

## **The EverBank Take the Field Sweepstakes Official Rules**

**NO PURCHASE, PAYMENT OF ANY KIND, BUSINESS RELATIONSHIP OR REQUESTS FOR INFORMATION REQUIRED TO ENTER OR WIN. A PURCHASE, PAYMENT OF ANY KIND, BUSINESS RELATIONSHIP OR REQUESTS FOR INFORMATION WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU HAVE NOT WON YET.**

These Official Rules apply to The EverBank Take the Field Sweepstakes (the "Promotion").

**1. Participating in the Promotion:** This Promotion consists of two (2) parts or phases: (A) seven (7) separate Game Tickets Prize Sweepstakes (each a "Sweepstakes") and (B) an Instant Win Game Sweepstakes (the "Instant Win Game"). To enter a Sweepstakes, an entrant must follow the instructions for the random drawing (a "Drawing") described below in "How to Enter." Eligible entrants into a Sweepstakes will receive an entry into the Instant Win Game as described below in "How to Enter." Each of the seven Sweepstakes are identical except for the Entry Period, Drawing Date, and prize details, as described below.

### **2. Eligibility:**

(A) Basic Requirements: The Promotion is open only to legal residents of the fifty (50) United States and District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of TIAA, FSB, including its EverBank division, Jacksonville Jaguars, LLC (the "Jaguars"), the National Football League ("NFL"), HelloWorld, Inc., or their respective affiliates, assignees, successors-in-interest, advertising, public relations, account or legal firms, and the immediate family members or individuals living in the same house hold of such employees, are not eligible to enter the Promotion, any of the Sweepstakes, the Instant Win Game, or win any prize. For purposes of these eligibility rules, "immediate family members" means spouse, children, parents, parents of spouse, siblings, and spouse's siblings. By entering the Promotion and any of the Sweepstakes, each entrant fully and unconditionally agrees to be bound by these Official Rules and the Jaguars' and EverBank's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

(B) Additional Eligibility Requirements: Prior to being eligible to receive any prize, an entrant who has been selected as a potential winner of a Sweepstakes or Instant Win Game must provide the Jaguars or EverBank with any information or certifications needed by the Jaguars or EverBank, in their judgment. Without limiting the foregoing, a person who was selected as the winner of a Sweepstakes or an Instant Win Game may be required to sign a copy of these Official Rules, and to complete and sign (1) a spectator agreement, (2) a Declaration of Compliance, Liability and Publicity Release, and (3) any other document that the Jaguars or EverBank determines is required, necessary or appropriate, in their judgment, to confirm the winner's eligibility and for tax reporting purposes. If a potential winner is asked to sign a Declaration of Compliance, Liability and Publicity Release, it must be signed, returned and received by Administrator within two (2) days of the date notice or attempted notice is sent. If the potential winner cannot or does not satisfy these conditions, an alternate potential winner will be selected in the same manner as the first potential winner was selected.

The Promotion is subject to all applicable federal, state, territorial, municipal, and local laws and regulations. The Promotion is void where prohibited.

### **3. Sponsor and Administrator:**

(A) Sponsor: EverBank, a division of TIAA, FSB, 501 Riverside Avenue, Jacksonville, FL 32202.

(B) Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**4. Sweepstakes Entry Periods, Drawing Dates, and Applicable Game Dates:** Sweepstakes Entry Periods (each an “Entry Period”), approximate Drawing dates, and the date of the Applicable Game for each of the seven (7) Sweepstakes are described below. The first Entry Period begins on August 14, 2017 at 12:00 a.m. Eastern Time (“ET”), and the Entry Period for the last Sweepstakes ends on December 5, 2017 at 11:59 p.m. ET. Entries into each Drawing will be accepted only during the applicable Entry Period. All times are Eastern Time zone.

Sweepstakes Number	Entry Period		Approximate Drawing Date	Date of Applicable Game
	Entry Start Date at 12:00 a.m. ET	Entry End Date at 11:59 p.m. ET		
1	8/14/17	9/6/17	9/7/17	9/17/17
2	9/7/17	10/4/17	10/5/17	10/15/17
3	10/5/17	10/25/17	10/26/17	11/5/17
4	10/26/17	11/1/17	11/2/17	11/12/17
5	11/2/17	11/23/17	11/27/17	12/3/17
6	11/24/17	11/29/17	11/30/17	12/10/17
7	11/30/17	12/5/17	12/6/17	12/17/17

Administrator's computer is the official time keeping device for the Entry Period for each Sweepstakes.

**5. How to Enter:**

(A) Basic Requirements: During an Entry Period, an entrant may enter a Sweepstakes by following either of the two (2) following methods:

- (i) **Online:** For each Sweepstakes that an entrant desires to enter, the entrant may visit <http://www.everbank.com/takethefield> during the applicable Entry Period and must follow the links and instructions to complete and submit the registration form for that Sweepstakes.
- (ii) **Facebook:** As an alternative to entering online via the method described above, an entrant also may also enter each Sweepstakes by visiting the EverBank Field Facebook page (<https://www.facebook.com/EverBankField>). Once an entrant has located the EverBank Field Facebook page, the entrant must follow the links and instructions to complete and submit the registration form for that Sweepstakes.

Once an entrant successfully submits a registration form for a Sweepstakes, that entrant will automatically receive one (1) Sweepstakes entry for the applicable Sweepstakes and one (1) Instant Win Game play for that day, and an entrant will then proceed to the Instant Win Game webpage. To play the Instant Win Game, an entrant must then follow the links and instructions on the Instant Win Game webpage to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners of the Instant Win Game are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

All entries become the property of the Jaguars and EverBank. Entries will not be returned.

Limit: Each person meeting the above eligibility requirements may enter each Sweepstakes and play the Instant Win Game only one (1) time per day during the Entry Period for that Sweepstakes. However, any winner of any Sweepstakes is ineligible for all subsequent Sweepstakes. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is

prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. Any entry that occurs after the system has failed for any reason is deemed a defective entry and is void and will not be honored. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

(B) **Bonus Sweepstakes Entries:** Each entrant may also receive bonus Sweepstakes entries by following the two (2) following methods:

(i) **Email Share:** After an entrant plays the Instant Win Game, that entrant will be invited to submit the names and email addresses of up to three (3) individuals, and an entrant will not receive bonus Sweepstakes entries if the entrant re-uses the same name and email address that the entrant has previously used to receive bonus Sweepstakes entries. Those individuals must be eligible to enter the Promotion. Each person that an entrant refers will receive an email notifying him or her about the Promotion. An entrant may only refer persons with whom the entrant has an existing relationship. For each referral with a valid email address, the entrant will be given one (1) additional Sweepstakes entry for the Sweepstakes that is being conducted during the Entry Period within which the entrant made the email referral, up to a maximum of three (3) additional entries per day into the applicable Sweepstakes. Limit: Each entrant may receive no more than three (3) additional entries per day through this Email Share method.

(ii) **Tweet via Twitter:** After an entrant plays the Instant Win Game, that entrant may click on the button on the webpage to Tweet a pre-populated message about the Promotion via Twitter. If the entrant clicks on the button to Tweet a pre-populated message about the Promotion via Twitter, entrant will receive one (1) additional Sweepstakes entry for the Sweepstakes that is being conducted during the Entry Period within which the entrant sent the eligible Tweet. Limit: Each entrant may receive one (1) additional Sweepstakes entry per day into the applicable Sweepstakes through this method.

Each entrant may use both methods per day to receive bonus Sweepstakes entries.

## **6. Sweepstakes Drawings and Instant Win Games – Selections of Potential Winners:**

Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Administrator will select potential winners for each Sweepstakes and the Instant Win Games as follows:

(A) **Sweepstakes:** Administrator will randomly select the potential winner for each Sweepstakes by means of a random Drawing from all eligible entries received for that specific Sweepstakes during the applicable Entry Period. Each Drawing for each Sweepstakes will take place on or around the dates indicated in the chart above in "Sweepstakes Entry Periods, Drawing Dates, and Applicable Game Dates." Non-winning entries for one Sweepstakes do not carry over into subsequent Sweepstakes. The potential winner of each Sweepstakes will be notified by mail, email or phone after the date of the random Drawing, using information provided to Sponsor by such person when entering the Sweepstakes.

(B) **Instant Win Game:** There will be thirty-two (32) random, computer-generated winning times during the entire Promotion. If an entrant is the first player to play the Instant Win Game at or after one of the randomly-generated times, that entrant will be a potential instant winner of the

Instant Win Game and will be eligible to receive the prize. Any Instant Win Game winner is ineligible to win another prize in the Instant Win Game.

**7. Verification of Potential Winners:** Following the selection of the potential winner of each Sweepstakes, the potential winner is subject to final verification of eligibility by Sponsor or Administrator, whose decision is final and binding in all matters related to the eligibility. An entrant is not a winner of any Sweepstakes, Instant Win Game, or prize, even if his or her name was drawn in a Sweepstakes or if the preliminary notification(s) should so indicate, unless and until entrant's eligibility has been verified and entrant has completed all necessary forms and documents, and the potential winner has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of Sponsor's validation process. Any play that occurs after the system has failed for any reason is deemed a defective play and is void and will not be honored. At any time, if (i) Sponsor or Administrator determines that a person whose submission is selected as the winning submission is not eligible to participate in the Promotion, or (ii) a person whose name is drawn refuses to accept the selection as the winner, or (iii) a person whose name is drawn cannot or does not complete the eligibility requirements described in "Additional Eligibility Requirements" above, or (iv) a person cannot be contacted, then that person will be ineligible to win a prize. In the event that the potential winner is disqualified or ineligible for any reason, the Sponsor will award the prize to an alternate winner by selecting from all remaining eligible entries. Only three (3) alternate Drawings for each Sweepstakes will be held, after which the prize for that Sweepstakes will remain un-awarded.

Being eligible to participate in the Promotion or receive a prize is contingent upon compliance with these Official Rules.

## 8. Prizes

(A) Sweepstakes Prizes: One (1) prize will be awarded for each Sweepstakes as outlined in the chart below. All prizes are non-transferable. Prizes will be awarded and/or delivered only to addresses within the United States.

Sweepstakes Number	Prize	Approximate Retail Value ("ARV")
1	Two (2) club seat tickets, one (1) parking pass, and two (2) pre-game sideline field passes to the Titans vs. Jaguars game on September 17, 2017 at EverBank Field	\$825
2	Two (2) club seat tickets, one (1) parking pass, and two (2) pre-game sideline field passes to the Rams vs. Jaguars game on October 15, 2017 at EverBank Field	\$825
3	Two (2) club seat tickets, one (1) parking pass, and two (2) pre-game sideline field passes to the Bengals vs. Jaguars game on November 5, 2017 at EverBank Field	\$825
4	Two (2) club seat tickets, one (1) parking pass, and two (2) pre-game sideline field passes to the Chargers vs. Jaguars game on November 12, 2017 at EverBank Field	\$825
5	Two (2) club seat tickets, one (1) parking pass, and two (2) pre-game sideline field passes to the Colts vs. Jaguars game on December 3, 2017 at EverBank Field	\$825
6	Two (2) club seat tickets, one (1) parking pass, and two (2) pre-game sideline field passes to the Seahawks vs. Jaguars game on December 10, 2017 at EverBank Field	\$825
7	Two (2) club seat tickets, one (1) parking pass, and two (2) pre-game sideline field passes to the Texans vs. Jaguars	\$825

	game on December 17, 2017 at EverBank Field	
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Odds of winning any of the Sweepstakes prizes depends on the number of eligible entries received for that Sweepstakes. One prize will be awarded to one winner for each Sweepstakes. Because the Entry Period is longer for some of the Sweepstakes than for others, it is likely that more persons will enter those Sweepstakes than others, which would reduce the odds of winning a Sweepstakes with a longer Entry Period.

**Instant Win Game Prizes:** THIRTY-TWO (32) FIRST PRIZES: A \$50 Fanatics.com gift card. ARV of each Instant Win Game Prize: \$50. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays of all entrants. Terms and conditions of gift cards apply.

For All Prizes: The Sponsor is not responsible if any Jacksonville Jaguars game is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Seating and timing to be determined in the sole discretion of Sponsor. All ticket locations and parking pass lots shall be in locations designated by the Jaguars. Tickets may be subject to Sponsor's standard rain-check policies and procedures. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. The Sponsor is not responsible if winner does not use ticket on day of event. There is no cash equivalent for any prize, and all prizes are non-transferable. No substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$7,375. Limit: One (1) Sweepstakes Prize and one (1) Instant Win Game Prize per person.

**9. Additional Agreements/Waivers:** By entering the Promotion, each entrant agrees (a) to be bound by these Official Rules and to interpretation of these rules by EverBank and (b) to release and hold harmless the Jaguars, the NFL Entities (as defined herein), EverBank, Administrator, and their respective subsidiaries, assignees, successors-in-interest, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, managers, members, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

**10. Publicity:** Except as prohibited by law, participation in the Promotion constitutes the winner's consent to EverBank's and the Jaguars' and their respective agents' use and publication, without further compensation, of the winner's name, photograph, likeness, voice, opinions, biographical information, and details of winning for advertising, promotional, or regulatory purposes in any media, worldwide, without further payment or consideration.

**11. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify any of the Sweepstakes, or any part of a Sweepstakes, if any fraud, technical failures, or human error impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion, or if any Jacksonville Jaguars home game is suspended, postponed, or delayed. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**12. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

**13. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, 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 the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**14. Entrant's Personal Information:** Information collected from entrants is subject to the Administrator's Privacy Policy (<http://www.helloworld.com/privacy-policy>), the Sponsor's Privacy Policy (<https://about.everbank/privacy>), and the Jacksonville Jaguars' Privacy Policy (available in the footer section of [jaguars.com](http://jaguars.com)).

**15. Winner List:** For a winner list, send a self-addressed, stamped envelope to the EverBank Marketing Department at 501 Riverside Ave., Jacksonville, FL 32202. All requests must be received by February 26, 2018.

THE NATIONAL FOOTBALL LEAGUE, ITS MEMBER PROFESSIONAL FOOTBALL CLUBS (INCLUDING THE JAGUARS), NFL VENTURES, INC., NFL VENTURES, L.P., NFL PROPERTIES LLC, NFL ENTERPRISES LLC, NFL PRODUCTIONS LLC, NFL INTERNATIONAL LLC AND EACH OF THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SHAREHOLDERS, OFFICERS, DIRECTORS, AGENTS, REPRESENTATIVES AND EMPLOYEES (COLLECTIVELY, THE "NFL ENTITIES") WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THIS PROMOTION OR ANY PRIZE AWARDED. THE NFL ENTITIES HAVE NOT OFFERED OR SPONSORED THIS PROMOTION IN ANY WAY.