

KEY CANNABIS DISPENSARY FOOTBALL TAILGATE PARTY SWEEPSTAKES

Official Rules

1. INTRODUCTION: Elevation Cannabis, LLC d/b/a Key Cannabis Dispensary ("Sponsor") is offering a sweepstakes ("Sweepstakes") for tickets and a tailgate party at the November 29th Chiefs game at GEHA Field at Arrowhead Stadium. **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW. THIS SWEEPSTAKES CONTAINS A BINDING ARBITRATION CLAUSE.**

2. ELIGIBILITY: Entrants must be Missouri residents 21 years of age or older. Employees of Sponsor, Sponsor's affiliated companies, agents, advertising and promotional agencies and the immediate family (defined as parents, spouse, children, siblings, grandparents) of each such employees, and all those with whom such employees are domiciled, are NOT eligible.

3. TIMING: The Sweepstakes begins at 8:00 a.m. Central Time on September 3, 2024 and ends at 9:00 p.m. Central Time on September 30, 2024 ("Sweepstakes Period").

4. TO ENTER: Entrants may enter in one of two ways. First, visit any Key Cannabis Dispensary in Missouri during the Sweepstakes Period and purchase \$65 or more in products. You will receive one entry for each \$65 worth of products you purchase during the Sweepstakes Period up to a limit of ten entries. Second, enter without purchase by sending a 3X5 card with your name, mailing address, email address and phone number by US mail to the following address: Key Cannabis Dispensary Football Tailgate Party Sweepstakes c/o Elevation Cannabis, LLC, 6120 E. Connecticut Ave., Kansas City, MO 64120. Mail-in entries must be postmarked by September 30, 2024. Absolutely no entries will be accepted after the end of the Sweepstakes Period. Limit ten entries per person, regardless of the method of entry. No responsibility is assumed by Sponsor for any computer, on-line, telephone, human error or technical malfunctions that may occur. All entries become the property of Sponsor and will not be returned. By entering, you agree to these Official Rules and the decisions of the Sponsor, which are final and binding in all respects.

5. PRIZES/ODDS: Odds of winning depend on number of eligible entries received. Ten winners will be selected at random following on or about October 31, 2024 and will be notified by November 7th, 2024. The winners will be notified by phone or email. Winners must respond to such notification within 24 hours after notification or an alternate winner will be selected from the remaining eligible entries. No assignment, transfer or substitution of prize is permitted, except as provided below and except by Sponsor who may substitute a prize of equal or greater value. Limit one (1) prize per person or household.

Prizes: Each winner will receive the following prize package:

- 2 Club level tickets to the Black Friday Game on Nov 29, 2024, vs the Los Angeles Raiders at GEHA Field at Arrowhead Stadium
- 2 Tailgate Suite tickets (including free food and drink provided at the Tailgate Suite)
- 1 premium parking pass

Each prize package has a retail value of \$1500. All tickets will be delivered via text message. If a winner is unable to attend the game or does not wish to attend the game, the winner may opt for an alternative prize consisting of \$200 of Key merchandise (cannabis products not included) and 6000 loyalty points (\$300 value) redeemable at Missouri Key dispensaries. Prizes may not be redeemed for cash. Prize package does not include, taxes, insurance, personal expenses, or any other items not specifically described in these Official Rules, and all expenses for any of the foregoing are the sole responsibility of each winner.

6. GENERAL CONDITIONS: Winners may be required to execute and return affidavits of eligibility and liability/publicity releases, except where prohibited by law, within five (5) days following the date of

attempted notification. If prize notification or prize is returned as non-deliverable, prize will be forfeited and awarded to alternate winner. All prizes claimed will be awarded. Void where prohibited. Non-compliance within these requirements may result in disqualification and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. All entrants grant to Sponsor, and its licensees, affiliates and assigns, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the entrant's name, and other information collected on the Sweepstakes registration form as news or information and for advertising and promotional purposes without additional consideration; and further without such additional compensation, appear for any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews, as may be determined from time to time by the Sponsor. Further, by accepting a prize, each winner agrees to release and hold harmless the Sponsor and its affiliates, subsidiaries, advertising and promotion agencies and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, loss or damage of any kind to person and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, attendance at the game, participation in any Sweepstakes-related activity, or participation in this Sweepstakes. This Sweepstakes is void where prohibited or restricted by law and is subject to all federal, state, and local laws and regulations. Sponsor reserves the right, at their sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or like entry methods will void all such entries by such methods.

7. DISPUTES: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant or Sweepstakes Entities in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you and the Sweepstakes Entities, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. By participating in this Sweepstakes, each entrant agrees that: (i) Any claim, dispute, or controversy (whether in contract, tort, or otherwise) arising out of, relating to, or connected in any way with the Sweepstakes or the awarding or redemption of prizes will be resolved exclusively by final and binding arbitration conducted pursuant to the AAA's Procedures for Consumer-Related Disputes in conjunction with the AAA's Commercial Arbitration Rules (if and as applicable depending on the amount in controversy); (ii) This arbitration agreement is made pursuant to a transaction governed by the Federal Arbitration Act ("FAA"), 9 U.S.C. §§ 1-16; (iii) The arbitration shall be held at the AAA regional office nearest the entrant; (iv) The arbitrator's decision shall be controlled by the terms and conditions of these Official Rules and any of the other agreements referenced herein that the applicable entrant may have entered into in connection with the Sweepstakes; (v) The arbitrator shall apply Missouri law consistent with the FAA and applicable statutes of limitations and shall honor claims of privilege recognized at law; (vi) There shall be no authority for any claims to be arbitrated on a class or representative basis; arbitration can decide only the entrant's and/or Sponsors individual claims and the arbitrator may not consolidate or join the claims of other persons or parties who may be similarly situated; (vii) The arbitrator shall not have the power to award punitive damages against any party; (viii) In the event that the administrative fees and deposits the entrant is required to pay under the AAA rules exceed \$125, and the entrant is unable to pay the additional fees and deposits, Sponsors retains the right to forward them to the AAA on the entrant's behalf, subject to ultimate allocation by the arbitrator. In addition, if the entrant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, the Sweepstakes Entities retain the right to pay as much of the entrant filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive; and (ix) If any part of this Arbitration Provision is deemed to be invalid or otherwise unenforceable or illegal, the balance of this Arbitration Provision shall remain in effect and shall be construed in accordance with its terms as if the invalid or illegal provision were not contained herein.

8. WINNERS LIST: The name of the prize winners may be obtained after November 7, 2024, by sending a self-addressed, stamped envelope for receipt by February 7, 2025, to Key Cannabis Dispensary

Football Tailgate Party Sweepstakes c/o Elevation Cannabis, LLC, 6120 E. Connecticut Ave., Kansas City, MO 64120.

9. Privacy. If you are verified as a prize winner, your first name, last initial, city and state may be included in a publicly available winner's list.

Each entrant irrevocably waives all claims against the National Football League, its member professional football clubs including the Kansas City Chiefs Football Club, The Denver Key Team, LLC, LTD, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

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