

**DIRECTV NOTHING ON YOUR ROOF OFFICIAL RULES**

**NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**ALL FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED BY LAW OR RESTRICTED.**

**PLEASE READ THE TERMS AND CONDITIONS CAREFULLY BEFORE SUBMITTING AN ENTRY. BY SUBMITTING AN ENTRY TO THIS SWEEPSTAKES YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE RELEASED ENTITIES AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.**

**ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED.**

**SWEEPSTAKES PERIOD:** The DIRECTV NOTHING ON YOUR ROOF Sweepstakes (the "Sweepstakes") begins at 6:00:00 AM US Eastern Time ("ET") on August 27, 2024 and ends at 6:00:00 PM ET on October 1, 2024 (the "Sweepstakes Period"). By participating, entrants (each, an "Entrant," together, "Entrants") agree to be bound by these Official Rules and the decisions of DIRECTV, LLC (the "Sponsor") and/or Southern Made Services, LLC (the "Administrator"), which are binding and final on matters relating to this Sweepstakes. The computer clock of the Administrator is the official time-keeping device in the Sweepstakes.

**ELIGIBILITY:** Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia (NOT including residents of Puerto Rico or other U.S. Territories), who are at least eighteen (18) years of age or the age of majority in their state of primary residence (19+ in Alabama and Nebraska; 21+ in Mississippi) (whichever is older) at time of entry. Employees, officers, and representatives of the Sponsor, Administrator, and each of their respective parents, affiliates, subsidiaries, and web-design, advertising, marketing, fulfillment, judging and promotion agencies, or other agency involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Sweepstakes Entities"), and their immediate family members of each, and those persons living in the same households ("Household Members," as defined below), whether or not related, are not eligible to participate in the Sweepstakes. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, and their respective spouses. "Household Members" shall mean people who share the same residence at least three (3) months a year. Winning a prize is contingent on fulfilling all requirements in these Official Rules. Sponsor reserves the right to verify the eligibility of winners.

**HOW TO PARTICIPATE:** During the Sweepstakes Period, visit [directv.com/NothingOnYourRoof](https://directv.com/NothingOnYourRoof) (the "Website") and complete an online entry form by providing all required information. Upon submission of the completed entry form, you will automatically receive one (1) entry into the Sweepstakes ("Website Entry"). There is a limit of one (1) Website Entry per person per day. Each Entrant may only enter the Sweepstakes using one (1) email address and multiple Entrants are not permitted to share the same email address.

**This Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Instagram or on any other social media platform(s) where content related to the Sweepstakes may be posted or shared.**

Individually and collectively, a Website Entry shall be referred to as a "Sweepstakes Entry".

Sweepstakes Entries generated by script, macro or other automated means; submitted by third parties; or which, by any means, subvert the entry process, are void and will be disqualified, at Sponsor and/or Administrator's sole discretion.

Sweepstakes Entries received from any person in excess of the stated limitation, or which are incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost or misdirected, will be void. Subsequent attempts made by the same individual to submit multiple Sweepstakes Entries by using multiple or false contact information or otherwise may be disqualified. In case of dispute as to the identity of any Entrant, entry will be declared made by the Authorized Account Holder of the email address or Instagram account submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address or the natural person who is assigned the Instagram account by Instagram.

The Sweepstakes Entities are not responsible for Sweepstakes Entries that are lost, late, incomplete, damaged, tampered with or misdirected to any junk folder or SPAM filter. Sweepstakes Entries received not in compliance with

these Official Rules may be disqualified in Sponsor or Administrator's sole discretion. Proof of submission of a Sweepstakes Entry shall not be deemed proof of receipt by the Sponsor.

**PRIVACY:** Any and all information provided by Entrant in connection with this Sweepstakes is subject to the Sponsor's Privacy Policy, available at <https://www.directv.com/privacy/video-privacy-policy>. By entering the Sweepstakes, Entrants hereby acknowledge and agree that the Sponsor and Sponsor's agents, affiliates, subsidiaries, representatives or service providers may collect and use Entrant's personal information submitted with their Sweepstakes Entry, for, among other things, prize fulfillment and/or for future marketing by Sponsor, such as to send company updates and announcements from the Sponsor concerning the company and its products. At the time of entry submission, Entrants may be given the opportunity to opt-in to receive further communications from the Sponsor. Entrants are not required to opt-in, and opting in will not improve your odds of winning. All Sweepstakes Entries are the property of the Sponsor and will not be acknowledged or returned.

**SWEEPSTAKES PRIZE DRAWING & WINNER NOTIFICATION:** On or about October 8, 2024 ("Notification Date"), Administrator will select the names of potential prize winners in a random drawing from among all eligible Entries received. Odds of winning depend on the number of eligible Entries received during the Sweepstakes Period. Potential prize winners will be contacted via the email provided in their Website Entry. Except where legally prohibited, each potential prize winner may be required to sign and return, within seven (7) days of being notified, a Declaration of Eligibility, Liability & Publicity Release in order to claim his/her prize. If the Sponsor or its agent is unable to contact a potential prize winner, or a potential prize winner is not in compliance with these Official Rules, or if the potential prize winner fails to sign and return the Declaration of Eligibility, Liability & Publicity Release within the required time period (if applicable), prize will be forfeited, and, at the Sponsor's discretion, an alternate prize winner may be selected by a random drawing from among all remaining eligible entries. The Sponsor reserves the right not to award any or all of the prizes in the event the Sponsor is unable to identify and confirm a potential prize winner after attempting to contact alternate potential prize winners. Prizes will be awarded provided that a sufficient number of Sweepstakes Entries are received, and the prize is claimed in accordance with the dates and times specified above.

ALL POTENTIAL PRIZE WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR AND/OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

**PRIZES:** A total of seventeen (17) prizes (each, a "Prize," collectively "Prizes") will be available to be awarded. Each prize winner ("Prize Winner") will receive only one of the following Prizes, to be awarded at random. Such Prize shall be communicated to the Prize Winner during winner notification. Limit of one Prize per person and per household.

- **Football Helmet:** Football helmet featuring a copy of George Kittle's signature and is surrounded by a replica of George's iconic blonde hair. There are seventeen (17) of these Prizes to be awarded. The Approximate Retail Value ("ARV") of a Baldie Helmet ("Helmet") is \$590. The total ARV of all Helmets to be awarded is \$10,064.

**The helmet is a novelty keepsake item for display purposes only and not a sports safety helmet or a protective device.**

THE HELMET HAS BEEN MODIFIED AND:

- IT IS NOT MADE TO WITHSTAND PENETRATION REQUIREMENTS;
- IT SHOULD NOT BE USED ON THE FIELD;
- ITS WARRANTY HAS BEEN VOIDED; AND
- IT DOES NOT MEET THE SAFETY STANDARDS SET BY NOCSAE™ (NATIONAL OPERATING COMMITTEE FOR STANDARDS FOR ATHLETIC EQUIPMENT) OR THE [CONSUMER PRODUCT SAFETY BOARD](#).

IN NO EVENT WILL SPONSOR OR ANY OF THE RELEASED PARTIES, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING OUT OF ANY USE, MISUSE, ACCEPTANCE OR POSSESSION OF THE HELMET.

BY ACCEPTING THE PRIZE, WINNER AGREES TO USE THE HELMET FOR DISPLAY PURPOSES ONLY. ANY OTHER USE OF HELMET IS AT WINNERS' RISK.

BY ACCEPTING THE PRIZE, WINNER ACCEPTS ANY INHERENTLY DANGEROUS NATURE AND RISK IN ANY OTHER USE RELATED THERETO, INCLUDING THE RISK OF PERSONAL INJURY, DISFIGUREMENT AND/OR DEATH, ACKNOWLEDGES THAT WINNER'S USE OF THE PRIZE IS VOLUNTARY, ACKNOWLEDGES THAT THERE ARE NATURAL AND MAN-MADE FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF THE USE, AND WINNER ASSUMES THE RISK OF SUCH FACTORS AND OCCURRENCES, AND WINNER AGREES THAT THE RELEASED PARTIES ARE NOT IN ANY WAY RESPONSIBLE FOR ANY RESULTING INJURY, DISFIGUREMENT AND/OR DEATH.

Helmet pictured in any advertising for the Sweepstakes will not be the actual Helmet awarded. Actual helmet may vary, in color, size and other respects, from helmet shown in advertising.

**Total ARV of all Prizes available to be awarded is \$10,064.** The maximum value of the Prizes set forth above represents faith determination of the maximum ARV thereof, and the actual fair ultimately determined the Sponsor, cannot be challenged, or appealed.

Prizes cannot be substituted, assigned, transferred, or redeemed for cash; however, Sponsor reserves the right to make equivalent prize substitutions at its sole discretion. Sponsor will not replace any lost or stolen prizes or components of a prize(s). Prize cannot be used in conjunction with any other promotion or offer. Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules, an alternate winner will be selected in accordance with the winner selection method described above from among all eligible claimants making purportedly valid claims to award the advertised number of prizes available.

**GENERAL CONDITIONS:** Sweepstakes qualification is determined when Entrant submits a Sweepstakes Entry. Proof of identity and/or residence reasonably satisfactory to the Sponsor and/or the Administrator may be required to verify eligibility. The Sponsor and the Administrator have the right to determine Sweepstakes eligibility in their discretion; all decisions concerning Sweepstakes eligibility are final. Any effort to circumvent the Sweepstake's limits, requirements, or other terms (including, but not limited to, providing fictitious information or concealing identity or location) voids submissions and disqualifies person from participating in the Sweepstakes.

By participating, Entrants accept and agree to: (i) be bound by these Official Rules, all applicable laws and the decisions of the Sponsor, which shall be final and binding in all matters; (ii) waive any rights to claim ambiguity with respect to the Official Rules; and (iii) waive all of his/her rights to bring any claim, action, or proceeding against any of the Released Parties (as defined below).

#### **LIMITATIONS OF LIABILITY; RELEASES:**

ENTRANTS, BY PARTICIPATING, AGREE THAT THE SPONSOR, THE ADMINISTRATOR, AND EACH OF THEIR RESPECTIVE PARENT COMPANIES, AFFILIATES, SUBSIDIARIES AND ADVERTISING AND SWEEPSTAKES AGENCIES AND PROMOTIONAL PARTNERS AND ALL OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, SHAREHOLDERS, REPRESENTATIVES AND AGENTS (COLLECTIVELY, "RELEASED PARTIES") WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY, FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND, INCLUDING DEATH, TO PERSONS, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE OR USE OF A PRIZE, ENTRY, OR PARTICIPATION IN THIS SWEEPSTAKES OR IN ANY SWEEPSTAKES RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY. THE RELEASED PARTIES ARE NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO CANCELLATIONS, DELAYS, OR INTERRUPTIONS DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER, EPIDEMICIS, PANDEMICS OR TERRORISM. BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANT AGREES THAT THE RELEASED PARTIES WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, DAMAGES, OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES TO PERSONS, INCLUDING DEATH, OR TO PROPERTY ARISING OUT OF ACCESS TO AND USE OF ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SUCH SITE. IN NO EVENT WILL THE RELEASED PARTIES BE LIABLE FOR MORE THAN THE PRIZE TOTAL ARV IN

THESE OFFICIAL RULES AND IN NO EVENT SHALL THE RELEASED PARTIES BE LIABLE FOR ATTORNEY'S FEES

Released Parties are not responsible or liable for: (i) any acceptance or possession, defects in, use, misuse or inability to use a Prize (or any component thereof); (ii) any change by any company or any other person providing any of the components of a Prize due to reasons beyond any of the Released Parties' control or as otherwise permitted hereunder; (iii) any interruptions in or postponement, cancellation, or modification of the Sweepstakes; (iv) human error; (v) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (vi) any wrongful, negligent, or unauthorized act or omissions on the part of any of the Released Parties, or any of their agents or employees; or (vii) any other cause, condition or event whatsoever beyond the control of any one or more of the Released Parties. Released Parties are further not responsible or liable for Sweepstakes Entries that are entered by other than human means (such as by an automated computer program or any non-human mechanism, entity, or device), in excess of the stated limit, or for Sweepstakes Entries that are late, forged, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, garbled, or otherwise not in compliance with these Official Rules, and all such Sweepstakes Entries will be disqualified, or emails or communications of any kind, or other errors or difficulties of any kind whether human, technical, electronic, mechanical, network, seeding, computer, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of Prize redemptions, emails or communications of any kind, Sweepstakes Entries, the announcement of the Prize Winners, or in any Sweepstakes-related materials.

Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by Website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes; any interruption or inability to access the Sweepstakes, any Sweepstakes-related web pages, or any online service via the internet due to hardware or software compatibility problems; for injury or damage to Entrant's or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the Website. Persons who tamper with or abuse any aspect of the Sweepstakes or who are in violation of these Official Rules, as solely determined by the Sponsor, will be disqualified and all associated Sweepstakes Entries will be void. Should any portion of the Sweepstakes be, in the Sponsor's sole opinion, compromised by non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play or submission of Sweepstakes Entries, the Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes. If terminated, at its discretion, the Sponsor reserves the right to select the potential Prize Winner from all eligible Sweepstakes Entries received prior to action taken or as otherwise deemed fair and appropriate by the Sponsor. CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH INDIVIDUAL AND SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

By participating in the Sweepstakes, each Prize Winner acknowledges that the Released Parties have not and will not obtain or provide insurance of any kind relating to the Prizes. Neither the Administrator, nor any of their respective parents, affiliates, and subsidiaries are a sponsor or co-sponsor of this Sweepstakes.

**PUBLICITY:** Each Prize Winner, by acceptance of a Prize, except where legally prohibited, grants permission for the Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and Prize information for advertising, trade, and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE WEBSITE AND ALL PRIZES IS OFFERED AND PROVIDED "AS IS" WITHOUT WARRANTY, REPRESENTATION, OR GUARANTEE OF ANY KIND BY THE RELEASED PARTIES, EITHER EXPRESS OR IMPLIED, IN FACT OR IN LAW INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**BINDING ARBITRATION:** Except where prohibited by law, Entrants and the Sponsor waive all rights to trial in any action or proceeding instituted in connection with these Official Rules or the Sweepstakes (including any activity related thereto). Any controversy or claim arising out of or relating to these Official Rules, or the Sweepstakes shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any

such controversy or claim shall be arbitrated on an individual basis and shall not be consolidated in any arbitration with any claim or controversy of any other party.

**CHOICE OF LAW AND JURISDICTION:** All federal, state, and local laws and regulations apply. Void where prohibited by law. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any Entrant and the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the state of California without giving effect to any choice of law or conflict of laws rules (whether of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than California. Any action seeking legal or equitable relief arising out of or relating to the Sweepstakes or these Official Rules shall be brought only in the courts of the State of California. By participating in the Sweepstakes, Entrant hereby irrevocably consents to the personal jurisdiction of said courts and waives any claim of forum non-convenience or lack of personal jurisdiction they may have.

**WINNER'S NAMES:** For the name of the Prize Winners (available after October 29, 2024), send a self-addressed stamped envelope to: DIRECTV NOTHING ON YOUR ROOF Sweepstakes Winners, PO Box 90130, Nashville, TN 37209, for Sponsor's receipt no later than **November 26, 2024**

**SPONSOR:** DIRECTV, LLC , 2250 E Imperial Hwy, El Segundo, CA 90245