

## Official 'Bring It Home Weekend' Promotion Rules

**NO PURCHASE OR PAYMENT NECESSARY. This promotion is open to U.S. residents, 18 years of age or older as of the day upon which they enter. Void outside the U.S. and where prohibited.**

**Promotional Period:** The promotion begins January 11, 2018 at 10:00:01 AM Central Standard Time ("CST") and ends January 13, 2018 at 3:59:59 PM CST ("Promotion Entry Period") by which time all entries must be received. The computer clock of Sponsor's webmaster is the official timekeeping device of the Promotion.

**Eligibility:** To enter the Bring It Home Weekend Promotion you must be at least 18 years old on the date of entry AND a United States resident (the "Eligible Locations"). VOID in the states of Alaska, Florida, Rhode Island, outside the U.S., and where prohibited. Employees of the Minnesota Vikings Football, LLC ("Vikings"), NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC and each of their affiliates, parent companies, promotion marketing agencies, their participating vendors, subsidiaries and advertising and promotion agencies, any contractors working directly on this Promotion and the immediate family members or those living in the same household of each are not eligible to participate.

**Game Prize:** Two (2) grand prizes will be awarded and will consist of one (1) pair of tickets to the Vikings Divisional Round Game (the "Grand Prize"). The odds of being selected depend on the number of entries received. The approximate retail value ("ARV") of the Grand Prize is Two Hundred Eighty Dollars (\$280). All prize details will be determined by the Vikings in its sole discretion. The Grand Prize does not include transportation to or from the game. If the person selected is ineligible or does not agree to the terms and conditions, a replacement entrant may be selected at random, time permitting.

Ten (10) second place packages (Second Prize) will be awarded and will consist of one (1) package of Vikings and/or HyVee merchandise. The odds of being selected depend on the number of entries received. The approximate retail value ("ARV") of the Second Prizes range from \$50 to \$75. Second Prize packages are as follows:

1. T-shirt \$22, Gift Card \$50 = \$72 total ARV
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3. Gift Card \$25, Vikings Apron \$25 = \$50 total ARV
4. Gift Card \$25, Tumbler set \$25 = \$50 total ARV
5. Gift Card \$50, Hat \$20 = \$70 total ARV
6. Gift Card \$25, Vikings Growler \$25 = \$50 total ARV
7. Gift Card \$20, Koozie \$5, Scarf \$20, Bracelet \$5 = \$50 total ARV
8. Gift Card \$15, Hat \$20, Flag \$25 = \$60 total ARV
9. Hat \$17, Gloves \$20, Scarf \$25 = \$62 total ARV
10. Hat \$17, Gloves \$20, Scarf \$25 = \$62 total ARV

Winners will not be eligible to select which Second Prize pack (1-10) they receive. All prize details will be determined by the Vikings in its sole discretion. If the person selected is ineligible or does not agree to the terms and conditions, a replacement entrant may be selected at random, time permitting.

**How to Enter:** No purchase necessary to enter or win this Promotion. A purchase will not increase your odds of winning. In order to enter the Promotion and be eligible for the corresponding prizes, you must use the hashtag #BringItHome on Twitter, Facebook or Instagram, showing how you support the Vikings during the 2018 NFL Playoffs. Entries must be

posted on Twitter, Facebook or Instagram with #BringItHome between January 11, 2018 starting at 10:00am CST through January 13, 2018 ending at 4:00 pm CST ("Promotion Entry Period"). Winners will be notified on or around January 13, 2018. Entrants are allowed to participate in the promotion an unlimited number of times. Previous winners are only eligible for one (1) prize and cannot be selected again. Winners will be notified by direct message on Twitter, Facebook or Instagram, mail and/or email and in order to receive the prize, winner and guest will be required to complete and return an Affidavit of Eligibility, a Release of Liability ("Affidavit"), and where permissible a Publicity Release including, but not limited to, providing proof of identity, which must be executed and returned within twenty four (24) hours of date specified on notification, or such winner will be disqualified and an alternate winner will be selected, time permitting. If a potential winner cannot be contacted, or if Affidavit/Release is returned as undeliverable or if the selected winner cannot accept or receive the prize for any reason, or he/she is not in compliance with these Official Rules, the corresponding prize will be forfeited and awarded to an alternate winner in a separate random drawing, time permitting. If a winner is otherwise eligible under these Official Rules, but is nevertheless deemed a minor in his or her state of primary residence, the prize will not be awarded to the entrant. No substitutions are permitted except if prize is unavailable, in which case a prize of equal or greater value may be awarded. Prize is not redeemable for cash. Prize is non-assignable and non-transferable except to a surviving spouse. Winners are responsible for all federal, state, local, sales and income taxes (if applicable). Any other incidental expenses or prize not specified herein are the sole responsibility of each winner. Entry and acceptance of prize constitute permission for Vikings to use each winner's name, prize won, hometown and likeness for online posting and promotional purposes without further compensation, except where prohibited by law. Winners acknowledge that the Vikings and all other businesses concerned with this Promotion and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative to the quality, conditions, fitness of merchantability of any aspect of prize except that each prize shall be subject to its manufacturer's standard warranty.

**General Conditions:** Promotion is intended for participation in the United States only and shall be construed only according to United States law. **Minnesota law governs the Promotion and all entrants/participants agree to be bound by the Official Rules and governing law of the State of Minnesota.**

By entering the Promotion, entrants agree to be bound by these Official Rules and agree: (1) Vikings and their respective parent companies, subsidiaries, affiliates, officers, directors, governors, owners, members, distributors, retailers, agents, assignees, and advertising/promotion agencies may use (unless prohibited by law) their name, voice, city/state of residence, photograph, visual and/or audio likeness for advertising and/or trade purposes, and for any other purpose in any media or format now or hereafter known without further compensation, permission or notification; and (2) to release and hold harmless the Vikings and the NFL and its member teams, NFL Properties, Inc. and each of their respective advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers, owners, members and directors, from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with participation in this Promotion, or possession, acceptance and/or use or misuse of prize or participation in any Promotion-related activity and claims based on publicity rights, defamation or invasion of privacy, and merchandise delivery.

All other expenses are the responsibility of the winner and guests (if applicable). Prize winners and guests are solely responsible for all applicable federal, state and local taxes and any other expenses and costs not expressly listed above. Prize winners and guests will not be required to

make any payments to the Vikings. Taxes on the prize are solely the responsibility of the winner and winner agrees to provide a W-9 Tax form.

**Additional Terms:** Entrants must be U.S. residents and citizens of Eligible Locations.

Vikings and each of their respective affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, which may occur in the processing of the entries or distribution of prizes in this Promotion or which may limit one's ability to enter the Promotion, including any injury or damage to participant's or any other person's handset, relating to or resulting from participating in this Promotion.

Vikings reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Promotion should it determine, in its sole discretion, which any virus, bug, non-authorized human intervention or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Promotion. In such case, Vikings will select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Vikings.

Vikings reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be entering the Promotion from locations outside the United States and other Eligible Locations. Additionally, Vikings reserves the right to prosecute any fraudulent activities to the full extent of the law.

**Vikings:** This Promotion is sponsored the Minnesota Vikings Football, LLC.