

**BRONCOS BUSINESS BOOST
OFFICIAL RULES AND GUIDELINES**

A. Introduction

The Denver Broncos Football Club (Broncos) is offering a sweepstakes (Contest). **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW.**

The Broncos Business Boost program is an initiative to help local Colorado businesses affected by COVID-19 and award a total of \$71,300 in prizes to local businesses and \$10,800 in prizes to individuals.

B. Eligibility

For a business to be eligible to receive a Broncos Business Boost Business Prize, all businesses must meet the following criteria:

1. Have a mission consistent with the core values of the Denver Broncos Football Club.
2. Have a significant portion of the business transacted with customers/clients in the Denver Broncos Home Marketing Area ("HMA") and have its primary office located in the HMA. For purposes of this section, the Denver Broncos Home Marketing Area is defined as the State of Colorado.
3. Be independently operated and owned: no parent company/private equity, not a franchise, not a cooperative.
4. Must be a registered business with the state of Colorado
5. Have been operating for one or more years at the time of entry.
6. Have 500 or less employees.
7. Have a reputation for credibility and integrity.
8. Have a current state business entity registration (corporation, LLC, LLP, etc.) in good standing.
9. Has suffered financial, business or other economic adverse impact as a result of the COVID-19 pandemic and related crises.

The following business entities will not be eligible to apply:

1. Any organizations affiliated with any current or former Denver Broncos, Stadium Management Company or National Football League employees (including players, coaches and staff and their immediate families).
2. Any business entities, as determined in the Denver Broncos' sole discretion, that is in one of the following business categories: Airline, Auto, Banking, Beverages, Casino and Gaming, Cloud Based Technology and Services, Television or Video Distribution Services, Copiers, Credit Card, Debit Card, Financial Services, Grocery, Headphones & Headsets, Health Care, Insurance, Legalized Sports Betting, Lending, Oil & Gas, Radio, Salty Snacks, Ski Pass/Resort, Tablet, Ticketing, Wireless and 5G or other categories prohibited by NFL rules or current contractual agreements as well as social cause and issue advocacy.
3. Charitable organizations currently recognized by the Internal Revenue Service (the "IRS") as a public charity under Section 501(c)(3) of the Internal Revenue Code (the "Code").
4. Any business under any current criminal and/or government agency investigation, prosecutions and/or indictments.

C. Application and Selection Process

1. Businesses interested in seeking to be a Broncos Business Boost recipient must submit the official entry form via the Broncos Business Boost website at <https://www.broncosbusinessboost.com>. This application may also be completed by a person wanting to nominate a business as a Broncos Business Boost recipient. It may also be completed by a sponsor of the Denver Broncos or business associate wanting to nominate a client or business they work with.
2. Business documents may be requested during the application or review process.
3. As part of the application, each person nominating a business will be required to provide responses to the following prompt:
 - In 150 words or less, please tell us how your small business has been adversely impacted by the COVID-19 pandemic and related crises and how the Broncos Business Boost program would help your business.

D. Prizes

Business Prizes:

There will be five (5) businesses awarded a Broncos Business Boost:

All prizes will include a “Broncos Business Boost Combination” consisting of digital advertising on DenverBroncos.com, social support from Broncos Promos twitter and Facebook accounts, inclusion in BroncosTV campaign, four tickets to a Broncos home game and game day signage recognition. Tickets and hospitality will be delivered at a 2021-2022 season Broncos home game selected by the Broncos and subject to availability.

Prize 1: Broncos radio advertising credit, \$1,000 U.S. Bank/Visa gift card, and Broncos Business Boost Combination. Estimated total value \$13,500. Winner to be selected at random among qualified nominations received as of December 10, 2020.

Prize 2: Virtual autograph session for customers with a Broncos provided celebrity, \$1,000 U.S. Bank/Visa gift card, two (2) Entity 1, H Class United Airlines travel vouchers and Broncos Business Boost Combination. Estimated total value: up to \$13,800. Winner to be selected at random among qualified nominations received as of December 24, 2020.

Prize 3: BroncosTV advertising credit, \$1,000 U.S. Bank/Visa gift card, and Broncos Business Boost Combination. Estimated total value: \$14,000. Winner to be selected in accordance with timeline and criteria detailed in Review section below.

Prize 4: Xcel statement credit, \$1,000 U.S. Bank/Visa gift card, and Broncos Business Boost Combination. Estimated total value: \$14,000. Winner to be selected in accordance with timeline and criteria detailed in Review section below.

Prize 5: Madwire 360 digital makeover, \$1,000 U.S. Bank/Visa gift card, and Broncos Business Boost Combination. Estimated total value: \$16,000. Winner to be selected in accordance with timeline and criteria detailed in Review section below.

All partnership and recognition/marketing exposure assets awarded will be in the Denver Broncos sole discretion. Partnership and recognition/marketing exposure assets shall be non-transferrable or assignable and will only be permitted to be used by the designated business selected for the Broncos Business Boost.

Consumer Prizes:

Six (6) consumers who pledged their support on the website to spend local, tell friends and family and opt-in to win prizes are eligible to win the following consumer prize packages:

Consumer Prize Package A will include one (1) \$500 gift card to a small/local business of their choice, two (2) Entity 1, H Class United Airlines travel vouchers and one (1) item autographed by a Broncos designated player. Estimated value per package: up to \$2,400

Consumer Prize Package B will include one (1) \$500 gift card to a small/local business of their choice, two (2) Entity 1, H Class United Airlines travel vouchers and one (1) item autographed by a Broncos designated player. Estimated value per package: up to \$2,400

Consumer Prize Package C will include one (1) \$500 gift card to a small/local business of their choice and one (1) item autographed by a Broncos designated player. Estimated value per package: \$600

Consumer Prize Package D will include one (1) \$500 gift card to a small/local business of their choice and one (1) item autographed by a Broncos designated player. Estimated value per package: \$600

Consumer Prize Package E will include one (1) \$500 gift card to a small/local business of their choice, two (2) Entity 1, H Class United Airlines travel vouchers and one (1) item autographed by a Broncos designated player. Estimated value per package: up to \$2,400

Consumer Prize Package F will include one (1) \$500 gift card to a small/local business of their choice, two (2) Entity 1, H Class United Airlines travel vouchers and one (1) item autographed by a Broncos designated player. Estimated value per package: up to \$2,400

Consumer Prize Packages will be selected at random from qualified entries on the following dates: December 10, 2020 (A), December 17, 2020 (B), December 24, 2020 (C), January 3, 2021 (D, E and F). The first four (4) drawings will occur among qualified entries from Colorado residents. The drawings for Consumer Prize Package E and Consumer Prize Package F will occur among all qualified entries.

To enter via pledge, consumers must: visit www.broncosbusinessboost.com and fill out the pledge form in its entirety and submit online to be eligible to win. Absolutely no entries will be accepted after the cutoff deadline. Limit one entry per person/email address. Enter only using an e-mail address subscribed and registered in your name. In the event of a dispute as to entries submitted by multiple individuals using the same e-mail account on the same day, entry will be deemed to have been submitted by the authorized subscriber of the e-mail account used to enter the sweepstakes at the actual time of entry. The authorized e-mail account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet access provider. No responsibility is assumed by Broncos and sweepstakes entities for any computer, on-line, telephone, human error or technical malfunctions that may occur. All entries become the property of Broncos and will not be returned. By entering, you agree to these Official Rules and the decisions of the Broncos, which are final and binding in all respects. To obtain a copy of the Official Rules by mail, send a self-addressed, stamped envelope for receipt by January 4, 2021 to Denver Broncos, 1701 Bryant Street, Suite 900, Denver, CO 80204 (potential for COVID delays) or emailing marketing.partners@broncos.nfl.net. WA and VT residents may omit return postage.

E. Timeline

1. Submissions will open on Sunday, November 22, 2020 and shall close on Thursday, December 31, 2020.
2. Notifications will take place no later than February 1, 2020. All applicants/entrants will be notified via email.

F. Nomination Review

1. Broncos Business Boost nominations will not be eligible for review until the form is submitted and completed by 11:59 pm Mountain Time on Thursday, December 31, 2020.
2. All Broncos Business Boost nominations will be subject to the Denver Broncos review of the business's satisfaction of the eligibility criteria set forth above. The Denver Broncos reserve the right to decline entering into a partnership with any business based on the Denver Broncos' review of the eligibility criteria.
3. Broncos Business Boost Prizes 3, 4 and 5 will be determined by the Denver Broncos, in collaboration with a panel of team designated representatives from Broncos Business Boost sponsors in accordance with the following criteria:
 - Need (33%)
 - COVID Impact (33%)
 - Qualification as a Women/Minority Owned Business Status (33%)

G. General Conditions

Winners may be required to execute and return affidavits of eligibility and liability/publicity releases, except where prohibited by law, within five (5) days following the date of attempted notification. Winners must be U.S. residents 21 years of age or older and may be required to complete, sign and return a liability release within the same period. Winner must sign and return all required documentation prior to the issuance of prize. If prize notification or prize is returned as non-deliverable, prize will be forfeited and awarded to alternate winner. All prizes claimed will be awarded. Void where prohibited. Non-compliance within these requirements may result in disqualification and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. All entrants grant to Broncos and sponsors, and their licensees, affiliates and assigns, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the entrant's name, and other information collected on the contest registration or nomination form as news or information and for advertising and promotional purposes without additional consideration; and further without such additional compensation, appear for any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews, as may be determined from time to time by the Broncos and Sweepstakes Entities. Further, by participating in the Contest, each participant and winner agrees to release and hold harmless the Broncos and program entities, their respective parents, affiliates, subsidiaries, advertising and promotion agencies and each of their respective directors, officers, employees, representatives, dealers, advertising and promotional agencies, wholesale distributors and individual retail licensees and agents (collectively, the Released Entities) from any and all liability for any injuries, loss or damage of any kind to person and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, participation in any Contest-related activity, or participation in this Contest. This Contest is void where prohibited or restricted by law and is subject to all federal, state, and local laws and regulations. The Broncos reserve the right, at their sole discretion, to disqualify any individual they find, in their sole discretion, to be tampering with the entry process or the operation of the Contest, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or like entry methods will void all such entries by such methods. The Broncos will prosecute any fraudulent activities to the full extent of the law.

H. Disputes

This Contest shall be governed by the laws of the state of Colorado without regard to its conflict of law provisions, which might indicate the applicability of any other state's laws. Any and all controversies or claims arising out of or relating to this Contest shall be settled by binding arbitration in Englewood, Colorado, by filing a claim in accordance with the then effective Commercial Arbitration Rules of the American Arbitration Association, and judgment on the award rendered pursuant to such arbitration may be entered in any court having jurisdiction thereof.

I. Winner's List

The names of the prize winners may be obtained after February 15, 2021, by sending a self-addressed, stamped envelope for receipt by January 15, 2021, to Broncos Business Boost, 1701 Bryant Street, Suite 900, Denver, CO 80204 (potential for COVID delays) or emailing marketing.partners@broncos.nfl.net.