

HEINEKEN SOCCER SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The Heineken Soccer Sweepstakes ("Sweepstakes") is sponsored by Heineken USA Incorporated ("Sponsor"), 360 Hamilton Ave, Suite 1103, White Plains, NY 10601-1882, and is administered by an independent third party administrator ("Administrator").

- 1. SWEEPSTAKES PERIOD:** The Sweepstakes begins on February 1, 2021 at 12:00 PM Eastern Time ("ET") and ends on October 31, 2021 at 11:59:59 PM ET ("Sweepstakes Period"). The Sweepstakes includes thirty-nine (39) entry periods (each an "Entry Period") as set forth in the chart below:

Entry Period	Start Date and Time	End Date (at 11:59:59 PM ET)	Random Drawing Date
1	2/1/21 at 12:00 PM ET	2/7/21	3/8/21
2	2/8/21 at 12:00 AM ET	2/14/21	3/8/21
3	2/15/21 at 12:00 AM ET	2/21/21	3/8/21
4	2/22/21 at 12:00 AM ET	2/28/21	3/8/21
5	3/1/21 at 12:00 AM ET	3/7/21	3/8/21
6	3/8/21 at 12:00 AM ET	3/14/21	4/5/21
7	3/15/21 at 12:00 AM ET	3/21/21	4/5/21
8	3/22/21 at 12:00 AM ET	3/28/21	4/5/21
9	3/29/21 at 12:00 AM ET	4/4/21	4/5/21
10	4/5/21 at 12:00 AM ET	4/11/21	5/3/21
11	4/12/21 at 12:00 AM ET	4/18/21	5/3/21
12	4/19/21 at 12:00 AM ET	4/25/21	5/3/21
13	4/26/21 at 12:00 AM ET	5/2/21	5/3/21
14	5/3/21 at 12:00 AM ET	5/9/21	6/7/21
15	5/10/21 at 12:00 AM ET	5/16/21	6/7/21
16	5/17/21 at 12:00 AM ET	5/23/21	6/7/21
17	5/24/21 at 12:00 AM ET	5/30/21	6/7/21

18	5/31/21 at 12:00 AM ET	6/6/21	6/7/21
19	6/7/21 at 12:00 AM ET	6/13/21	7/5/21
20	6/14/21 at 12:00 AM ET	6/20/21	7/5/21
21	6/21/21 at 12:00 AM ET	6/27/21	7/5/21
22	6/28/21 at 12:00 AM ET	7/4/21	7/5/21
23	7/5/21 at 12:00 AM ET	7/11/21	8/2/21
24	7/12/21 at 12:00 AM ET	7/18/21	8/2/21
25	7/19/21 at 12:00 AM ET	7/25/21	8/2/21
26	7/26/21 at 12:00 AM ET	8/1/21	8/2/21
27	8/2/21 at 12:00 AM ET	8/8/21	9/6/21
28	8/9/21 at 12:00 AM ET	8/15/21	9/6/21
29	8/16/21 at 12:00 AM ET	8/22/21	9/6/21
30	8/23/21 at 12:00 AM ET	8/29/21	9/6/21
31	8/30/21 at 12:00 AM ET	9/5/21	9/6/21
32	9/6/21 at 12:00 AM ET	9/12/21	10/4/21
33	9/13/21 at 12:00 AM ET	9/19/21	10/4/21
34	9/20/21 at 12:00 AM ET	9/26/21	10/4/21
35	9/27/21 at 12:00 AM ET	10/3/21	10/4/21
36	10/4/21 at 12:00 AM ET	10/10/21	11/1/2021
37	10/11/21 at 12:00 AM ET	10/17/21	11/1/2021
38	10/18/21 at 12:00 AM ET	10/24/2021	11/1/2021
39	10/25/2021 at 12 AM ET	10/31/2021	11/1/2021

Non-winning entries will carry forward to subsequent Entry Periods. The Administrator's computer is the Sweepstakes official clock.

- 2. ELIGIBILITY:** This Sweepstakes is open only to legal residents of the fifty (50) United States (including the District of Columbia) who are at least twenty-one (21) years old at the time of entry. Employees of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Sweepstakes

Entities”) and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the “steps” of each, regardless of where they reside) and persons living in the same household of each, whether or not related, and alcoholic beverage suppliers, wholesalers, distributors, importers, and retailers, and employees thereof, are not eligible to enter or win. All federal, state, and local laws apply. Void where prohibited or restricted by law.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the Sweepstakes.

3. **HOW TO ENTER:** During the Sweepstakes Period, an eligible entrant may visit heinekenmatchday.com (“Website”) and complete and submit the registration form including, but not limited to: his/her first and complete last name (no initials), valid e-mail address, street address (no P.O. Boxes will be allowed), city, state, and ZIP Code. Entrant must then select which prize pool (each a “Prize Pool”) he/she would like to allocate his/her entries into. Upon the successful submission of the registration information, an entrant will receive one (1) entry into the applicable Entry Period.

NOTE: During the Sweepstakes Period, an entrant may receive a link to the Website by scanning the QR code on select Sweepstakes print advertising. An entrant may center the QR code in the camera and scan the QR code. Once completed, the entrant will receive a link to the Website, and may follow the steps noted above to participate in the trivia game. **An entrant cannot participate solely by scanning the QR code.**

Then, entrant may follow the links and instructions to earn additional Sweepstakes entries (as set forth below).

Additional Sweepstakes Entries:

- a. Watch a Video: During the Sweepstakes Period, an eligible entrant may click the button to watch a short video. Upon clicking the button, he/she will receive one (1) Sweepstakes entry. Limit: One (1) Sweepstake entry through this method.
- b. Take a Poll: During the Sweepstakes Period, an eligible entrant may click the button to complete the poll question. Upon answering the question, he/she will receive one (1) Sweepstakes entry. Limit: One (1) Sweepstake entry through this method.
- c. Share with Friends: During the Sweepstakes Period, an entrant may obtain up to five (5) additional entries into the Sweepstakes by following the instructions on the Website and set forth below to share the Sweepstakes on Facebook and/or Twitter. Upon clicking the buttons to share the Sweepstakes, a message with a unique link will be posted to the entrant’s choice of his/her Facebook Wall or Twitter Feed (“Invitation Post”). To obtain an entry, an entrant’s Facebook “Friend” or Twitter follower must click on the unique link in the Invitation Post and complete and submit the registration information requested, and enter the Sweepstakes. Upon the Friend’s/follower’s successful entry into the Sweepstakes, the original entrant will receive one (1) Sweepstakes entry. An entrant will receive one (1) entry for each Friend/follower who enters the Sweepstakes by following

the unique link in his/her Invitation Post, up to maximum of five (5) total entries through this method.

IMPORTANT: MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS SWEEPSTAKES ON HIS/HER MOBILE DEVICE. NOT ALL MOBILE TELEPHONE/WIRELESS PROVIDERS CARRY THE SERVICE NECESSARY TO PARTICIPATE IN THIS SWEEPSTAKES. ENTRANTS SHOULD CONSULT THEIR WIRELESS PROVIDER'S PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN A PRIZE IN THIS SWEEPSTAKES.

If an entrant enters more than the stated number of times per entry method, only the stated number of entries will be included in the Sweepstakes.

- 4. RANDOM DRAWING:** On or around each of the dates set forth in Section 1, the Administrator will randomly select the potential winners from all eligible entries received in each Entry Period. There will be ten (10) total potential prize pool 1 winners ("Prize Pool 1"), with one (1) winner from each Entry Period 4, 8, 12, 16, 20, 24, 28, 32, 36, and 39. There will be two hundred (200) potential prize pool 2 winners ("Prize Pool 2"), with six (6) winners from each of Entry Period 1-5 and five (5) winners from each of Entry Period 6-39. There will be five hundred (500) potential prize pool 3 winners ("Prize Pool 3"), with thirteen (13) winners from each Entry Period 1-32 and twelve (12) winners from each Entry Period 33-39. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.
- 5. PRIZES, APPROXIMATE RETAIL VALUES ("ARV"), AND ODDS OF WINNING:**
 - A. Prize Pool 1 (10):** Each prize for Prize Pool 1 is a soccer prize pack which includes, soccer ball (4 pack), 5 scarfs, 25 koozies, 25 bottle openers, 10 buckets, 1 cooler, and \$350 (awarded via Chase quick pay). The ARV of each prize is \$588. There will be ten (10) prizes for Prize Pool 1.
 - B. Prize Pool 2 (200):** Each prize for Prize Pool 2 is a soccer team merchandise kit that includes, 1 MLS jersey (size/team selected by Sponsor in its sole discretion), 1 backpack, and 1 soccer ball. The ARV of each prize is \$292. There will be two hundred (200) prizes for Prize Pool 2.
 - C. Prize Pool 3 (500):** Each prize for Prize Pool 3 is a three-month Paramount+ digital gift code. Terms and conditions apply. The ARV of each prize is \$30. There will be five hundred (500) prizes for Prize Pool 3.
 - D. Total ARV:** The total ARV of all prizes is \$79,280.
 - E. Odds of Winning:** The odds of winning a prize depend on the number of eligible entries received during the Sweepstakes Period.
 - F. General Conditions:** In no event will more than the stated number of Prizes be awarded during the Sweepstakes Period. If, for any reason, more Prize notifications are sent (or more claims are received) than the Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the stated number of Prizes through a random

drawing from among all eligible Prize claims received. No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a Prize, or component thereof, with a prize of equal or greater value in case of unavailability of a Prize or a Prize component. No part of any prize includes any alcoholic beverages. **Please note that there is a limit of one (1) prize per individual, household, street address, and/or e-mail address during any six (6) month period across all HEINEKEN USA Inc. promotions, regardless of brand (Heineken, Amstel, Dos Equis, Dos-A-Rita, Murphy's, Newcastle, Red Stripe, Strongbow, Tecate, and Tiger).**

6. HOW TO CLAIM A PRIZE: Potential winners are subject to verification of eligibility and compliance with these Official Rules. The potential winners will be notified by Sponsor at the email address provided during registration with instructions on how to claim his/her prize. The Sweepstakes Entities shall not be held responsible for any delays in awarding a prize for any reason. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept a prize, or the winner notification is returned as undeliverable, the prize may be forfeited. If a prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected at random from the remaining pool of eligible entries received during the Sweepstakes Period, time permitting. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. Prizes are not transferable and include only the items specifically listed as part of a prize. Any portion of a prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for the prize won. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. A prize will only be awarded to a verified winner.

7. LIMITATION OF LIABILITY: By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents, ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any unanswered or undeliverable winner notifications.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties,

liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical, administrative, printing, production, computer or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winner. Notice of such cancellation, termination, or modification of the Sweepstakes shall be posted at the Website.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

- 8. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.**

- 9. PRIVACY:** Sponsor will be collecting personal data about entrants online, in accordance with privacy policy. Sponsor's privacy policy is available at <https://www2.heineken.com/us/terms-of-use-and-privacy#privacy-policy>. By participating in the Sweepstakes, entrant hereby agrees to Sponsor's collection and usage of his/her personal information and acknowledges that he/she has read and accepted Sponsor's Privacy Policy.
- 10. PUBLICITY RIGHTS:** By participating in this Sweepstakes, each entrant agrees to allow the Sponsor and Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, likeness, picture and other information and content provided in connection with the Sweepstakes for promotion, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 11. GENERAL:** Any attempted form of participation in this Sweepstakes other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Sweepstakes. Any attempted form of participation in this Sweepstakes other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. Each entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

12. WINNERS LIST: For a list of winners, interested individuals should mail a self-addressed stamped business envelope to: Winners List, Heineken Soccer Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than January 1, 2022.

Customer Service inquiries may be made at [Contact Us](#).



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