

2024 GATORADE® COLLEGE FOOTBALL CHAMPIONSHIP SWEEPSTAKES AT CASEY'S

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS OPEN ONLY TO LEGAL U.S. RESIDENTS RESIDING IN AR, IL, IN, IA, KS, KY, MI, MN, MO, NE, ND, OH, OK, SD, TN, TX AND WI, WHO ARE 18 YEARS OF AGE (19 in NEBRASKA) OR OLDER AND WHO ARE CASEY'S REWARDS ACCOUNT MEMBERS. DO NOT ENTER THIS SWEEPSTAKES UNLESS YOU ARE ELIGIBLE. VOID WHERE PROHIBITED.

1. **SWEEPSTAKES PERIOD:** Sweepstakes begins at 12:00:01 a.m. Central Daylight Time ("CDT") October 1, 2024 and ends at 11:59:59 p.m. CDT on November 4, 2024. (the "Sweepstakes Period").
2. **HOW TO PARTICIPATE:** During the Sweepstakes Period Casey's Rewards Account Members* should visit their Casey's Rewards app, look for the Gatorade College Football Sweepstakes link and follow the on-screen for completing an entry. Entrants will be required to choose their preferred Conference Prize Pool during the entry process (SEC or Big 12). See Section 4 for Conference Prize Pool details.

If using a mobile device to enter, check with your wireless service provider for details on any applicable charges. *Standard data rates may apply if using mobile device to participate.* Participants are solely responsible for any such wireless charges. Not all wireless carriers may participate. Automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified.

Limit one (1) entry per person, per day, regardless of entry method or conference choice. A "day" is defined as a twenty-four (24) hour time period beginning at 12:00:01 a.m. CDT and ending at 11:59:59 p.m. CDT. The time clock of the Promotion Administrator is the official clock for this Sweepstakes. Entries become the property of Sponsor and may not be acknowledged or returned.

* Casey's Rewards Accounts are free to apply for and own. For details, inquire within a local Casey's location, go to <https://www.caseys.com/rewards>, or download the Casey's Rewards app via the Apple app store or Google Play Store on an iOS or Android mobile phone and register within the app. Data rates and other costs associated with entrants' mobile phone use are the sole responsibility of the entrant.

3. **ELIGIBILITY:** YOU MUST BE A LEGAL U.S. RESIDENT RESIDING IN AR, IL, IN, IA, KS, KY, MI, MN, MO, NE, ND, OH, OK, SD, TN, TX AND WI, THROUGHOUT THE SWEEPSTAKES PERIOD, 18 YEARS OF AGE (19 IN NEBRASKA) OR OLDER AT THE TIME OF ENTRY AND A CASEY'S REWARDS ACCOUNT MEMBER. Potential winners may be required to provide proof of legal U.S. residency if requested by Sponsor to determine eligibility and as a condition of prize award. The following

persons are not eligible to participate or win: Any individuals (including but not limited to employees, consultants, independent contractors and interns) who have, within the past six months, held employment with or performed services for The Gatorade Company (“Sponsor”), Pepsi-Cola Company bottlers, PepsiCo, Inc., Casey’s Stores (“Promotional Partner”), their respective subsidiary and affiliated companies, participating retailers, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, “Promotion Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step”) of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).

4. **PRIZES:** Two (2) Grand Prizes will be awarded during the Sweepstakes Period, one (1) from each of the Conference Prize Pools.

Grand Prize 1 (SEC Conference Prize Pool): One (1) Grand Prize 1 will be awarded, consisting of a trip and tickets to the SEC Conference championship game, which includes roundtrip coach class airfare for winner and one (1) guest from major airport nearest winner’s residence to Atlanta, GA 12/6/24 – 12/8/24; one (1) standard hotel accommodations (for two (2) nights (single room, double-occupancy); a \$500 Gift Card; and two (2) tickets to the 2024 SEC Football Conference Championship Game on 12/7/24. ARV: up to \$4,043, depending on winner’s location.

Grand Prize 2 (Big 12 Conference Prize Pool): One (1) Grand Prize 2 will be awarded, consisting of a trip and tickets to the Big 12 Conference championship game, which includes roundtrip coach class airfare for winner and one (1) guest from major airport nearest winner’s residence to Arlington, TX 12/6/24 – 12/8/24; one (1) standard hotel accommodation Need breakouts for two (2) nights (single room, double-occupancy); a \$500 Gift Card (Gift card subject to the terms and conditions set by issuer); and two (2) tickets to the 2024 Big 12 Football Conference Championship Game on 12/7/24. ARV: up to \$2,943 depending on winner’s location.

All costs and expenses not specifically included herein are solely the winner’s responsibility. Actual value depends on city/day/time of departure, on destination city, and airfare fluctuations. If Grand Prize winner’s residence is less than 250 miles away from the destination, Sponsor reserves the right, in its sole discretion to provide ground transportation stipend to and from the game location in lieu of airfare; the difference in value will not be awarded. Any difference between stated approximate retail value and actual value of Grand Prize will not be awarded. All prize details not specified in the Official Rules will be determined in Sponsor’s sole and absolute discretion. Certain restrictions and black out dates may apply. Selection of airline and hotel are solely within Sponsor’s discretion. Tickets and related seats to the games are subject to Sponsor’s sole and absolute discretion. Meals, gratuities, luggage fees, incidental hotel charges and any other travel-related expenses not specified herein are the sole responsibility of winner. Exact travel dates and arrangements subject to availability. Winner and travel guest must travel on same itinerary. A minor may accompany winner as a travel guest only if the winner is the minor’s parent or legal guardian. Minors must be accompanied at all times during trip (including, but not limited to, in-flight, hotel stay and all prize-related events) by minor’s parent or legal guardian. Travel guests must sign and return a travel release before any ticketing of travel occurs. Winner and guest must have all necessary identification and/or travel documents (e.g., a valid U.S. driver’s license) required for travel. Once travel guests are

selected, they may not be substituted, except in Sponsor's sole and absolute discretion. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. If in the judgment of Sponsor, air travel is not required due to winner's proximity to the applicable location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole and absolute discretion. The difference in value will not be awarded to the Grand Prize winner. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any Grand Prize-related services or accommodations. Additional prize award details and travel information to be provided to the Grand Prize winner at the time of notification. Grand Prize winner and guests are also responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Lost, stolen or damaged airline tickets, travel vouchers or certificates will not be replaced or exchanged.

Gift cards are subject to the terms and conditions set by issuer.

Total ARV of all prizes: up to \$7,275.

5. **DRAWING/WINNER NOTIFICATION:** Potential winners will be selected in random drawings on or about November 5, 2024 from among all eligible entries received throughout the Sweepstakes Period for the corresponding Conference Prize Pool. Potential Grand Prize Winners will be notified by phone or by email within three (3) days following the drawing, to the phone number or email address associated with their Casey's Rewards Account. Grand Prize Winners will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within three (3) business days from the date of attempted notification, or the prize may be forfeited and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. If any potential winner is (i) disqualified, found to be ineligible or not in compliance with these Official Rules; (ii) declines to accept a prize; (iii) does not reply to notification as stated above, the prize may be forfeited and an alternate winner selected in a random drawing from among all remaining eligible entries, as determined by Sponsor in its sole discretion. Any portion of a prize not accepted by winner will be forfeited. Winners shall be solely responsible for payment of any and all applicable federal, state, and local taxes for their prize won. Sponsor will issue an IRS Form 1099- MISC for each winner of a prize with an ARV of \$600 or more. Any difference between stated approximate value of prize and actual value of prize will not be awarded. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. Sponsor is not responsible for any undelivered e-mails, including without limitation, e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. Prizes are non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor's sole and absolute discretion. Promotion Entities shall not be held responsible for any delays in awarding the prize for any reason.

6. **ODDS OF WINNING AND PRIZE LIMITATIONS:** Odds of winning is based on the number of eligible entries received during the Sweepstakes Period in each Conference Prize Pool. Limit one Grand Prize per person/household/email.

7. **GENERAL:** This Sweepstakes is governed by the laws of the United States and of the State of Illinois, without respect to conflict of law doctrines. No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value, except as determined by Sponsor, in its sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value in the event any portion of the prize becomes unavailable. Unclaimed prizes will not be awarded. As a condition of participating in this Sweepstakes, you agree that any and all disputes which cannot be resolved between the parties and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Illinois having jurisdiction. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than entrants' actual out-of-pocket expenses (e.g. costs associated with participating), and entrants further waive all rights to have damages multiplied or increased. Prize winners will be solely responsible for paying all applicable federal, state and local taxes on prize. If applicable, winner will receive an IRS Form 1099 for the retail value of the prize. No groups, clubs or organizations may enter or win prizes. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner. Any portion of a prize not accepted by winner will be forfeited. Any gift card prizes will be subject to the terms and conditions governed by the gift card received.

8. **CONDUCT:** By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Promotion Administrator that shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Sweepstakes or gatoradepromos.com/championship (the "Website"); or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY EQUIPMENT OR WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

9. **LIMITATIONS OF LIABILITY:** Sponsor and the Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; or (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d)

inaccessibility or unavailability of any network or wireless service, the Internet or the Website or any combination thereof; (e) suspended or discontinued Internet, wireless or land line phone service; or (f) any injury or damage to participants or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor reserves the right at their sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In the event of any such cancellation, termination or suspension, a notice will be posted at participating stores and a random drawing(s) may be held from among all eligible, non-suspect entries received prior to such time. Sponsor reserves the right, at its sole discretion, to disqualify any entrant (and all of his/her entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of their affiliates if he/she tampers with the entry process or if his/her fraud or misconduct affects the integrity of this Sweepstakes. Sponsor reserves the right to correct errors in promotional materials.

10. **RELEASE OF LIABILITY:** All entrants, as a condition of participation, and all winners, by acceptance of a prize, agree to release Sponsor, and the Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use or misuse of any prize awarded, or while preparing for, participating in attending the race, and/or traveling to and from any prize-related activity or any typographical or other error in the printing of these Official Rules or the offering or announcement of any prize. The winners shall bear all risk of loss or damage to their prizes and/or prize documentation after it has been delivered. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging. Except where prohibited by law, winner grants to Sponsor and Promotion Parties the right to print, publish, broadcast and use worldwide in any media now known (including without limitation use online at the Website or hereinafter known, the winner's name, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor or Promotion Parties.

Please see Sponsor's privacy policy located at: <http://policy.pepsi.com/privacy.htm> for details regarding the use of personal information collected in connection with this Sweepstakes.

11. **WINNERS LIST:** The names of the prize winners may be obtained by sending a self-addressed, postage prepaid written request to: PSG, Attn: 2024 GATORADE® COLLEGE FOOTBALL CHAMPIONSHIP SWEEPSTAKES AT CASEY'S WINNERS' LIST, P.O. Box 536966, Orlando, FL 32853-6966. Written requests must be received by December 4, 2024.

12. **SPONSOR:** The Gatorade Company, 433 W. Van Buren Street, Chicago, IL, 60607.

13. **PROMOTION ADMINISTRATOR:** PSG LLC, PO Box 536986, Orlando, FL 32853-6986

QR Code is a registered trademark of DENSO WAVE INCORPORATED.

GATORADE and G DESIGN are registered trademarks of Stokely-Van Camp, Inc. ©2024 S-VC, Inc.