

2026 COLLEGE COLORS DAY WEEKLY SWEEPSTAKES OFFICIAL RULES

If you participate via mobile device, message and data rates may apply.

1. ELIGIBILITY:

A. NO PURCHASE IS NECESSARY TO ENTER OR CLAIM A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. The 2026 College Colors Day Sweepstakes (the “Sweepstakes”) is open to: (i) legal residents of the 48 contiguous United States and the District of Columbia (excluding residents of Alaska and Hawaii), who are age eighteen (18) years or older (or at least the age of majority in their state of residence if greater than 18) at the time of entry. Employees, contractors, members, directors, and officers of Collegiate Licensing Company, LLC (“Sponsor”), its parent, subsidiaries, divisions, trustees, participating vendors, Prize suppliers, sponsors, advertising and promotion agencies, successor entities, and affiliated entities (collectively, including Sponsor, the “Sweepstakes Entities”), and the immediate family members (spouse, parent, child, sibling, and any of their respective spouses) and/or household members of any such person (whether or not related) are not eligible to win.

B. The Sweepstakes is governed by U.S. law and is subject to all applicable federal, state, and local laws and regulations. By entering the Sweepstakes, entrants agree to accept and be bound by all terms of these official rules (“Official Rules”). Void where prohibited by law.

2. HOW TO ENTER:

A. From 12:00:01 a.m. Eastern Time (“ET”) Wednesday, August 12, 2026, through 11:59:59 p.m. ET Sunday, September 6, 2026 (the “Entry Period”), Sponsor will conduct a Sweepstakes encouraging participants to enter during the Entry Period for a chance to win one (1) Grand Prize or two (2) Runner-Up Prizes (each as described below).

To enter, entrants must visit the website located at www.collegecolorsday.com (the “Sweepstakes Website”) and follow the instructions to complete and submit the online form, including entrant’s name, address, telephone number, email address, age, and any other information requested on the form. Limit one (1) entry per person per email address during each calendar day, beginning at 12:00:00 a.m. ET and ending at 11:59:59 p.m. ET.

B. Entries generated by script, macro, or other automated means will be void. The Sweepstakes Entities are not responsible for misdirected, incomplete, lost, late, illegible, undelivered, inaccurate or delayed entries, or for technical, hardware, or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions or other errors or problems that may limit or affect a person’s ability to participate in the Sweepstakes, whether human, mechanical, typographical, printing, electronic, network or otherwise, relating to or in connection with the Sweepstakes, including, without limitation, errors that may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes or in any Sweepstakes-related materials. In the event of sabotage, acts of God, terrorism or threats thereof, computer virus or other events or causes beyond the Sponsor’s control, that corrupt the integrity, administration, security or proper operation of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to disqualify entrants and/or modify, cancel or suspend the Sweepstakes. In the event of cancellation, Sponsor reserves the right to award prizes from among all eligible, non-suspect entries received prior to the event requiring such cancellation. False or deceptive entries or acts will render the entrant ineligible. All entries become

the property of the Sponsor and will not be acknowledged or returned. ANY ATTEMPT DELIBERATELY TO 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.

3. HOW TO WIN:

A. Grand Prize. On or around September 7, 2026, one (1) potential Grand Prize winner (each, when verified by Sponsor as set forth below, a “Grand Prize Winner”) will be selected in a random drawing from all eligible entries received during the Entry Period.

B. Runner-Up Prize. On or around September 7, 2026, two (2) potential Runner-Up Prize winners (each, when verified by Sponsor as set forth below, a “Runner-Up Prize Winner”) will be selected in a random drawing from all eligible entries received during the Entry Period.

C. Each potential Runner-Up Winner and each potential Grand Prize Winner will be notified within a reasonable time after each Drawing Day by Sponsor via email and/or telephone and must meet all eligibility requirements, including replying to the notification within 72-hours of receipt, and execution and return of all necessary releases and documents (if any) required by Sponsor within three (3) business days of receipt. Failure to respond to the notification or to return all necessary releases and documents in a timely manner will forfeit the prize and an alternate Winner will be selected. Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules. Odds of winning depend on the number of eligible entries received. Limit one (1) prize per person per household. The potential Grand Prize Winner will not be eligible to win a Runner-Up Prize.

D. If there is a dispute as to the identity of a Runner-Up Winner and/or Grand Prize Winner (collectively, “Winner”), the winning entry will be declared to have been made by the authorized email account holder at the time of entry. The authorized email account holder is the natural person assigned an email address by the applicable internet-access provider, online-service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Such potential Winner will be disqualified, the prize will be forfeited and an alternate potential Winner will be selected by alternate random drawing from among all remaining eligible entries and an alternate Winner may be selected at Sponsor’s sole and absolute discretion if: (i) any prize notification is returned as undeliverable; (ii) a potential Winner declines his or her prize; (iii) a potential Winner fails to comply with any of the Official Rules; or (iv) a potential Winner does not respond to notification or accept the prize within forty-eight (48) hours.

E. The decisions of Sponsor in all matters regarding this Sweepstakes are final and binding.

4. PRIZE:

A. Prize Descriptions.

i. Runner-Up Prizes. Two (2) Runner-Up Winners will receive a Runner-Up Prize as set forth in the chart below. The Total Approximate Retail Value (“ARV”) of all Runner-Up Prizes is Five Hundred Dollars (\$500.00 US).

ENTRY WEEK (all dates 2026)	DRAWING DAY (all dates 2026) (on or around)	RUNNER-UP PRIZES	ARV OF RUNNER-UP PRIZES
Wednesday, August 12 through Sunday, September 6	Monday, September 7	Two (2) Runner-Up Winners will receive a \$250 gift card to Fanatics.com	\$500.00

ii. Grand Prize. One (1) Grand Prize Winner will receive: One (1) three-day/two-night trip for the Grand Prize Winner and one (1) guest (guest must be over 18 years old) to the 2027 College Football Playoff National Championship game in Las Vegas, NV (scheduled for January 25, 2027) (“CFP National Championship”). The ARV of the Grand Prize is Four Thousand Seven Hundred and Fifty Dollars (\$4,750 US).

(a) The prize will include:

- (i) Round-trip coach-class airline tickets from the major U.S. gateway airport nearest to Grand Prize Winner’s residence to, in Sponsor’s discretion, a Las Vegas-area airport for the Grand Prize Winner and one (1) guest (if a Grand Prize Winner resides within 250 miles of Las Vegas, NV, ground transportation may be provided in lieu of air transportation and no compensation or substitution will be provided for difference in prize value);
- (ii) One (1) hotel room, double occupancy, at a Las Vegas-area hotel to be determined by Sponsor in its discretion, for two (2) nights, for the Grand Prize Winner and one guest;
- (iii) Two (2) tickets to the CFP National Championship. Grand Prize Winner and guest must comply with all rules and regulations of BCS Properties, LLC d/b/a College Football Playoff, Allegiant Stadium, and Sponsor.

(b) All trip/travel arrangements are determined and arranged by Sponsor in its sole discretion. Failure to provide Sponsor the information necessary to book travel upon request and at least thirty (30) days prior to the date of the CFP National Championship will forfeit the Grand Prize. All travel must be completed by January 26, 2027. The Grand Prize Winner and guest must travel on the same itinerary (on dates specified by Sponsor, which may be subject to change) and are solely responsible for obtaining proper documentation (e.g., valid photo ID) prior to travel. All travel arrangements are subject to availability, blackout dates, and other restrictions. The actual value of any prize that includes travel will depend on point of departure and dates of travel. All tickets are subject to terms and conditions of their issuers.

(c) Winner is responsible for all costs and expenses not expressly provided for above, including, without limitation, all ground transportation, meals, incidentals, gratuities, telephone calls, souvenirs, additional airline charges and baggage fees, additional hotel charges and fees, taxes, and other personal expenses incurred during the use of the prize. If the CFP National Championship game or any portion of the prize is canceled or postponed for any reason, Sponsor will have no obligation to award compensation in lieu of such prize, the remainder of the prize will be awarded, and Sponsor will have no further obligation to the Grand Prize Winner. Grand Prize Winner may not substitute, assign, or transfer any portion of the prize or redeem the prize for cash, but Sponsor reserves the right to substitute a prize (or portion thereof) of comparable or greater value, in its sole discretion. Sponsor will have no obligation to

award compensation to the Grand Prize Winner if the Winner or their guest are unable to attend the CFP National Championship due to illness, denied boarding, missed flights, or other travel interruptions. Sponsor will not provide travel insurance to the Grand Prize Winner.

B. ALL PRIZES, INCLUDING GAME TICKETS, ARE NON-TRANSFERABLE AND FOR PERSONAL, NON-COMMERCIAL USE ONLY. No substitution or transfer of prizes or cash redemption is permitted. Sponsor reserves the right to substitute a prize (or portion thereof) of comparable or greater value, in its sole discretion. Winners are responsible for the reporting and payment of all federal, state and local taxes (if any) and any other costs and expenses associated with prize acceptance and use not specified in these Official Rules and/or in the applicable entry instructions as being provided. Prizes will be fulfilled within a reasonable time after Sponsor's verification of Winner. All gift cards and promotional codes are subject to the terms and conditions of their issuer. All prize details and additional terms, conditions, or eligibility requirements are in Sponsor's discretion.

C. THE TOTAL ARV OF ALL PRIZES (GRAND PRIZE AND RUNNER-UP PRIZES) IS: FIVE THOUSAND TWO HUNDRED FIFTY DOLLARS (\$5,250.00 US).

5. GENERAL:

By entering this Sweepstakes, entrant grants Sweepstakes Entities and their designees the right, unless prohibited by law, to use their names, user names, cities and states of residences, voices, avatars, pictures and likenesses, and entries without compensation, notification or approval, for the purpose of advertising and publicizing the goods and services of the Sweepstakes Entities and all matters related to the Sweepstakes, in any manner or medium, now or hereafter known, throughout the world in perpetuity. THE SWEEPSTAKES ENTITIES EXPRESSLY DISCLAIM ANY RESPONSIBILITY AND ENTRANTS AGREE TO INDEMNIFY AND HOLD HARMLESS THE SWEEPSTAKES ENTITIES AND THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, SHAREHOLDERS AND AGENTS, FROM AND AGAINST ANY AND ALL CLAIMS, ACTIONS, DEMANDS AND/OR LIABILITIES FOR INJURY/DEATH, DAMAGE OR LOSS TO ANY PERSON OR PROPERTY RELATING TO OR ARISING IN CONNECTION WITH PARTICIPATION IN THIS SWEEPSTAKES (REGARDLESS OF THE CAUSE OF SUCH INJURY OR LOSS), THE DELIVERY AND/OR SUBSEQUENT USE OR MISUSE OF THE PRIZE AWARDED AND/OR PRINTING, DISTRIBUTION OR PRODUCTION ERRORS. WINNER ACKNOWLEDGES THAT THE PRIZE IS AWARDED "AS IS" AND THAT SPONSOR HAS NOT MADE AND IS NOT IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY REPRESENTATION, GUARANTEE OR WARRANTY, EXPRESSED OR IMPLIED, IN LAW OR IN FACT, RELATIVE TO ANY PRIZE, INCLUDING, BUT NOT LIMITED TO ITS QUALITY, MECHANICAL CONDITION OR FITNESS FOR A PARTICULAR PURPOSE.

6. DISPUTES:

A. Except where prohibited, entrants agree that: (i) any and all disputes, claims and causes of action arising out of or connected with the Sweepstakes or any prize awarded will be resolved individually, without resort to any form of class action and exclusively by the appropriate court located in Atlanta, Georgia; (ii) any and all claims, judgments, and awards to entrants will be limited to actual out of pocket costs incurred, including costs associated with participating in this Sweepstakes, but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and consequential damages, and any other damages other than for actual out of pocket expense and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or entrants' and/or Sponsor's rights and obligations in connection with the Sweepstakes are governed by and construed in accordance with the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules.

B. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in sweepstakes materials (including, but not limited to, point of sale, television, radio, and print advertising, promotional packaging, and other promotion media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

7. PRIVACY POLICY: Any data or information, including personally identifiable information, collected during an entrant's participation in this Sweepstakes will be used by Sponsor, its affiliates, agents, and marketers in accordance with Sponsor's privacy policy, located at <https://clc.com/privacy-policy/>

8. OFFICIAL RULES OR WINNERS LIST: For a copy of the Official Rules or Winner List (available on or about September 18, 2026), send a self-addressed, stamped envelope (residents of VT need not include return postage on rules requests) to the following address no later than December 31, 2026 (please specify "Official Rules" or "Winners"): 2026 College Colors Day Sweepstakes, Collegiate Licensing Company, LLC, Brand Marketing Division, 1075 Peachtree Street NE, Suite 3300, Atlanta, GA 30309.

9. CFP AUTHORIZATION: Sponsor has obtained contractual authority from BCS Properties, LLC d/b/a College Football Playoff to include tickets to the CFP National Championship game in the Grand Prize. Sponsor is authorized to use College Football Playoff trademarks in its advertising and promotional materials related to this Sweepstakes.

10. SPONSOR: Collegiate Licensing Company, LLC, 1075 Peachtree Street NE, Suite 3300, Atlanta, GA 30309.

© 2026 Collegiate Licensing Company, LLC. All Rights Reserved