

FANATICS FEST 2026 #1 SPORTS FAN CONTEST

OFFICIAL CONTEST RULES

Abbreviated Terms: Open to legal U.S. residents, 18+, with a valid ticket to Fanatics Fest NYC 2026. Enter by visiting the #1 Sports Fan Activation at Fanatics Fest NYC, July 16 – 19, 2026. Check in at the activation for your official contest photo and entry. Up to twelve (12) finalists will be selected by Sponsor throughout the Promotion Period. Public vote via the Fanatics App determines the winner. One (1) winner receives an event/experience prize package. Odds of winning depend on the number of eligible entries and finalist selections. Prize is non-transferable and non-substitutable except at Sponsor's sole discretion. Taxes are the winner's sole responsibility. See full Official Contest Rules below for complete details. Void where prohibited.

1. Sponsor

The #1 Sports Fan Contest (the "Contest") is sponsored by Fanatics Events, LLC ("Sponsor" or "Fanatics").

2. Promotion Period

The Contest begins at 1:00 PM Eastern Time ("ET") on July 16, 2026, and ends at 1:00 PM ET on July 19, 2026 (the "Promotion Period"). The Promotion Period encompasses the in-person entry window at Fanatics Fest NYC 2026. The public voting period will open at 1:30 PM ET on July 19 and close at 2:30 PM ET on July 19 (the "Voting Period"). Sponsor's computer is the official time-keeping device for this Contest. Sponsor reserves the right to modify, suspend, or terminate the Contest or the Promotion Period at any time at its sole discretion.

3. Eligibility

The Contest is open only to legal residents of the fifty (50) United States and the District of Columbia who: (a) are at least eighteen (18) years of age at the time of entry; (b) hold a valid ticket to Fanatics Fest NYC 2026 for the day on which they enter; and (c) are physically present at Fanatics Fest NYC 2026 during the Promotion Period. Employees, officers, directors, agents and representatives of Sponsor, the National Basketball Association ("NBA") and its member teams and players (collectively, the "NBA Entities"), the National Football League ("NFL") and its member teams and players (collectively, the "NFL Entities"), Major League Baseball (collectively, the "MLB Entities"), "MLB Entities" means the Office of the Commissioner of Baseball ("BOC"), its Bureaus, Committees, Subcommittees and Councils, MLB Advanced Media, L.P. ("MLB"), Major League Baseball Properties, Inc., The MLB Network, LLC, the Major League Baseball Clubs ("Clubs"), each of their parent, subsidiary, affiliated, and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC, and the owners, general and limited partners, shareholders, directors, officers, employees, and agents of the foregoing entities, the National Collegiate Athletic Association ("NCAA") and its member teams and student athletes (collectively, the "NCAA Entities"), and Fédération Internationale de Football Association ("FIFA") and each of their respective affiliates, owners, subsidiaries, shareholders, officers, directors, partners, agents, representatives and employees, both individually and collectively), and each of their respective parents, affiliates, subsidiaries, wholesalers, retailers, distributors, suppliers, advertising and promotion agencies (hereafter collectively, "Released Parties") and each such individual's immediate family members (mother, father, sister, brother, child, husband, wife and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to participate or receive the Prize. Additionally, individuals who are employed by any local,

state or federal government office or agency, elected officials and individuals listed on the OFAC Specially Designated Nationals and Blocked Persons (SDN) List are not eligible to participate or receive a Prize. The Contest is subject to all applicable federal, state, and local laws and regulations.

4. How to Enter

During the Promotion Period, eligible entrants must:

- (a) Arrive at Fanatics Fest NYC 2026 wearing an original, sports-inspired fan look of their choosing;
- (b) Proceed to the #1 Sports Fan Activation located in the Tailgate Zone at Fanatics Fest NYC 2026; and
- (c) Check in at the activation station and participate in an official contest photo session administered by Sponsor or its designated representatives.
- (d) Post official contest photo to social and tag @fanaticsfest and #1SportsFan

Completion of the official check-in and photo session constitutes a valid contest entry (each, an "Entry"). Limit one (1) Entry per person per day of Fanatics Fest NYC 2026, and no more than one (1) Entry per person across the entire Promotion Period. Multiple entries within a single event day will be disqualified. Entries submitted by any other means, including without limitation via mail, email, or third-party platforms, are not eligible. Entry constitutes entrant's full and unconditional agreement to and acceptance of these Official Contest Rules.

No purchase is necessary to enter. Event admission (ticket to Fanatics Fest NYC 2026) is a prerequisite for physical presence at the activation site but does not constitute a purchase for purposes of this Contest. Sponsor is not responsible for lost, late, misdirected, damaged, incomplete, illegible, or technically corrupted entries.

5. Finalist Selection

Throughout the Promotion Period, Sponsor or a panel of judges designated by Sponsor (the "Judging Panel") will review eligible Entries and select up to twelve (12) finalists (each, a "Finalist") based on the following judging criteria (collectively, the "Judging Criteria"):

- (e) Originality and Creativity of the fan look (approximately 40%);
- (f) Sports-relevance and theme of the look (approximately 30%);
- (g) Overall presentation and showmanship (approximately 30%).

Decisions of the Judging Panel are final and binding in all respects and all decisions are in the Sponsor and Judging Panel's sole discretion. Sponsor reserves the right to select fewer than twelve (12) Finalists if, in the Judging Panel's sole opinion, an insufficient number of qualifying entries are received. Selected Finalists will be notified at the activation site and/or via the contact information provided at check-in. Finalist photos and names (or designated fan identifiers) will be featured in the Fanatics App during the Voting Period.

6. Public Voting

During the Voting Period, registered users of the Fanatics App may cast one (1) vote per person for their preferred Finalist using the criteria set forth above. To vote, users must: (a) download or access the Fanatics App on a compatible device; (b) create or log in to a Fanatics App account; and (c) select and submit their vote for one (1) Finalist before the close of the Voting Period.

Limit one (1) vote per person for the duration of the Voting Period. Votes cast through automated means, scripts, bots, macros, or any other unauthorized method are void. Sponsor reserves the right to disqualify votes it determines, in its sole discretion, to be fraudulent, manipulated, or otherwise non-compliant with these Official Contest Rules. Creation of multiple accounts for the purpose of casting additional votes is prohibited and will result in disqualification of all associated votes. The Finalist receiving the highest total number of valid votes at the close of the Voting Period will be designated the Contest winner.

In the event of a tie in the public vote, the winner will be determined by the Judging Panel applying the Judging Criteria set forth in Section 5 to the tied Finalists' contest entries.

7. Winner Determination and Notification

Subject to verification of eligibility and compliance with these Official Contest Rules, the Finalist receiving the greatest number of valid votes during the Voting Period will be selected as the potential winner (the "Winner"). The Winner will be announced via the Fanatics App and/or other Fanatics-owned channels following the close of the Voting Period and completion of winner verification.

Sponsor will attempt to notify the potential Winner using the contact information provided at the activation check-in within 7 business days following the close of the Voting Period. If the selected Winner: (a) cannot be reached within 7 business days after initial notification attempt; (b) fails to respond to notification within the required timeframe set forth in the notification; (c) is found to be ineligible; (d) fails to comply with or satisfy any requirement of these Official Contest Rules; or (e) declines the prize or any portion thereof, then the potential Winner will be disqualified and Sponsor may, in its sole discretion, select an alternate Winner from among the remaining Finalists based on the next-highest vote total and application of the Judging Criteria.

8. Prize

Prize Package Description. One (1) Winner will receive the following prize package (the "Prize Package"):

- Two (2) tickets to Super Bowl LXI in Los Angeles, California
- Roundtrip airfare for two (2) to Super Bowl LXI (economy class, from a major U.S. airport selected by Sponsor)
- Hotel accommodations for Super Bowl LXI (double-occupancy, number of nights determined by Sponsor)
- Two (2) tickets to the Fanatics Super Bowl LXI Party
- Two (2) tickets to UFC 330
- Two (2) VIP Tickets to Fanatics Fest NYC 2027
- One (1) athlete autograph or photo opportunity of Winner's choice at Fanatics Fest NYC 2027, subject to athlete availability and Sponsor's sole discretion
- Two (2) ringside seats to either WWE SummerSlam 2027 or WWE Royal Rumble 2027 (Winner's choice, subject to availability and Sponsor's determination)
- Roundtrip airfare for two (2) to the selected WWE event (economy class, from a major U.S. airport selected by Sponsor)
- Hotel accommodations for the selected WWE event (double-occupancy, number of nights determined by Sponsor)

- Two (2) tickets to a New York Knicks home opener game (2026–2027 season, subject to scheduling)
- Two (2) tickets to a New York Mets or New York Yankees Opening Day game (2027 season, Winner's choice, subject to availability and Sponsor's determination)

Total Approximate Retail Value ("ARV") of Prize Package: \$50,000

Prize Conditions and Restrictions. All prize elements are subject to the following conditions:

- (h) The Prize Package is awarded as described above. No cash equivalent, substitution, assignment, or transfer of any prize or prize element is permitted by the Winner. Sponsor reserves the right, in its sole discretion, to substitute any prize element with a prize element of equal or greater value if the advertised prize element becomes unavailable for any reason, including without limitation scheduling changes, cancellations, force majeure events, or circumstances beyond Sponsor's reasonable control.
- (i) All travel, accommodations, and event elements are subject to availability, scheduling, and applicable terms and conditions of the relevant vendors, venues, and promoters. Travel must be booked through Sponsor's designated travel agent or vendor. Travel dates and accommodations are subject to Sponsor's determination and blackout dates.
- (j) The Winner and any guest(s) must travel together on the same itinerary. Winner is responsible for all costs and expenses not expressly included in the Prize Package, including but not limited to ground transportation, meals, incidentals, gratuities, personal expenses, passport and visa fees (if applicable), and any costs arising from changes to travel arrangements requested by the Winner.
- (k) Event attendance is subject to the rules, policies, and terms and conditions of the applicable venues and event organizers, which are incorporated herein by reference. Tickets may not be resold or transferred. If the selected Winner is unable to attend, the tickets will be void.
- (l) Prize elements associated with events scheduled in 2027 are subject to the continued occurrence and scheduling of those events. Sponsor makes no representation or guarantee that any event will take place as scheduled.
- (m) The athlete autograph or photo opportunity is subject to athlete availability, scheduling, and cooperation. Sponsor does not guarantee participation by any particular athlete. If the selected athlete is unavailable, Sponsor will use reasonable efforts to offer a comparable alternative, but makes no guarantee of a specific substitute.
- (n) The Prize Package has no cash value beyond the stated ARV. ARVs are estimates and may vary based on market conditions, dates of travel, and other factors. Actual value may be less than stated ARV.
- (o) The prize is non-transferable. The winner may not substitute, exchange, or sell any prize element.
- (p) The winner must be available to accept prize elements on the dates determined by Sponsor, with reasonable advance notice. Failure to be available may result in forfeiture of the affected prize element.

Cash Alternative. In lieu of accepting the Prize Package, the Winner may elect to receive a cash alternative of Five Thousand Dollars (\$5,000) (the "Cash Alternative"). The Cash Alternative is the sole

monetary option available if the Winner declines the Prize Package; no cash equivalent will be awarded for any unused portion of a Prize Package that has been accepted. Receipt of the Prize Package or the Cash Alternative is optional, and the Winner may decline both without penalty. The Cash Alternative will be paid via wire transfer to the verified Winner no later than sixty (60) days following the conclusion of Fanatics Fest NYC 2026 on July 19, 2026. To elect the Cash Alternative, the Winner must notify Sponsor in writing within the timeframe set forth in the winner notification. Fanatics reserves the right to substitute any advertised prize element with one of equal or greater value, or to modify, suspend, or cancel any prize element in its sole discretion and without prior notice.

9. Prize Acceptance Requirements

To claim the Prize Package, the selected Winner must, within 7 business days of notification, execute and return to Sponsor a completed and signed Affidavit of Eligibility, Liability Release, and (where legally permissible) Publicity Release (collectively, the "Required Documentation"). Failure to timely execute and return the Required Documentation or return of the Required Documentation with incomplete or inaccurate information, will result in forfeiture of the prize and selection of an alternate winner in accordance with Section 7. The Winner will be subject to a background check prior to acceptance of the Prize, and specific requirements are to be determined by Sponsor in its sole discretion.

Winner (and any traveling companion) may be required to execute additional documentation required by event promoters, venues, or travel vendors. The winner and their guest(s) must obey all local laws. All expenses and travel costs in excess of and/or not explicitly included in these Official Rules as part of the Prize, including but not limited to ground transportation, hotel, airfare and travel costs in excess of the those explicitly stated as being provided, personal charges at lodging, parking fees, telecommunication charges, security fees, additional experiences and services, meals or other expenses or incidentals are not included and are the sole responsibility of the winner. The winner is solely responsible for booking and obtaining documents necessary for travel for the winner and any guest(s) to events where transportation is not provided, and are subject to the restrictions/regulations and requirements imposed by the event hosts and the provider of their transport and accommodations. Sponsor is not responsible if the winner and/or guest is removed or unable to enjoy the Prize due to any misbehavior, delays, or other events outside the control of Sponsor or if the winner chooses not to book travel and/or attend an event. In such an event, Sponsor reserves the right to not award the Prize, or any portion thereof, to an alternate and the winner will forfeit any unused portion of the Prize. Additional restrictions may apply. There will be no substitutions or cash value for any portion of the Prize, except in Sponsor's sole discretion.

10. Taxes

All federal, state, and local income taxes and any other taxes, fees, and assessments arising from acceptance or use of the Prize Package are the sole responsibility of the Winner. The winner will receive an IRS Form 1099-MISC (or equivalent) for the ARV of the Prize Package to the extent required by applicable law. Sponsor does not provide tax advice. Sponsor recommends that Winner consult a qualified tax professional regarding the tax consequences of accepting the Prize Package.

11. Intellectual Property and Publicity

By entering the Contest and, if selected, participating as a Finalist or Winner, each entrant unconditionally grants to Sponsor and its affiliates, agents, successors, and assigns a perpetual, irrevocable, royalty-free, worldwide license to photograph, record, display, publish, reproduce, distribute, edit, create derivative

works from, and otherwise use such entrant's Entry (including contest photographs), name, image, likeness, voice, statements, biographical information, and any other content or materials submitted in connection with the Contest (collectively, "Entrant Content") for promotional, marketing, editorial, contest administration, archival, social media, advertising, event materials, and other lawful business purposes, across all media now known or hereafter devised, including without limitation the Fanatics App, Fanatics-owned digital and social channels, and third-party advertising placements, without further notice, compensation, or consent, except where prohibited by law.

Entrants represent and warrant that: (a) their Entry is original and does not infringe upon or misappropriate any third-party intellectual property rights; (b) their Entry does not contain defamatory, obscene, or otherwise unlawful content; and (c) they have the full right and authority to grant the licenses set forth in this Section. Entrants shall indemnify, defend, and hold harmless Sponsor and the Released Parties (as defined in Section 13) from and against any and all claims, damages, losses, liabilities, and expenses (including attorneys' fees) arising from any breach of the foregoing representations and warranties.

12. Social Media Platform Disclaimer

This Contest is in no way sponsored, endorsed, administered by, or associated with Instagram, X (formerly Twitter), Meta, TikTok, YouTube, or any other social media platform. Any questions, comments, or complaints regarding the Contest should be directed to Sponsor, not to any social media platform. By entering, entrants release each applicable social media platform from any and all liability in connection with this Contest.

13. Limitation of Liability; Release

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, BY ENTERING THE CONTEST, EACH ENTRANT AGREES TO RELEASE, DISCHARGE, AND HOLD HARMLESS SPONSOR, ITS PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, PRIZE SUPPLIERS, AND EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES, SUCCESSORS, AND ASSIGNS (COLLECTIVELY, "RELEASED PARTIES") FROM AND AGAINST ANY AND ALL CLAIMS, ACTIONS, DEMANDS, DAMAGES, LOSSES, LIABILITIES, COSTS, AND EXPENSES (INCLUDING ATTORNEYS' FEES) ARISING OUT OF OR RELATING TO: (A) PARTICIPATION IN THE CONTEST OR IN ANY CONTEST-RELATED ACTIVITY; (B) THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF ANY PRIZE OR PRIZE ELEMENT; (C) TRAVEL OR OTHER ACTIVITIES UNDERTAKEN IN CONNECTION WITH ANY PRIZE; OR (D) ANY TYPOGRAPHICAL, PRINTING, OR OTHER ERRORS IN THESE OFFICIAL CONTEST RULES OR ANY CONTEST-RELATED MATERIALS.

Sponsor is not responsible for: (a) entries not received due to technical failures, network outages, server errors, or other causes beyond Sponsor's reasonable control; (b) any injury or damage to any person or property relating to or resulting from participation in the Contest; (c) any stolen, lost, late, misdirected, damaged, incomplete, or illegible entries; (d) any unauthorized human intervention in the Contest; (e) any error, omission, interruption, defect, or delay in operation or transmission of Contest materials; or (f) any problems or technical malfunctions of any telephone network, phone lines, computer systems, servers, providers, computer equipment, software, or failure of any email or entry to be received.

14. Disputes; Governing Law; Arbitration

EXCEPT WHERE PROHIBITED, ENTRANT AGREES THAT: (A) ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS CONTEST OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL DISPUTES

SHALL BE SUBMITTED EXCLUSIVELY TO BINDING ARBITRATION IN ACCORDANCE WITH THE AMERICAN ARBITRATION ASSOCIATION'S COMMERCIAL ARBITRATION RULES; (C) ANY AND ALL CLAIMS, JUDGMENTS, AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THIS CONTEST, BUT IN NO EVENT ATTORNEYS' FEES; AND (D) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM, PUNITIVE, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET EXPENSES.

These Official Contest Rules shall be governed by and construed in accordance with the laws of the State of New York, without giving effect to any choice of law or conflict of law provisions. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Contest Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by and construed in accordance with the laws of such state.

15. General Conditions

Sponsor reserves the right, in its sole discretion, to: (a) cancel, suspend, or modify this Contest, or any portion thereof, if fraud, technical failures, or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole and absolute judgment; (b) disqualify any individual who tampers with the entry process, voting process, or operation of the Contest, or who acts in a disruptive, unsportsmanlike, or offensive manner; and (c) seek damages and other remedies from any such person to the fullest extent permitted by law.

Sponsor's failure to enforce any provision of these Official Contest Rules shall not constitute a waiver of that provision. If any provision of these Official Contest Rules is found to be unenforceable, the remaining provisions shall remain in full force and effect. These Official Contest Rules constitute the entire agreement between entrant and Sponsor with respect to the subject matter hereof, and supersede all prior agreements, representations, or understandings of any kind.

The Contest is subject to all applicable federal, state, and local laws and regulations. Participation constitutes entrant's full and unconditional acceptance of and agreement to these Official Contest Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest.

A list of Finalists and the Winner may be obtained by sending a self-addressed, stamped envelope to: 95 Morton Street, NY, NY 10014 Attn: #1 Sports Fan Contest Winner, within 3 months following the conclusion of the Contest.

16. Privacy

Information submitted in connection with this Contest is subject to Fanatics' Privacy Policy, available at <https://www.fanaticsfest.com/privacy-policy>. By entering the Contest, entrants consent to Sponsor's collection and use of their personal information for contest administration and other purposes described in the Privacy Policy. Sponsor will not sell or disclose entrant personal information to unaffiliated third parties for their direct marketing purposes without entrant's consent, except as required by law.