prize Winner will be announced. If a Finalist does not attend the Drawing for any reason, he or she is not eligible to receive a First Prize or the Grand Prize. Details of exact location to meet during the game will be provided to all nine (9) Finalists prior to December 31, 2024.

All Finalists must present themselves to a Sweepstakes Co-Sponsor or Administrator representative for Drawing registration and present a valid government-issued photo identification. Each Finalist must personally appear at the Drawing to be eligible for the Grand Prize – no proxies are permitted. **MUST BE PRESENT TO WIN THE GRAND PRIZE.** Finalists must fill out any registration and waiver forms and additional security checks required by Co-Sponsors, the NFL, the Green Bay Packers, and/or Lambeau Field. Any Finalists who do not present themselves to Sweepstakes Co-Sponsor or Administrator representative for drawing registration by the time specified may be disqualified and not replaced at the sole

discretion of Co-Sponsors. The Sweepstakes Grand Prize giveaway will take place at some point during halftime of the last scheduled Green Bay Packers home game of the NFL season. Finalists will be given exact instructions at the time of the check-in. The Grand Prize Sweepstakes winner will then be selected in a random drawing event conducted by a representative of the Co-Sponsor and the Green Bay Packers from among all eligible Grand Prize Finalists that are present at the Drawing (the "Potential Grand Prize Winner").

**GRAND PRIZE DRAWING EVENT:** Each of the nine (9) Finalists will randomly be given one of nine (9) letters from a Chevy branded gift box. The letters will spell "Go Packers." During the Giveaway, the Green Bay Packers will display on screen football helmets with the spelling G-O-P-A-C-K-E-R-S at the bottom. All nine (9) football helmets will be randomly shuffled around and will be placed above each letter. When revealed, one (1) football helmet will have a Chevrolet vehicle underneath it. The finalist holding the corresponding letter with the Chevrolet vehicle will be the Grand Prize Winner (subject to verification and compliance with these Official Rules.)

Potential Grand Prize Winner will be required to complete and return an affidavit of eligibility, liability release, and except where prohibited by law, a publicity release form ("affidavit/release") within five (5) days of receipt. If the Potential Grand Prize Winner's notification is rejected, returned, or deemed undeliverable or the potential Grand Prize Winner fails to execute and return the affidavit/release within the specified time or if he/she is otherwise ineligible to receive the Grand Prize, that potential Grand Prize Winner will be deemed ineligible and the Prize will be awarded to an alternate selected at an alternate drawing from all remaining eligible Finalists. Alternate Grand Prize Winner will be subject to the same requirements. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential Grand Prize Winner will be declared the official winner of the Grand Prize (the "Grand Prize Winner"). Unclaimed Prizes will not be awarded.

**GRAND PRIZE/ODDS:** Grand Prize consists of one (1) \$52,000 voucher to be applied toward the purchase of a new 2024 or 2025 Chevrolet vehicle (excluding commercial vehicles) (the "Vehicle"). If the Vehicle's MSRP is under \$52,000 the Grand Prize Winner will not be awarded the difference between the vehicle's actual MSRP and \$52,000. Grand Prize Winner is solely responsible for any expenses in connection with acceptance and use of the Vehicle not expressly described herein as being awarded, including, without limitation, the following: (i) income, federal, state or local taxes; (ii) insurance, registration fees, dealer preparation fees and/or additional options, additions or equipment; and (iii) any additional expenses not described herein as being awarded, including, without limitation, any travel or transportation costs, associated with winning and subsequent use of Vehicle. All options and upgrades on Vehicle that increase the MSRP over \$52,000 are the sole responsibility of Grand Prize Winner. Model, color, package, factory options, and other Grand Prize specifics are subject to availability. Other than the manufacturer's limited warranty, Co-Sponsors do not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Vehicle including but not limited to its quality, fitness for purpose or mechanical condition. Grand Prize Winner must take delivery of Vehicle within 30 days of notice of availability from one of the participating Chevrolet dealers (listed above) near Grand Prize Winner's residence, subject to Co-Sponsor's approval. Co-Sponsors and Administrator shall not be responsible for delays in delivery of Vehicle; delivery is subject to availability. Grand Prize Winner must personally retrieve Vehicle within (30) days of written notification of delivery and must present a valid U.S. driver's license issued in his/her state of residence and proof of insurance to take delivery. If the potential winner is disqualified for any reason, the prize may not be awarded.

No cash or Vehicle substitutes and no cash rebates. Vehicle cannot be assigned or transferred to a third party. Vehicle delivery is through an authorized Chevrolet dealer and conditional upon Grand Prize Winner's execution and return of all required paperwork. Depiction of Vehicle in any advertising or promotional materials may not reflect the actual Vehicle delivered. Sponsor and Administrator shall have no liability in conjunction with such differences between depicted Vehicle and actual Vehicle.

In the Co-Sponsors' sole discretion, a selected Grand Prize Winner may be required to forfeit the prize and an alternate Grand Prize Winner may be selected (in Co-Sponsors' sole discretion) in accordance with these Official Rules from the remaining eligible Finalists if selected Grand Prize Winner (i) declines or cannot accept, receive or use the prize for any reason; or (ii) fails to comply with these Official Rules. The maximum value of the prize set forth above represents the Co-Sponsors' good faith determination of the maximum ARV thereof, and the actual fair market value, as ultimately determined the Co-Sponsors, cannot be challenged or appealed.

ARV of the Grand Prize is up to \$52,000. The odds of a particular Finalist winning the Grand Prize are not to exceed 1 in 9, or 1 in the number of Finalists participating in the Grand Prize drawing if less than 9 participate due to ineligibility.

**GENERAL PRIZE RESTRICTIONS (FOR ALL PRIZES):** Prizes (including their individual components) may not be transferred or assigned. No cash or other substitution may be made, except by the Co-Sponsors, who reserve the right to substitute a Prize in whole or in part with another prize of comparable or greater value if the intended prize (or any portion thereof) is not available for any reason as determined by the Co-Sponsors in their sole discretion. Winner and Finalists are fully responsible for all applicable federal, state and local taxes (including income and withholding taxes). All costs and expenses associated with a 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 a prize, are the sole responsibility of the Winner or Finalists. The Winners and Finalists may be required to provide, to Administrator, their Social Security number or tax ID for tax reporting purposes as the Winners and Finalists will be issued an IRS Form 1099 reflecting the actual value of a Prize. Except where prohibited by law, the acceptance of a prize, or being accepted as a Finalist, constitutes permission for Co-Sponsors and Administrator to use the Winner's name, hometown, likeness, statements and other personally identifiable information for promotional, advertising and marketing purposes in any media throughout the world without additional compensation, prize, incentive, consideration, consent or review; and upon request, the Winner or Finalist must provide written consent to such use.

National Football League game, event, and exhibition dates and times are determined in the sole discretion of the Office of the Commissioner of Football and/or the applicable NFL Club, as applicable, and may be subject to change. The terms and conditions of the tickets/vouchers awarded as part of a prize will govern in the event a legal game, event, or exhibition, as defined by the NFL, is not played due to weather conditions, an act of God, an act of terrorism, civil disturbance, or any other reason. Finalists and his/her guests agree to comply with all applicable NFL, Green Bay Packers, Hall of Fame, and Lambeau Field regulations in connection with the Prize. Co-Sponsors, in their sole discretion, reserves the right to remove, deny entry, or disqualify from the Grand Prize drawing Finalists and/or his/her guests who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Released Parties (defined below) will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage, epidemic, public health crisis, or any other natural disaster outside their control that may cause the cancellation or postponement of any NFL game, tour, Stadium, Hall of Fame, event or exhibition. Any tickets awarded as prizes may not be resold or offered for resale. Any such resale may result in disqualification and Prize forfeiture and may invalidate the license granted by the ticket(s). In the event of a game cancellation, delay, or if a game or tour does not otherwise occur, or if due to some other condition beyond Co-Sponsors or Administrator's control, the Grand Prize Drawing Event cannot be held, Administrator reserves the right to make, in its sole discretion, alternate arrangements for date, time, and location, of the Grand Prize Drawing and will notify the Finalists of the alternate arrangements.

**Gift cards are subject to, and must be used in compliance with, the terms and conditions set forth on the respective gift card and as set forth by the gift card issuer.** Terms & Conditions on your card may vary by the card issuer. Please refer to the issuing financial institution for more details.<sup>[1]</sup> Kwik Trip Gift Card Terms and Conditions may be found here: <https://www.kwiktrip.com/product/gift-cards>. Winner must protect the gift card and treat the gift card as they would any other valuable document. Gift card will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the Winner's permission and will be voided if altered or defaced.

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**RELEASE:** By participating (a) Entrants release Co-Sponsors, Administrator, Chevrolet Motor Division, General Motors LLC, participating Chevrolet Dealerships, Jack Morton Worldwide, Agency 720, Green Bay Packers, NFL Entities, and their



respective subsidiaries, affiliates, limited liability companies, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, shareholders, directors, members, employees, licensors, dealerships, and agents (collectively the "Released Parties"), from any and all liability for any claims, costs, injuries, losses, or damages, of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; (b) Entrants, by participating, agree that Released Parties will have no liability whatsoever, and shall be held harmless by Entrants against any liability, for any injuries, losses or damages of any kind, including, but not limited to, death or destruction of property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize(s) (including any travel or activity associated thereto) or participation in this Sweepstakes; and (c) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty representation or guarantee, expressed or implied, in fact or in law, relative to a prize, including, but not limited to, the prize quality or availability.

**LIMITATIONS OF LIABILITY:** Neither Released Parties nor any service providers are responsible for incorrect or inaccurate transcription of Entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage related to or resulting from participation in this Sweepstakes. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Sweepstakes materials, the administration of the Sweepstakes, or the announcement of the prize winner, including any such error as may give an erroneous indication that a prize has been won. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS OR INSTANT WIN GAME, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, RELEASED PARTIES RESERVE THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

**GENERAL CONDITIONS:** Co-Sponsor or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of Entrants, technical failures or any other causes which in the opinion of Administrator and/or Co-Sponsors, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Co-Sponsors and/or Administrator reserve the right, at their sole discretion, to disqualify any suspect Entry or Entrant and to cancel, terminate, modify, or suspend, the Sweepstakes and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Co-Sponsors in their sole discretion. In the event Co-Sponsors or Administrator is prevented from continuing with this Sweepstakes, or the integrity and/or feasibility of the Sweepstakes is undermined by any event including, but not limited to, fire, flood, epidemic, pandemic, public health crisis (e.g., COVID-19), earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or by other cause not reasonably within Co-Sponsor's control (each a "Force Majeure" event), Co-Sponsors and/or Administrator shall have the right, in their discretion, to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes without further obligation. If Co-Sponsors or Administrator, in their sole discretion, elects to abbreviate the Sweepstakes as a result of a Force Majeure event, Co-Sponsors and/or Administrator reserves the right, to award prizes from among all the eligible entries received up to the date of such Force Majeure event. Co-Sponsors and Administrator also reserve the right, in their sole discretion, to cancel, modify or suspend the Sweepstakes in whole or in part, in the event of fraud, technical or other difficulties or if the integrity of the Sweepstakes is compromised, without liability to any entrant. In the event of any cancellation, termination or suspension, notice thereof will be posted at <https://www.go2eventlink.com/rules/>. Entries not complying with all rules are subject to disqualification. Administrator reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. If any provision(s) of these Official Rules is held invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

**GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION:** Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for Brown County, Wisconsin (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to, claim punitive, incidental and consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Wisconsin.

The use of any non-Sponsor trademarks, service marks, logos, or other marks in connection with this Sweepstakes or any prize is not meant by Sponsor to imply the endorsement of the respective owner(s) of such marks, or any affiliation of the respective owner(s) of such marks with Sweepstakes advertisements or the Sweepstakes.

**WINNER'S NAME:** The name of the Winners is available after FEBRUARY 28, 2025, and may be obtained by sending a self-addressed stamped envelope to: Winner's name, The Chevy Packers Fan Experience Sweepstakes c/o EventLink LLC, 780 Arthur Ave, Elk Grove Village, IL 60007, for receipt no later than MARCH 31, 2025.

**ENTRANT'S PERSONAL INFORMATION:** By entering the Sweepstakes, you acknowledge that Co-Sponsors and Administrator may use any personal information collected as part of the Sweepstakes entry form in accordance with Co-Sponsors' privacy policy, located at <https://www.gm.com/privacy-statement.html>, and Administrator's Privacy Policy, located at <http://go2eventlink.com/privacy-policy/>.

**CO-SPONSORS:** Green Bay Chevy Dealers Advertising Association, 111 W. Madison Street, Clintonville, WI 54929.  
Southeastern Wisconsin Chevy Dealers Advertising Association, 1181 Wauwatosa Road, Cedarburg, WI 53012.  
Capital Area Chevrolet LMA, Inc., S3801 US N Highway 12, Baraboo, WI 53913.  
Marquette Chevy Dealers Advertising Association, 2653 US Highway 41 W, Marquette, MI 49855.  
Hometown Chevy Dealers, Inc., 12721 Norway Road, Osseo, WI 54758.  
Wisconsin Chevy Dealers, Inc., 5353 Highway 70 W, PO Box 2500, Eagle River WI 54521.

**ADMINISTRATOR:** EventLink LLC, 780 Arthur Ave, Elk Grove Village, IL 60007.

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