



NO PURCHASE OR PAYMENT NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

BY SUBMITTING AN ENTRY TO THIS PROMOTION DURING THE PROMOTION PERIOD, YOU AGREE TO THESE OFFICIAL RULES AND THE DECISIONS OF SPONSOR, WHICH ARE FINAL AND BINDING IN ALL RESPECTS. PLEASE READ THEM CAREFULLY BEFORE ENTERING.

ELIGIBILITY: Open to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years of age and the age of majority in their state of residence (at least nineteen (19) in Alabama and Nebraska) with a valid US driver's license or government issued photo ID at the time of entry. The following individuals are not eligible to enter or win a Prize: officers, directors, employees, representatives and agents of Pepsi-Cola Company (the "Sponsor"), its bottlers, advertising or promotion agencies, (including USA Branding Group), and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and advertising and promotion agencies program prize suppliers, any other companies engaged in the development, production, or distribution of materials for the Promotion (the "Promotion Parties"), and members of their immediate families (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in the same household of each such person (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Promotion, as defined below).

1. **SWEEPSTAKES PERIOD:** Sweepstakes begins September 20, 2025, 12:01 CST and ends January 04, 2026, Midnight CST (the "Sweepstakes Period"). Limit one (1) entry per day per person.
2. **HOW TO PARTICIPATE:** There are two (2) ways to enter:

Beginning on September 20, 2025; 12:01 AM CST and prior to January 04, 2026; Midnight CST; enter by one of the following methods.

ENTRY OPTION 1:

Enter by Code: scan the code on Pepsi display materials to enter from your mobile device ("Mobile Device"). By scanning the code with your Mobile Device, you will be taken to the URL

tailgatingdeservespepsi.com and advised to follow the on-screen instructions to submit an entry. Data rates may apply if participating via a Mobile Device. Check with your wireless service provider for details on any applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers may participate.

ENTRY OPTION 2:

Enter Online: Visit tailgatingdeservespepsi.com and follow the on-screen instructions to properly complete and submit an online entry.

One (1) entry per person, per day regardless of entry method. The Sponsor and Administrator are not responsible for incomplete, lost, late, mis-directed, or illegible entries, or for failure to receive entries due to transmission failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. Delivery or receipt of an entry will not be deemed by the Sponsors as proof of entry into this Sweepstakes. Automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified.

3. **DRAWING:** Potential winners will be selected in a random drawing from among all eligible entries received throughout the Sweepstakes Period. Odds of winning depend upon the total number of eligible entries received. The drawing date will occur as follows and will be conducted by the Promotional Partner, whose decisions shall be final and binding. Limit one (1) prize per person/household.

Grand Prize random drawing will be held on or about January 11, 2026. To be eligible for the drawing, the entry must be received by midnight on January 04, 2026.

Second Place Drawings will be held the following Wednesday after each Vikings Home Game as follows:

Drawing Dates: September 24, 2025 October 22, 2025 November 12, 2025 November 19, 2025 December 10, 2025 December 31, 2025 January 7, 2026.

4. **GRAND PRIZE: One (1) Winner:** One (1) Winner will be randomly selected from the qualifying entries within the Program Eligibility Area.

- GRAND PRIZE: Tailgating Deserves Pepsi Grand Prize: Includes: One (1) Custom 60 Quart Cooler: Two (2) Minnesota Vikings Camp Chairs: One (1) Custom Vikings Cornhole Set. (ARV = \$548.00)

5. **SECOND PLACE: Seven (7) winners:** Seven (7) Winners will be randomly selected from the qualifying entries within the Program Eligibility Area.

- Second Place Prize: One (1) Pepsi Vikings Tailgate Prize Pack. (ARV= \$150.00)

Total ARV for all prizes: \$1,598.00

6. **GENERAL:** This Sweepstakes is governed by the laws of the United States and of the State of New York, without respect to conflict of law doctrines. No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value, except as determined by Sponsors, in their sole discretion. Sponsors reserve the

right to substitute a prize of equal or greater value in the event any portion of the prize becomes unavailable. Unclaimed prizes will not be awarded. As a condition of participating in this Sweepstakes, you agree that any and all disputes which cannot be resolved between the parties and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New York having jurisdiction. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental, or consequential damages, including attorneys' fees, other than entrants' actual out-of-pocket expenses (e.g., costs associated with participating), and entrants further waive all rights to have damages multiplied or increased. Prize winners will be solely responsible for paying all applicable federal, state and local taxes on the prize(s). If applicable, the winner(s) will receive an IRS Form 1099 for the retail value of the prize. No groups, clubs or organizations may enter or win prizes. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner. Any portion of a prize not accepted by the winner will be forfeited.

7. **CONDUCT:** By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the judges shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsors reserve the right, at their sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Sweepstakes; or to be acting in any manner deemed by Sponsors to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsors to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY EQUIPMENT ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE; SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.
8. **LIMITATIONS OF LIABILITY:** Sponsors assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; or (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsors reserve the right at their sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In the event of any such cancellation, termination or suspension, a notice will be posted at participating stores, and a random drawing(s) may be held from among all eligible, non-suspect entries received prior to such time. Sponsors reserve the right, at their sole discretion, to disqualify any entrant (and all of his/her entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsors or any of their affiliates if he/she tampers with the entry process or if his/her fraud or misconduct affects the integrity of this Sweepstakes. Sponsors reserve the right to correct errors in promotional materials.

9. **WINNER NOTIFICATION:** Potential winners will be notified by phone call, email or mail at the phone number, email address or mailing address provided by the entrant at the time of entry. Winners may be required to sign and return an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release within seven (7) days of attempted winner notification as indicated by the date on the Affidavit. Sponsor and Promotion Parties are not responsible for suspended or discontinued wireless, land line or online service or change in mailing address which may result in a potential winner not receiving initial prize notification. The sponsor shall have no further liability to award that prize. Upon forfeiture for any reason as stated within these Official Rules, no compensation will be given. Prizes will only be awarded to verified winners residing within an eligible state.
10. **RELEASE OF LIABILITY:** All entrants, as a condition of participation, and all winners, by acceptance of a prize, agree to release Sponsors, and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use or misuse of any prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity or any typographical or other error in the printing of these Official Rules or the offering or announcement of any prize. The winners shall bear all risk of loss or damage to their prizes and/or prize documentation after it has been delivered. Prizes are awarded “as is” with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer’s standard written warranty included in the prize packaging. Except where prohibited by law, winner grants to Sponsors and Promotion Parties the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, the winner’s name, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsors or Promotion Parties.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE ANY EQUIPMENT ASSOCIATED WITH THE SWEEPSTAKES OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Please see Sponsors privacy policy located at <http://policy.pepsi.com/privacy.htm> for details regarding the use of personal information collected in connection with this Sweepstakes.

11. **PRIZE WINNERS AND OFFICIAL RULES:** A copy of these Official Rules and the Sweepstakes results may be obtained by sending a self-addressed, postage prepaid written request to Tailgating Deserves Pepsi Sweepstakes, P.O. Box 328, Madison Lake, MN 56063. Written requests must be received by February 12, 2026.
12. **SPONSOR:** Pepsi-Cola Company, 700 Anderson Hill Road, Purchase, NY 10577

ADMINISTRATOR: USA Branding Group, PO Box 135 Madison Lake, MN 56063