

The Ultimate Frisco MVP Weekend – World Soccer Campaign Sweepstakes
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF MONEY IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT OF MONEY WILL NOT IMPROVE THE CHANCES OF WINNING. THIS CONTEST IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH ANY SOCIAL MEDIA PLATFORM, INCLUDING WITHOUT LIMITATION, LINKEDIN, FACEBOOK AND INSTAGRAM FROM META ('SOCIAL MEDIA PLATFORM(S)'). EMPLOYEES, ELECTED OFFICIALS, AND CONTRACTORS OF THE SPONSOR, AS WELL AS THEIR IMMEDIATE FAMILY MEMBERS (SPOUSE, PARENTS, SIBLINGS, AND CHILDREN), ARE NOT ELIGIBLE TO ENTER OR WIN.

The Ultimate Frisco MVP Weekend – World Soccer Campaign Sweepstakes (the “Sweepstakes”) is intended for legal residents of the United States of America and the District of Columbia (“USA”) and shall only be construed and evaluated according to USA law and applicable state law. Do not enter this Sweepstakes if you are not a resident of the USA or otherwise ineligible in accordance with these Official Rules at the time of entry. Winning the Prize (as defined below) is contingent upon fulfilling all requirements set forth herein.

SPONSOR/ADMINISTRATOR: The Sweepstakes is sponsored by Visit Frisco, 6605 Warren Pkwy, Ste 600, Frisco, TX 75034 (the “Sponsor”) and administered by American Sweepstakes & Promotion Co., Inc., 300 State St. Suite 402, Rochester, NY 14614 (the “Administrator”).

ELIGIBILITY: The Sweepstakes is open to legal residents of the USA who are at least eighteen (18) years of age at the time of entry, or the legal age of majority in their state of residence (the “Entrants”). The Sponsor, Verb Interactive, the Administrator, their respective parent companies, employees, officers, directors, subsidiaries, affiliates, distributors, sales representatives and advertising and promotional agencies, and the officers, directors, agents, and employees of each of the foregoing (collectively, the “Released Parties”), and members of their immediate families (defined as including spouse, biological, adoptive and step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate in this Sweepstakes. Non-eligibility or non-compliance with any of these Official Rules will result in disqualification. **This sweepstakes is strictly void in Florida, New York, Rhode Island, all U.S. territories and possessions (including Puerto Rico, Guam, the U.S. Virgin Islands, American Samoa, and the Northern Mariana Islands) and void where prohibited or restricted by law.** (For the avoidance of doubt, any references in these Rules to Entrants shall also include the Entrant who is deemed the Winner (as defined below)).

HOW TO ENTER: The Sweepstakes begins at 12:00:01 a.m. CT on July 1, 2026, and ends at 11:59:59 p.m. CT on July 31, 2026 ("Sweepstakes Period"). The Sponsor's computer is the official time-keeping device for the Sweepstakes. Entrants will be able to enter the Sweepstakes by visiting <https://www.visitfrisco.com/ultimate-frisco-mvp-weekend> (the "Website") and following the links and instructions to complete the Sweepstakes registration form. The only method of entry for this Sweepstakes is through the Website. Entry is completely free. No physical mail-in entries, physical drop-offs, or phone entries will be processed or accepted.

Entrant will be required to provide his/her full name, complete mailing address (P.O. Boxes are not accepted), phone number, date of birth, and email address. A mobile version of the Website will be made available for those eligible Entrants with Smartphone capabilities and access. **All entries must be received by the Sponsor by July 31, 2026, in order to be eligible. By properly completing the Sweepstakes registration form, the Entrant will receive one (1) Sweepstakes entry. During the Sweepstakes Period, there will be a limit of one (1) entry per Entrant. Multiple entries from the same person or entries generated by automated scripts, macros, or bots will result in immediate disqualification.**

All required information must be provided to enter and to be eligible to win. Incomplete entries will be disqualified. Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of an entry. Internet entries must be made by the Entrant only at the Website. Entries made by any other individual or any entity, and/or originating at any other web site or email address, including, but not limited to, commercial Sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of automated entry devices is prohibited, and no mechanically reproduced entries are allowed; all such entries are void. The Released Parties are not responsible for: late, incomplete, incorrect, delayed, garbled, undelivered, or misdirected entries. Sponsor reserves the right to disqualify any person or email address that submits more than maximum allowed entries. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. By participating, you consent for Sponsor to obtain, use, and transfer your name, address and other information for the purpose of administering this Sweepstakes and for other purposes as set forth below. All information submitted by Entrants will be treated according to Sponsor's Privacy Policy, available at <https://www.visitfrisco.com/privacy-policy>. By participating in the Sweepstakes and providing your email address or any other applicable contact information, Entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

GENERAL CONDITIONS: If for any reason the operation or administration of this Sweepstakes is impaired or incapable of running as planned for any reason, including but not limited to (a) infection by computer virus, bugs, (b) tampering, unauthorized intervention, (c) fraud, (d) technical failures, or (e) any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the Prize (defined below) using all non-suspect eligible entries received as of, or after (if applicable) this cancellation, termination, modification or suspension date, or in any manner that is fair and equitable and best conforms to the spirit of these Official Rules. Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or Sponsor's Website; or (b) acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND 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.

Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of a Winner based on an email address, the winning entry will be declared by the authorized account holder of the email address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Sweepstakes, Entrants agree to release and hold harmless the Released Parties including its officers, employee, and representatives from and Social Media Platforms from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any Prize, including, but not limited to: (i) any technical errors that may prevent an Entrant from submitting an entry; (ii) unauthorized human intervention in the Sweepstakes; (iii) printing errors; (iv) errors in the administration of the Sweepstakes or the processing of entries; or (v) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes or receipt of the Prize (defined below). Released Parties assume no responsibility for any error,

omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to Entrant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. Entrants further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney fees. Entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. **For New Jersey Residents: nothing herein bars recovery of damages or attorneys' fees where mandated by statute.**

Except as expressly provided above, IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE.

By participating, Entrants release and agree to hold harmless the Released Parties from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of a Prize. Released Parties are not liable in the event that any portion of the Sweepstakes is cancelled due to weather, fire, strike, acts of war or terrorism, pandemic, or any other condition beyond their control.

EACH ENTRANT UNDERSTANDS AND AGREES THAT ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA AND ANY SIMILAR LAW OF ANY STATE OR TERRITORY OF THE USA ARE HEREBY EXPRESSLY WAIVED BY HIM/HER. SECTION 1542 READS AS FOLLOWS:

"A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY."

DRAWING AND NOTIFICATION: The potential Prize Winner will be selected in a random drawing conducted by the Administrator by using the Administrator's proprietary macros program. The Prize drawing will be conducted on or about August 3, 2026. Odds of winning the Prize will depend on the total number of eligible entries received throughout the Sweepstakes Period. The potential Winner will be contacted by the Sponsor or Administrator via phone, email, and/or USPS mail within two (2) days of the drawing or upon confirm. The Sponsor shall have no liability for a Winner's failure to receive notices due to spam, junk email, or incorrect contact information. If the winner cannot be contacted, fails to claim the prize within seven (7) days from the time award notification was sent, or fails to timely return a completed IRS W-9 form (if required), the prize may be forfeited and an alternate winner selected.

To fulfill the Sponsor's legal duty of good faith notification and secure ironclad proof of delivery, the Sponsor will deploy a multi-channel contact timeline to the information submitted through the website within ten (10) business days of the drawing:

- Day 5 (Digital Notice): An official email notification will be sent to the email address provided at entry.
- Day 7 (Voice Notice): If no email response is received within 24 hours, Sponsor staff will call the phone number provided at entry.
- Day 10 (Verifiable Written Notice): If no voice or email contact is successfully completed, a formal physical notification letter will be sent to the website-provided physical address via USPS Certified Mail with Return Receipt Requested.

PRIZE: There will be **one (1) Prize** available. The **Grand Prize Winner** ("Winner"), upon the Administrator's confirmation of eligibility, will receive the following:

- Four (4) roundtrip standard economy airfare tickets up to \$500 per traveler
- A 2-night stay at a premier Frisco partner hotel TBD by the Sponsor
- \$200 in gift cards, redeemable at partner restaurants
- 4 VIP tickets to the National Soccer Hall of Fame

(collectively the "Prize" or "Grand Prize").

Total Approximate Retail Value ("ARV") - \$3,200. The value of the Prize set forth above represents Sponsor's good faith determinations of the ARV thereof and such determinations are final and binding and cannot be appealed. If the actual value of a Prize is lower than the stated ARV when a Prize is procured and fulfilled, then the difference will not be awarded. All other expenses not specifically mentioned herein are the responsibility of the Winner. No cash or other prize substitution shall be permitted except at the

Sponsor's discretion. The Prize is non-transferable. The Winner is responsible for any and all federal, state, and local taxes associated with prize receipt. Given the ARV exceeds \$2,000, the Sponsor will issue an IRS Form 1099 to the Winner.

NOTE: Substitution, assignment or transfer of the Prize is not permitted, except by Sponsor, who reserves the right to substitute the Prize with another of equal or greater value.

PUBLIC INFORMATION: As a governmental entity, information submitted with an entry is subject to the Texas Public Information Act (Texas Government Code Chapter 552). Entrants acknowledge that their names and entry details may be subject to public disclosure requests. By entering, the winner also grants the Sponsor the right to print, publish, broadcast, and use their name and city of residence for promotional and civic reporting purposes without further compensation.

SOVEREIGN IMMUNITY: Nothing in these rules shall be construed as a waiver of the City of Frisco's sovereign immunity or governmental immunity under Texas law.

ADDITIONAL PRIZE CONDITIONS: By accepting the Grand Prize, the Winner agrees to release and hold harmless the Released Parties from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of the Prize. The potential Winner must sign and return to the Administrator, within five (5) days of the date of notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity in order to claim the Prize. **Note: The Affidavit sent to a potential Winner will require that the Winner to provide their Social Security Number to the Administrator, which will be used solely for tax reporting purposes.** The Winner will be responsible for all local, state, and federal taxes associated with the receipt of the Prize. The Winner must note that the value of the accepted Prize is taxable as income and an IRS Form 1099 will be filed in the name of the Winner for the value of the Prize. The Winner is solely responsible for all matters relating to the Prize after it is awarded.

If a Prize or Prize notification is returned as unclaimed or undeliverable to the potential winner, if a potential Winner cannot be reached or does not comply with notification instructions outlined herein, if a potential Winner fails to return requisite document(s) within the specified time period, or if a potential Winner is not in compliance with these Official Rules, then such person shall be disqualified and, at Sponsor's sole discretion, an alternate Winner may be selected.

Selection in the drawing does not grant winner status. To legally claim the prize, the potential Prize Winner must fulfill the following conditions precedent within five (5)

business days from the postmark date of the Certified Mail letter (or three (3) business days from direct phone/email contact):

- Provide a valid government-issued photo ID confirming age and legal U.S. residency.
- Provide a utility bill or official mail matching the website entry form address if requested for verification.
- Submit a signed and fully completed IRS Form W-9.

The Sponsor shall have no liability for a winner's failure to receive notices due to email spam filters, incorrect contact data typed into the website form, or an unanswered phone line. If the potential winner cannot be reached through the multi-channel process, fails to meet any condition precedent within the designated timeline, or refuses to return the required tax documents, the prize will be legally forfeited. In the event of forfeiture, the Sponsor will select an alternate winner through a second-chance random drawing from the remaining eligible digital pool.

By accepting the Prize, where permitted by law, the Winner grants to the Released Parties and those acting pursuant to the authority of Sponsor and the Released Parties (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time their full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. The Winner also acknowledges that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Prize.

DISPUTES: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of Entrants, Administrator, and Sponsor in connection with the Sweepstakes shall be governed by and construed in accordance with the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's or jurisdiction's laws. By participating in the Sweepstakes, Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or in connection with the Sweepstakes, shall be resolved individually without resort to any form of class action; (ii) any judicial proceeding shall take place in a federal or state court within the State of Texas; (iii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event will attorney fees be awarded or recoverable; (iv) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to seek, punitive, incidental, exemplary, consequential, special damages, lost profits, other damages, and/or

any rights to have damages multiplied or otherwise increased; and (v) Entrant's remedies are limited to a claim for money damages (if any) and he/she waives any right to seek injunctive or equitable relief. As a condition of participating, the Entrant agrees that any and all disputes that cannot be resolved between the parties shall be resolved individually, without resort to any form of class action, exclusively before a court located in Collin County, Texas

SEVERABILITY: The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, the other provisions will remain in effect and will be construed as if the invalid or unenforceable provision were not contained herein.

MISCELLANEOUS: These Official Rules contain the full and complete understanding with respect to the Sweepstakes and supersede all prior and contemporaneous agreements, representations and understandings, whether oral or written. The headings herein are for convenience only, do not constitute a part of these Official Rules, and shall not be deemed to limit or affect any of the provisions hereof. No amendment to, or waiver of, any provision of these Official Rules shall be effective unless in writing and signed by both Sponsor and Administrator. The waiver by Sponsor or Administrator of any provision of these Official Rules shall not constitute a waiver of any other provision herein. The rights and obligations hereunder may not be assigned by the Entrants, whether by operation of law or otherwise, without the prior written consent of Sponsor, and any attempted assignment in violation of the foregoing shall be null and void. These Official Rules shall be binding upon, and inure to the benefit of, the permitted successors and assigns of Sponsor, Administrator, and Entrant.

WINNERS LIST REQUEST: To request confirmation of the first name, last initial, city, and state of residence of the Winner, please send a self-addressed, stamped business size envelope, by September 18, 2026, to: ASC/Visit Frisco Sweepstakes Winners List Request, 300 State St., Suite 402, Rochester, NY 14614.