

CHEEZ-IT™ CITRUS BOWL FOOTBALL FANTASEEZ CONTEST

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **CONTEST PERIOD:** *Cheez-It™ Citrus Bowl Football Fantaseez Contest* (“**Contest**”) submission begins at 8:00:00 AM Eastern Time (“**ET**”) on 12/2/2024 and ends at 11:59:59 PM (ET) on 12/15/24 (“**Contest Period**”).
2. **ELIGIBILITY:** Open to legal U.S. residents residing in the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry. Employees, officers, and directors of Kellanova, its parent company, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, “**Contest Entities**”) and their immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply.
3. **HOW TO ENTER:** During the Contest Period, visit cheezit.com/footballfantaseez (the “**Website**”) and follow the instructions provided to complete the registration form. Then select which of the three (3) available checkboxes for the fantaseez you wish to participate in. Multiple boxes can be selected if desired. The available fantaseez are as follows:
 - a. Marry your partner on the field at the Cheez-It Citrus Bowl during the game (“**Marriage Fantasy**”).
 - b. Be a “Cheez-Caster” during the Cheez-It Citrus Bowl game and report on game day action from a giant Cheez-It bowl on the field (“**Cheez-Caster Fantasy**”).
 - c. Other. You get to suggest your own Cheez-It Citrus Bowl fantasy (“**Other Fantasy**”).

Then, you must provide a written response, up to a maximum of two thousand (2,000) characters, telling us why you want Cheez-It to fulfill your chosen football fantasy (collectively, the “**Responses**”); and then following the instructions to submit your entry. Responses must be submitted in English. Your Response may also require it to be accompanied by a photo (“**Photo**”) and/or video (“**Video**”) demonstrating elements of your Responses (NOTE: a Photo or Video is required for the Marriage Fantasy entry; and a Video is required for the Cheez-Caster Fantasy, as further described below).

- As part of your entry for the Marriage Fantasy, a link to a Photo or short Video clip (up to one (1) minute) of you and your partner demonstrating why you want to get married at the Cheez-It Citrus Bowl is required. Links can direct to YouTube, public social media pages, Google Drive, etc.

- As part of your entry for the Cheez-Caster Fantasy, a short Video clip (up to one (1) minute) creatively demonstrating your broadcast/announcing skills and explaining why you should be the Cheez-It Citrus Bowl Cheez-Caster is required. Links can direct to YouTube, public social media pages, Google Drive, etc.
- For Other Fantasy entries, photo/video is optional and is not required.

Your submission form, including your Response and any Photo/Video, shall collectively be referred to herein as an “**Entry**”. All mandatory items on the submission form must be completed in its entirety for the Entry to be eligible. Entries generated by script, macro or other automated means or practices, or by any means which subvert the entry process will be void.

4. **ENTRY REQUIREMENTS:** Entries may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous;
- Promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, except those belonging to Sponsor;
- Contains any personal identification, such as personal names, license plate numbers, street addresses or e-mail addresses;
- Contains copyrighted materials owned by others (including music, photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media);
- Contains materials embodying the names, likenesses, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- Contains any individual other than the entrant;
- Communicates messages or images inconsistent with the positive images and/or good will to which Sponsor wishes to associate; and/or violates any law.

Entry must be the original work of the entrant, in compliance with Sponsor’s Terms of Use available at <https://www.kellanova.com/us/en/terms.html>, may not have been previously published, may not have won previous awards, and

must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the Entry contains any material or elements that are not owned by the entrant, and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents necessary to permit the use and exhibition of the Entry by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the Entry. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any entrant at any time. Failure to provide such proof may, if requested, render Entry null and void.

By submitting an Entry, entrant hereby grants permission for the Entry to be posted on Sponsor's websites and/or social media pages. Entrant agrees that Contest Entities are not responsible for any unauthorized use of Entries by third parties. Contest Entities do not guarantee the posting of any Entry and reserve the right to remove any posted Entry for any reason and at any time.

By submitting your Entry, you agree that your Entry conforms to these Official Rules and that Sponsor, in its sole discretion, may disqualify your Entry for any reason, including if it determines, in its sole discretion, that your Entry fails to conform to these Official Rules in any way or otherwise contains unacceptable content as determined by Sponsor, in its sole discretion.

Limit one (1) Entry per person per fantasy during the Contest Period. Any attempt by an entrant, or any other person, to participate using more than one (1) email address may result in disqualification by Sponsor, in its sole discretion.

5. **JUDGING AND WINNER SELECTION:** All eligible Entries received by Sponsor in each of the available fantasies will be judged by a panel of qualified judges to select one (1) Grand Prize winner for each fantasy based on the following criteria:
- a. Football Fandom (30%) – level of commitment Response shows toward college football fandom; how well entrant's favorite team(s) correlate to the final Cheez-It Citrus Bowl competing teams.
 - b. Response Quality (30%) – Thoroughness of Response, how much effort was put into Response.
 - c. Brand Fit (30%) – How well Response fits Cheez-It brand tone/values.
 - d. Photo/Video Quality (10%) – quality of photo/video, if included, and how well it communicates why the person should be chosen for their selected fantasy.
 - e. For those entering the Other Fantasy – entries to be evaluated based on brand fit and feasibility.

In the event of a tie for any category, an additional, “tie-breaking” judge will determine the winner based on the criteria listed herein. Potential winners will be notified via email and will be required to complete, have notarized and return an Affidavit of Eligibility, Release of Liability/Publicity (collectively, “**Winner’s Documents**”). **Winner’s Documents must be completed and returned within three (3) days of date of notification, or a shorter time if required by exigencies, or a runner-up may be selected.** If such documents are not returned within the specified time period, Sponsor is unable to contact any potential winner, or any potential winner is not in compliance with these Official Rules, winner status and any prize may be forfeited and, at Sponsor’s discretion, a runner-up may be selected as the potential winner, provided there is sufficient time remaining to award the prize. Additionally, any potential winner may be subject to a background check before being confirmed as the winner. Sponsor reserves the right to disqualify a potential winner based on the results of such background check if Sponsor determines in its sole discretion that selecting such potential prize winner might reflect negatively on the Sponsor.

6. **WINNER NOTIFICATION:** The potential winners will be notified by email and/or telephone. Contest Parties shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within forty-eight (48) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit their prize and an alternate winner may be selected based on the judging criteria as set forth in these Official Rules. Sponsor, in its sole discretion, will attempt to contact up to two (2) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential winner is found to be ineligible, or if they have not complied with these Official Rules or decline the prize for any reason prior to award, such potential winner will be disqualified and an alternate prize winner may be selected.

7. **PRIZES:**

One (1) Wedding Fantasy Prize is available. The Wedding Fantasy Prize consists of the opportunity for the winner to marry their partner on the field at the **Cheez-It® Citrus Bowl** and enjoy a VIP section with their “wedding party” at the game in one of the on-field end zone corners. Ched-Z will officiate the ceremony on the field during a time out/quarter break. The bride and groom will each receive a few **Cheez-It®** branded accessories which they must wear during the ceremony. Before and after the ceremony, the bride, groom, and their wedding party will have a “reception” in the north endzone corners during the game. Travel and accommodations for the Wedding Fantasy Prize will be provided to the winner and their partner, as well as their “wedding party” of up to six (6) guests. The approximate retail value (“**ARV**”) of the Wedding Fantasy

Prize is \$8,000. NOTE: Sponsor will provide an officiant who is able to perform a legal wedding ceremony in the state of Florida, however the winner is solely responsible for complying with all license and documentation requirements in order for the wedding ceremony to be official/legal prior to participating in the prize. If they do not comply with all of the state requirements, the ceremony will solely be ceremonial and will not be a legal marriage.

One (1) Cheez-Caster Fantasy Prize is available. The Cheez-Caster Fantasy Prize consists of the opportunity for the winner to be a Cheez-Caster during the **Cheez-It® Citrus Bowl** and report on game day action from a giant **Cheez-It®** bowl in one of the on-field end zone corners. The Cheez-Caster will be expected to report on several pre-game and in-game moments (exact moments to be shared by the brand before game day but subject to change). Their game coverage will be potentially shared on in-stadium screens/jumbotrons, Cheez-It social media handles and broadcast (e.g. ABC/ESPN). Travel and accommodations for the Cheez-Caster Fantasy Prize will be provided for the winner and up to two (2) guests. The ARV of the Cheez-Caster Fantasy Prize is \$3,000.

Up to (2) Other Fantasy Prizes are available. The Other Fantasy Prize consists of the opportunity for the winner and one (1) guest (if applicable) to participate in a fantasy of their design during the **Cheez-It® Citrus Bowl**. Sponsor and winner will work together to create the fantasy. Sponsor has final approval over fantasy and will depend on what aspects of the fantasy are possible/feasible. The ARV of the Other Fantasy Prize is up to \$2,000 per winner.

Each of the above prizes also includes a three (3) day/two (2) night trip for the winner and the number of guests allowed in the prize description to Orlando, FL to attend the Cheez-It Citrus Bowl currently scheduled to take place on December 31, 2024 including round-trip economy class air transportation for the winner and their guest from a major airport near winner's home to Orlando, FL and two (2) night hotel accommodations (one double-occupancy room for all prizes, except the Wedding Fantasy Prize which will include up to seven (7) rooms, double occupancy for the winner and up to six (6) single occupancy rooms, dependent on the number of wedding party guests). **Travel for each prize must take place from 12/30/24 – 1/1/25 or prize will be forfeited in its entirety. Prizes do not include any ground transportation.** Dates of departure and return are subject to change at Sponsor's sole discretion.

Winner's guest(s) must be eighteen (18) years of age or older and must sign and return a Liability/Publicity Release prior to ticketing of the Prize. Winner and their guest must travel together on the same itinerary and possess all required travel documents, including valid photo ID. Air transportation tickets are non-refundable/non-transferable and may not be valid for upgrades and/or

frequent flyer miles. All air transportation tickets are subject to the vagaries of flight variation, work stoppages and schedule or route changes. ARV may vary depending upon points of departure and destination and fare fluctuations. If the closest airport to a Prize winner's home is in close enough proximity to Prize destination city so that, as Sponsor may determine in its sole discretion, a flight is unnecessary, such Prize winner will receive alternate transportation from the Sponsor with no further obligation to the winner. Prize winner will not receive cash or any other form of compensation if actual travel costs are less than the Prize ARV in these Official Rules. Sponsor reserves the right to structure the travel route and select hotels in its sole discretion. The winner may be required to provide a credit card at the time of hotel check-in. All expenses not specifically mentioned herein are not included as part of the Prize, and are solely the responsibility of the winner, including, but not limited to ground transportation, travel insurance, room service, bag check fees, parking fees, food, beverages, tips, gratuities, service charges and transportation/accommodations for additional guests (if allowed). If a Prize winner is unable to participate in the trip during the dates designated by Sponsor, the Prize will be forfeited in its entirety. The Contest Entities shall not be responsible for any cancellations, delays, diversions, substitutions, or any other acts or omissions whatsoever by air carriers, hotel, venue operators, transportation companies, prize providers, or any other persons providing any Prize-related services or accommodations. No refund or compensation will be made in the event of the cancellation or delay of any transportation or missed Prize events, opportunities, or expenses incurred or change to any other Prize element as a consequence of delay or cancellation, except at the sole and absolute discretion of Sponsor. Prize is non-transferable, with no cash redemptions, equivalents, or substitutions except at Sponsor's sole and absolute discretion. All Prize details not specified in these Official Rules will be determined in Sponsor's sole and absolute discretion.

In the event a winner and/or their guest(s) engages in behavior that (as determined by Sponsor in its sole and absolute discretion) is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip or other applicable experience, in whole or in part, including by sending such winner and/or their guest home with no further compensation. Decisions regarding the conduct of any winner and/or their guest in all aspects of their participation in the Prize event/activity will be in the sole discretion of Sponsor, or any of Sponsor's representatives, and final and binding in all respects.

The Contest Entities make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any Prize furnished by third parties in connection with the Contest. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND THE CONTEST ENTITIES HEREBY DISCLAIM ALL SUCH WARRANTIES,

INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

8. **OWNERSHIP/USE OF ENTRIES:** By submitting an Entry into the Contest, each entrant agrees Sponsor shall own the Entry submitted (including the copyright thereto and all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the Entry and all elements of such Entry, including, without limitation, the Responses and/or optional Video and name and likeness of any person or locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party.
9. **PRIZE LIMITATIONS:** No substitution or transfer of any prize (or any prize component) permitted, except by Sponsor who reserves the right, in its sole discretion, to substitute a prize (or prize component) of equal or greater value, if prize, or portion of prize, becomes unavailable. Grand Prize winners shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize. The Grand Prize winners will be issued an IRS-1099 form by Sponsor for the actual retail value of the Grand Prize received. If it is discovered during prize verification that any potential winner has entered, attempted to enter, or used multiple accounts to enter more than the stated limit, such potential winner will be disqualified at the discretion of the Sponsor. Entries generated by script, macro or other automated means, which subvert the entry process, are void. All Entries become the property of Sponsor and will not be acknowledged or returned. Contest Parties are not responsible for lost, stolen, damaged, delayed, or undelivered prize.

Contest Parties are not responsible for late, lost, incomplete, corrupted, stolen, garbled, damaged, delayed, undelivered, or misdirected entries, all of which are void. Upon entering the Contest, entrants grant Sponsor and its affiliates, subsidiaries, parents, licensees, and designees the right to print, publish, broadcast, transfer, and use world-wide, in any media now known or later developed, each winner's name, photo and likeness, for publicity purposes, including but not limited to, in advertisements, and other communications, including but not limited to online and in social media, worldwide, in perpetuity, without additional compensation, notification or permission, except where prohibited by law.

10. **GENERAL CONDITIONS:** Entrants agree that the Contest Entities and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (collectively, "**Released Parties**"), (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the

Contest or any Contest-related activity, or from any entrant's acceptance, receipt, possession and/or use or misuse of any prize, including any travel/activity related thereto, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose. Released Parties assume no responsibility for any damage to an entrant's or any other person's computer system or wireless phone which is occasioned by accessing the Website or otherwise participating in the Contest, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Released Parties are not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, or stolen Entries or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Contest or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Contest, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Contest if it determines, in its sole discretion, that the Contest is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Contest as contemplated herein. In the event Sponsor is prevented from awarding prize or continuing with the Contest as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Contest. If the Contest is terminated before the designated end date, Sponsor will (if possible) select the potential winner(s) from all eligible, non-suspect entries received prior to action taken using the judging procedure outlined above. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in

accordance with their terms as if the invalid or illegal provision were not contained herein.

11. **GOVERNING LAW:** ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE CONTEST SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MICHIGAN WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.
12. **PRIVACY:** For information about how the Sponsor uses your personal information, please see its privacy policy, located at <https://www.kellanova.com/privacy-notice.html>.
13. **WINNER'S LIST:** For names of winners, send a self-addressed, stamped envelope by 12/31/2024 to: **Cheez-It™ Citrus Bowl Football Fantaseez Contest**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 2/28/25.
14. **SPONSOR:** Kellanova, One Kellogg Square, South Tower, Battle Creek, MI 49016.

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