

**BUD LIGHT® FOOTBALL FANTASY  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE CONTEST IS OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF ENTRY, LEGAL RESIDENTS OF TEXAS AND AT LEAST TWENTY-ONE (21) YEARS OF AGE OR OLDER. CONTEST WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:**

The “Bud Light Football Fantasy” (“Contest”) is open to legal residents of Texas who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers, and representatives of Anheuser-Busch, LLC, NFL Enterprises LLC and the NFL Parties (defined as NFL Properties LLC, National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL International LLC, NFL Productions LLC) (NFL Enterprises LLC and NFL Parties and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees shall be referred to herein collectively as the “NFL Entities”), and each of the foregoing entities’ respective affiliates, subsidiaries, owners, shareholders, officers, directors, agents, representatives, employees, advertising and Sweepstakes agencies, wholesale distributors, retail licensees, and all other service or governmental agencies and their employees involved with the Sweepstakes, and members of their immediate families (spouse, parent, child, or sibling; whether biological, adopted, step, or in-law) or households (whether related or not) are not eligible to participate. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules (“Official Rules) and Sponsor’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

**2. CONTEST PERIOD:**

Contest begins at 12:00:00 a.m. Central Daylight Time (“CDT”) on August 15, 2024, and ends at 11:59:59 p.m. Central Standard Time (“CST”) on December 31, 2024 (“Contest Period”). The Contest Period is divided into three (3) entry periods (each an “Entry Period”) as defined in the chart below. Sponsor’s computer is the official time keeping device for this Contest.

<b>Entry Period</b>	<b>Start Date/Time</b>	<b>End Date/Time</b>
1	08/15/24; 12:00:00 a.m. CDT	10/25/24; 11:59:59 p.m. CDT

2	10/26/24; 12:00:00 a.m. CDT	11/22/24; 11:59:59 p.m. CST
3	11/23/24; 12:00:00 a.m. CST	12/31/24; 11:59:59 p.m. CST

**3. HOW TO ENTER:**

(a) Internet: Visit [www.BudLightFootballFantasy.com](http://www.BudLightFootballFantasy.com) (“Website”) and follow the online instructions to complete and submit an online entry that includes your Wish (“Wish”) that is relevant to College Football or NFL Football in Texas (“Entry”).

(b) QR Code: Use your smart phone or other web-enabled device with data plan to scan the Sweepstakes quick response (“QR”) code featured on signs or promotional materials at participating stores with the QR read application already installed on your phone. You will be directed to a mobile Web page at [www.BudLightFootballFantasy.com](http://www.BudLightFootballFantasy.com) (also a “Website”) where you may complete and submit an online entry that includes your Wish (also a “Wish”) that is relevant to College Football or NFL Football in Texas (also an “Entry”). Proof of scanning QR codes does not constitute proof of completion or submission of an Entry. To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and/or QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type ‘QR reader’ in your mobile device’s application store search field to find available QR readers for your smart phone or other web-enabled device.

For all Entries:

All Entries must be received and recorded during the Contest Period. Only the methods of entry described herein are valid. No other forms of entry are valid. To be valid, each Entry must comply with all of these Official Rules.

If entering with a mobile phone or other web-enabled device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

Your settings must be set to “unprotected” and/or “public” in order for your posts to be viewable by Sponsor and its agents. Only posts that are viewable by Sponsor and its agents will be considered an Entry. You must maintain that setting through the winner notification period so that Sponsor will be able to communicate with you via direct message.

See Appendix A for additional Entry Guidelines & Prohibited Content. Entry must comply with these Official Rules. Sponsor reserves the right, but not the obligation, to review any Entry for violation of these Official Rules and may, at its sole discretion, reject, delete, or otherwise exclude an Entry for any reason, including without limitation, if the

Entry contains any Prohibited Content (as defined in Appendix A) or any other commentary or material which Sponsor, in its sole discretion deems inappropriate.

#### **4. CONTEST JUDGING:**

Entry Period 1: All eligible Entries will be judged based on the following judging criteria (“Judging Criteria”) by a panel of judges (“Judges”) selected by Sponsor. The Judging Criteria includes: (1) Creativity in the Entry that includes your Wish that is relevant to College Football or NFL football in Texas; (2) Originality in the Entry that includes your Wish that is relevant to college or NFL football in Texas; (3) Relevance to Texas football; and (4) Executional Feasibility of your Wish that is relevant to college or NFL football in Texas. The one (1) Entry receiving the highest cumulative scores awarded by the Judges will be deemed an Entry Period 1 winner and receive the Entry Period 1 prize (subject to verification). In the event of a tie, tied Entries will be re-judged by a new panel of Judges based on the Judging Criteria stated above until the tie is broken. The decisions of the Judges are final in all aspects of the Contest Judging for Entry Period 1. See Rule 6 for prize details.

Entry Period 2: All eligible Entries will be judged based on the following judging criteria (also “Judging Criteria”) by a panel of judges (also “Judges”) selected by Sponsor. The Judging Criteria includes: (1) Creativity in the Entry that includes your Wish that is relevant to College Football or NFL football in Texas; (2) Originality in the Entry that includes your Wish that is relevant to college or NFL football in Texas; (3) Relevance to Texas football; and (4) Executional Feasibility of your Wish that is relevant to college or NFL football in Texas. The one (1) Entry receiving the highest cumulative scores awarded by the Judges will be deemed an Entry Period 2 winner and receive the Entry Period 2 prize (subject to verification). In the event of a tie, tied Entries will be re-judged by a new panel of Judges based on the Judging Criteria stated above until the tie is broken. The decisions of the Judges are final in all aspects of the Contest Judging for Entry Period 2. See Rule 6 for prize details.

Entry Period 3: All eligible Entries will be judged based on the following judging criteria (also “Judging Criteria”) by a panel of judges (also “Judges”) selected by Sponsor. The Judging Criteria includes: (1) Creativity in the Entry that includes your Wish that is relevant to College Football or NFL football in Texas; (2) Originality in the Entry that includes your Wish that is relevant to college or NFL football in Texas; (3) Relevance to Texas football; and (4) Executional Feasibility of your Wish that is relevant to college or NFL football in Texas. The one (1) Entry receiving the highest cumulative scores awarded by the Judges will be deemed an Entry Period 3 winner and receive the Entry Period 3 prize (subject to verification). In the event of a tie, tied Entries will be re-judged by a new panel of Judges based on the Judging Criteria stated above until the tie is broken. The decisions of the Judges are final in all aspects of the Contest Judging for Entry Period 3. See Rule 6 for prize details.

#### **5. WINNER NOTIFICATION AND PRIZE OBLIGATIONS:**

Potential winners will be notified via email or phone and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time-period, the prize will be forfeited, and an alternate potential winner may be selected at Sponsor's sole discretion (time permitting). Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Obligations of the Potential Winner:

- Potential winner will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor within forty-eight (48) hours of prize acceptance.
- Potential winner will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor within forty-eight (48) hours of prize acceptance.

Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Contest. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, the potential winner will be disqualified, and an alternate potential winner may be selected at Sponsor's sole discretion (time permitting).

Obligations of the Potential Winner's One (1) Guest (if applicable):

- Potential winner's one (1) guest must be twenty-one (21) years of age or older as of August 15, 2024.
- Potential winner's one (1) guest will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to Sponsor within forty-eight (48) hours of potential winner's prize acceptance.

Obligations of the Potential Winner and Potential Winner's One (1) Guest (if applicable):

- If Sponsor so elects, potential winner and one (1) guest (if applicable) may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that the potential winner and one (1) guest (if applicable) will not bring the Sponsor or the NFL Entities into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor or the NFL Entities (if applicable). If requested, the potential winner and one (1) guest (if applicable) agree to sign waiver forms authorizing the release of personal

and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited, and an alternate potential winner may be selected at Sponsor's sole discretion (time permitting).

In the event of noncompliance within any stated time-period, the prize will be forfeited, and an alternate potential winner may be selected at Sponsor's sole discretion (time permitting). Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the prize may be awarded to an alternate winner at Sponsor's sole discretion (time permitting).

Released Parties (as defined in Rule 7) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

## **6. PRIZE DETAILS:**

Entry Period 1 (1 prize to be awarded): Sponsor will grant winner's "Wish" that is relevant to College Football or NFL Football in Texas. All elements of the "Wish" will be selected and furnished by (and in the sole discretion of) Sponsor and is based on availability and change. Approximate Retail Value ("ARV") is up to \$2,000.00.

Entry Period 2 (1 prize to be awarded): Sponsor will grant winner's "Wish" that is relevant to College Football or NFL Football in Texas. All elements of the "Wish" will be selected and furnished by (and in the sole discretion of) Sponsor and is based on availability and change. ARV is up to \$2,000.00.

Entry Period 3 (1 prize to be awarded): Sponsor will grant winner's "Wish" that is relevant to College Football or NFL Football in Texas. All elements of the "Wish" will be selected and furnished by (and in the sole discretion of) Sponsor and is based on availability and change. ARV is up to \$2,000.00.

### For all prizes:

Air transportation, ground transportation, accommodations, meals, gratuities, personal purchases, and all other expenses not specified herein are solely the winner's responsibility. If winner cannot accept prize as specified, prize will be forfeited and may be awarded to an alternate potential winner at Sponsor's sole discretion (time permitting). Total ARV of all prizes is up to \$6,000.00. Any difference between stated value and actual value will not be awarded.

If the prize cannot be awarded for any reason including Acts of God, acts of terrorism, civil disturbances, work stoppage, COVID-19, or any other natural disaster outside of Sponsor's control, then no prize will be awarded.

Limit one (1) prize per person. Prize is non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

## **7. LIMITATIONS OF LIABILITY AND RELEASE:**

Anheuser-Busch, LLC, the NFL Entities and each of their respective affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Sweepstakes or Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Website's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such Entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to participant's or any other person's computer, or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Sweepstakes, or submission of Entries, Sponsor reserves the right at their sole discretion to suspend, modify or terminate 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 Sponsor. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

Entrants agree (a) that Sponsor and its parent, subsidiary and affiliated companies, and advertising and Contest agencies, and their respective officers, directors, employees, wholesale distributors, representatives and agents, will have no liability whatsoever for, and are released and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, to persons, including death, or property, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest or in any Contest-related activity, and (b) winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor (and agrees to confirm such agreement in writing) and those acting pursuant to its authority to use his/her name, submitted biography, voice and/or likeness and prize information, and/or Entry (and assign the Entry, which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor) for advertising, trade and Contest purposes without further compensation, at any times or time, in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval.

#### **8. PUBLICITY AND COPYRIGHT LICENSE:**

You grant Sponsor an exclusive, worldwide, perpetual, irrevocable, unrestricted, royalty-free, sub-licensable and transferrable right and license to exploit your Entry (including, without limitation, your name and likeness and the names and likenesses of any and all persons in the Entry, and any intellectual property rights (e.g. copyright, trademark, etc.) contained in the Entry) in any media now or hereafter known, without any payment or other consideration of any kind, or permission or notification, to you or any third party, for any purpose, including, without limitation, your Entry and any person's property (physical, personal, intellectual property rights, and indicia) contained therein. The foregoing grant includes, without limitation, the right to reproduce, display, distribute, publicly perform, create derivative works of, alter, amend, broadcast, edit, publish, use, merchandise, license, sublicense, and adapt the Entry in any and all media now or hereafter known, throughout the world, for any purpose, whether commercial in nature or otherwise, including in contexts and circumstances that result in your Entry being associated with a particular Sponsor or Sponsors. Accordingly, you hereby waive any objection to, such use including without limitation, distribution, reproduction, creation of derivative works of, public performance, or display of your Entry, and any claim for compensation whatsoever in connection therewith. Such waiver shall include any claim for infringement of any so-called "Moral Right," "Droit Moral" or similar right or interest.

#### **9. DISPUTE RESOLUTION:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and

Sponsor in connection with the Contest, or any claim or dispute that has arisen or may arise between you and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

**10. PRIVACY POLICY:**

The information you submit in connection with this Contest may be used by Sponsor for purposes of administration and fulfillment of the Contest, and in accordance with Sponsor's privacy policy located at <https://www.budlight.com/en/privacy-policy.html> ("Website"). If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

**11. OFFICIAL RULES:**

The Official Rules of the Contest are available for viewing at [www.BudLightFootballFantasy.com](http://www.BudLightFootballFantasy.com) (also a "Website") during the Contest Period.

**12. SPONSOR:**

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

**13. WINNER'S LIST:**

For the names of the winners, handprint "Bud Light Football Fantasy Winners' List Request", your first and last name, and your complete address on a 3" x 5" card and mail to: Bud Light Football Fantasy Winners' List Request, Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118, for receipt within sixty (60) days after the end of the Contest Period.

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The NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

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sponsor of this promotion. The NFLPA Entities are not associated with this promotion and by entering you fully and completely release the NFLPA Entities from any liability arising out of this promotion.

## **APPENDIX A**

### **ENTRY GUIDELINES & PROHIBITED CONTENT**

Entries must meet the following requirements:

- Entry cannot defame, misrepresent, or contain disparaging remarks about Sponsor or its products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.
- Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Entry in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the World in any manner whatsoever and for any purpose.
- Entry cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (b) promote the excessive or irresponsible consumption of alcohol, or promote illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain an image of anyone under 21 years of age; (e) otherwise fail to comply with the Beer Institute Advertising and Marketing Code as made publicly available at the following online location: <http://www.beerinstitute.org/assets/uploads/general-upload/2015-Beer-Ad-Code-Brochure.pdf>; (f) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind (other than Bud Light), without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (g) contain copyrighted materials owned by others without permission; (h) contain materials embodying the names, likenesses or other indicia identifying any person, living or dead, without permission; (i) refer to or depict any names, logos or readily recognizable features of a retailer of alcohol beverages (such as a grocery store, convenience store, restaurant, bar, or any other retail location that sells alcohol beverages); or (j) depict, and cannot itself be in, violation of any law.
- Each entrant warrants and represents that the Entry: (a) is his/her original work, (b) has not been previously published; (c) has not received previous awards; and (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity;

- Any entrant whose Entry includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to, depictions of persons, buildings, trademarks, or logos) must be able to provide legal releases for such use including Sponsor's use of such Entry, in a form satisfactory to Sponsor, upon request, prior to award of prize and/or naming of entrant as a winner.
- Any Entry that, in the sole opinion of Sponsor, is not in accordance with the guidelines as stated herein or on the Website or is deemed to be inappropriate for publication is ineligible.
- Incomplete, illegible, deceptive or garbled Entries are not eligible.
- Any such entrant will indemnify and hold harmless, Sponsor from any claims to the contrary.

All Entries are subject to Sponsor's Digital Millennium Copyright Act policy, as follows: **DIGITAL MILLENNIUM COPYRIGHT ACT**—Anheuser-Busch is committed to respecting and protecting the legal rights of copyright owners. As such, Anheuser-Busch adheres to the following notice and take down policy, in full compliance with Section 512(c)(3) of the DMCA (17 U.S.C. § 512 *et seq.*). If you believe any of the Entries infringes upon your intellectual property rights, please submit a notification alleging such infringement (hereafter a "DMCA Takedown Notice"). To be valid, a DMCA Takedown Notice must (i) be provided to the Anheuser-Busch designated agent, ("Copyright Agent"), as set forth below, and (ii) include the following:

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works;
- Identification of the material claimed to be infringing or to be the subject of infringing activity and that is to be removed or access disabled and information reasonably sufficient to permit the service provider to locate the material;
- Information reasonably sufficient to permit the service provider to contact you, such as an address, telephone number, and, if available, an electronic mail;
- A statement that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and,
- A statement that, under penalty of perjury, the information in the notification is accurate and you are authorized to act on behalf of the owner of the exclusive right that is allegedly infringed.

Anheuser-Busch's Copyright Agent to receive DMCA Takedown Notices is: email: [trademarks@anheuser-busch.com](mailto:trademarks@anheuser-busch.com). For clarity, only DMCA Takedown Notices should go to the Copyright Agent; any other feedback, comments, online purchases or other communications should be directed to the applicable customer service links posted on the Website. You acknowledge that in order for Anheuser-Busch to be authorized to takedown any Content, your DMCA Takedown Notice must comply with all of the requirements of this Section.

By submitting an Entry, you agree that your Entry is gratuitous and made without restriction, that it will not place Sponsor under any obligation other than as stated in these Official Rules, that Sponsor is free to publish or otherwise disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your Entry, Sponsor does do not waive any rights to use similar or related ideas previously known to Sponsor or developed by its employees or obtained from sources other than you.

By participating, you acknowledge that your Entry may be used in Sponsor's sole discretion. Entries are the views/opinions of the individual entrant and do not reflect the views of the Sponsor in any manner. By entering, you acknowledge that Sponsor has no obligation to use or post any Entry you submit.