

2024 CROWN ROYAL "THAT DESERVES A CROWN" PROMOTION
OFFICIAL TERMS & CONDITIONS

NO PURCHASE OR PAYMENT, BUSINESS RELATIONSHIP, OR REQUESTS FOR INFORMATION REQUIRED TO ENTER OR WIN. A PURCHASE OR PAYMENT, BUSINESS RELATIONSHIP, OR REQUEST FOR INFORMATION WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU HAVE NOT WON YET. MUST BE 21 YEARS OF AGE OR OLDER TO SUBMIT A NOMINATION; MUST BE 25 YEARS OF AGE OR OLDER TO BE NOMINATED.

By submitting a nomination entry for the 2024 Crown Royal "That Deserves a Crown" Promotion (the "Promotion"), you agree to be bound by these terms and conditions. Failure to comply with these terms and conditions may [in the sole discretion of Diageo Americas, Inc. ("Crown Royal" or "Sponsor") and The Detroit Lions, Inc. ("Lions" or "Prize Provider")] result in disqualification from the Promotion. To submit a nomination, you and the nominee must meet the eligibility requirements and follow the rules regarding the applications set forth herein.

The Promotion is void where prohibited or restricted by applicable laws, rules and legal requirements, and all applicable federal, state, municipal and local laws, rules and legal requirements apply. Sponsor reserves the right to cancel, modify or suspend the Promotion at any time without notice or further obligation.

Overview. The Promotion is a program sponsored by the Sponsor to promote leaders in the community in the state of Michigan and the Detroit Lions home marketing area. Eligible persons are invited to submit a nomination application on behalf of a nominee who engages in charitable work and volunteerism or is a healthcare worker (who is not employed by any U.S. Federal, State or other governmental body/unit of any kind) to be awarded recognition and a prize (as described herein).

Winner Selection. A panel of Judges (as defined below) will use the Judging Criteria (as defined below) to judge the eligible nominations received. Subject to meeting all eligibility requirements relating to the Promotion and compliance with all terms and conditions, the five (5) selected nominees (each a "Winner") may be featured in public-facing content created or directed by the Lions, including, for example, social media posts published to Lions' official social media account(s) and/or as part of a pregame video segment during a Detroit Lions home game played at Ford Field during the 2024 NFL Season (each, a "Game").

Prizes.

Winners: Each Winner will receive two (2) game tickets to one Game (i.e., the same game where the Winner may be featured in publicly displayed content), two (2) pregame sideline passes for use prior to the Game, and a "prize pack" provided to Winner consisting of certain Crown Royal-branded items to be determined by Crown Royal (all of the foregoing collectively referred to as the "Award"). Each Award has a total approximate retail value of \$2,500.

Winner Applicants: The Applicant (as defined below) who nominated the selected Winner will receive a prize pack consisting of certain Crown Royal-branded items to be determined by Crown Royal with a total approximate retail value of \$50. Winner's guest must be 21 years of age or older but need not be the person who submitted the application nominating the Winner for the Award. Additional details regarding the Award are set forth in the Application Site (as defined below) and all terms and conditions relating to the Award are subject to change at the sole discretion of the Lions or Crown Royal.

How to Nominate. To nominate a person for the Promotion, eligible persons must submit a complete and correct nomination application online at www.Lions.com/crownroyalpromotion (the "Application Site") between September 9th, 2024 at 10:00:00 a.m. Eastern time and November 30th, 2024 at 11:59:59 p.m. Eastern time ("Promotion Period"). Internet access is required to submit an application. The completion of the application in its entirety will generate a nomination into the Promotion. **AN ELIGIBLE PERSON MUST SECURE THE CONSENT OF THE PERSON THEY WISH TO NOMINATE FOR THE PROMOTION BEFORE DOING SO; AND, AS PART OF SUCH CONSENT, SUCH ELIGIBLE PERSON SHOULD ADVISE NOMINEE OF THE NATURE OF THE AWARD INCLUDING THEIR AVAILABILITY ON ONE OF THE LIONS HOME GAME DATES (AS DISCUSSED BELOW.)** The information you provide in the application will be used to verify that applicant and the nominee meet the applicable eligibility requirements for the Promotion. Application consists solely of completed application/entry form; do NOT supplement the application/entry with additional information or materials. Do NOT include any information that is confidential, proprietary or trade secret as part of the application. **ENTRIES MAY NOT BE MAILED.** Sponsor reserves the right to extend the Promotion's nomination submission period at any time in their sole discretion.

Application is void and will not be considered if it includes any information determined by Sponsor and Prize Provider in their sole discretion to be obscene, provocative or otherwise objectionable or which reflects poorly on Sponsor or Prize Provider. In addition, application shall NOT (a) reference persons consuming alcoholic beverages (b) reference persons conducting themselves in an inappropriate manner (c) contain material that would imply that the consumption of alcoholic beverages is acceptable before or while operating machinery, driving a vehicle or undertaking any other activity that requires a high degree of alertness or physical coordination, (d) contain any material that would degrade or demean the human form, image or status of women, men or the members of any group based on race, religion, ethnic background, sexual orientation or any other minority status, or (e) include a reference to any person (in addition to nominee) that is under 21 years of age.

If accessing the Promotion via mobile device, wireless Internet access and/or other fees may apply. Please consult your wireless service provider regarding your pricing plan. Not all cellular phone providers carry necessary service to enter via mobile website. Wireless Internet access is not available in all areas.

Eligibility.

Eligibility for individuals submitting a nomination (hereinafter, "Applicants") in the Promotion is limited to persons who are 21 years of age or older as of date of entry and who are a legal U.S. resident.

Eligibility for nominees of the Promotion is limited to individuals who are (a) 25 years of age or older as of date of entry; and (b) legal U.S. residents of the state of Michigan.** **For clarity, Applicants cannot nominate themselves.**

If selected, the Applicant and the nominee each will be asked to provide proof of eligibility in a format deemed acceptable to Sponsor. A nomination (or "entry") may only identify one person as the nominee. Only one entry per Applicant shall be considered, with any additional entries from the same Applicant being automatically disqualified. If multiple entries are received for a single nominee, the highest scored nomination for such nominee shall be considered. Any effort by an Applicant to misrepresent himself or herself (or the identity of any nominee) through the use of aliases or multiple e-mail addresses or telephone numbers or misrepresent his or her (or the nominee's) eligibility age will disqualify that Applicant's nomination and the Applicant's nominee; however, disqualification shall not represent the sole remedy available to Lions or Crown Royal under such circumstances. Applications that have been generated by a script, macro, bot or any other automated means will be deemed void. Applications that are mechanically reproduced, copied, illegible, garbled, corrupted, inaccessible, jumbled, incomplete, invalid, late or inaccurate are void. Applicants who disregard or do not fully comply with these Official Terms and Conditions are not eligible to participate by submitting a nomination. Directors, officers, managers, members, employees, contractors and agents (and their immediate families and household members) of the Lions, Crown Royal, the NFL Entities (as defined herein), the Social Media Entities (as defined herein), and their respective parents, affiliates, subsidiaries, advertising and promotion agencies or of alcohol beverage suppliers, importers, wholesalers, distributors or retailers are not eligible to participate either as applicants or nominees. The Lions' and Crown Royal's determination of eligibility, in their sole discretion, shall be final. For purposes of these eligibility rules, "immediate family member" means a spouse, child, parent, parent of spouse, sibling, or spouse's sibling.

Intellectual Property. By submitting a nomination, you represent and warrant that the application containing same is solely your original work product and does not violate the intellectual property rights (including copyright, trademark rights, right of publicity or right of privacy) or other rights of any third party, including but not limited to the nominee him/herself.

By submitting a nomination, you grant, without payment or consideration, the Sponsor and its designees (including the Lions) an unlimited, worldwide, royalty-free, perpetual, irrevocable, nonexclusive and freely transferable and sublicensable right and license to use, reproduce, modify, adapt, perform, display, distribute, create derivative works from and otherwise disclose to third parties any part and all of such application (including all written material and motion pictures, and all trademarks and logos of the nominee included therein) for any purpose, whether commercial or noncommercial, anywhere, in any form of media, whether now known or later developed. All materials submitted in connection with the Promotion become the property of Sponsor and its designees (including the Lions) and will not be returned. All materials submitted in connection with the Promotion shall be governed in accordance with the Lions' Terms of Use, available in the footer section of www.Lions.com and these Official Terms and Conditions. Should there be any inconsistency between the Lions' Terms of Use and these Official Terms and Conditions, the Lions' Terms of Use will prevail, govern and control.

Finalists Selection. If an Applicant's nominee is selected to receive an Award, the Applicant and the nominee will be notified by telephone or email on or about two (2) weeks prior to the applicable Game. Five (5) nominees shall be selected to receive an Award (and five (5) Applicants selected to receive a prize pack), but the Lions or Crown Royal reserve the right in their sole discretion to select more or fewer than five (5) nominees/Applicants for any reason. A given nominee may only win one (1) Award, regardless of the number of applications nominating him/her. The Lions and Crown Royal, will require the nominees and the applicants who nominated them to execute an affidavit, liability release, publicity release (except where prohibited by law), COVID-19 vaccination certification form (as applicable) and/or other documentation prior to the applicable Game. If any nominee fails to execute any required documentation, as determined by the Sponsor, in their sole discretion, or fails to respond to the notification within 48 hours, the Sponsor will consider the selected nominee to have forfeited participation in the Promotion and an alternative nominee may be selected, time permitting. Forfeiture of Award by selected nominee will also result in forfeiture of prize pack composed of Crown Royal branded items by the Applicant who nominated such selected nominee. The guest accompanying the Winner to the applicable Game must also execute a release prior to the applicable Game.

One (1) winner will be selected to receive an Award for each of the following Games listed below. The exact Game for which a Winner is selected will be determined by the Judges in their sole discretion. Sponsor reserve the right to change the Winner selection dates in their sole discretion.

Lions Home Game	Date†	Approximate Winner Selection Date‡
Tampa Bay Buccaneers	Sept. 15, 2024	Sept. 13, 2024
Seattle Seahawks	Sept. 30, 2024	Sept. 20, 2024
Jacksonville Jaguars	Nov. 17, 2024	Nov. 1, 2024
Buffalo Bills	Dec. 15, 2024	Nov. 30, 2024

† Kickoffs are subject to the NFL schedule. Pursuant to the NFL’s flexible scheduling procedure, the date and/or kick-off time of certain of the Lions Home Games may be shifted.

‡ Nominees not selected for the Award corresponding to a given Lions Home Game will automatically be considered for subsequent Lions Home Game(s), as applicable. Accordingly, submitting an application closer to the beginning of the Promotion will increase the number of Lions Home Games for which the corresponding nominee will be considered.

Judging Criteria. Judges selected by the Sponsor and the Lions, in their sole discretion, with expertise in the fields of community relations and philanthropy (the “Judges”) will review the nomination applications received and select up to five (5) final nominees based on the following criteria (the “Judging Criteria”):

- 1) Applicant’s explanation of how his or her nominee contributes to their surrounding community (0-20 points);
- 2) Applicant’s explanation of how his or her nominee impacted him or her personally (0-20 points);
- 3) Applicant’s nominee’s potential to foster community growth (0-20 points);
- 4) Applicant’s nominee’s strategic objectives to serve the community (0-20 points);

Based on the above criteria, five (5) final nominees with the highest scores as judged using the Judging Criteria on a rolling basis will be selected to receive an Award. The decisions of the Judges regarding the selection of the finalists, the Judging Criteria and all related matters are final. If a tie-breaker is necessary to determine any of the five (5) final nominees, the tie-breaking criteria will be based on the highest score relating to the Applicant’s explanation of how his or her nominee contributes to their surrounding community (0-100 points).

Conditions of Participation. Each Applicant represents and warrants that all information contained in his/her nomination application submission is, to the best of his/her knowledge and belief, true and accurate. Applicant (as well as nominee) further agrees, upon the request of the Lions and/or Crown Royal and without compensation, to fully cooperate in any investigation initiated by the Lions/Crown Royal so as to confirm the veracity of the information set forth in the nomination application. Sponsor reserves the right to conduct a background check of any criminal records of Winners (and/or Applicants). To the extent necessary and permitted by law, Winners (and/or Applicants) shall authorize this background check. Sponsor reserves the right, at their sole discretion, to disqualify Winner based on the background check (of him/herself) and, if Winner is disqualified, the corresponding Applicant will also be disqualified (regardless of the results of background check on Applicant). If Applicant is disqualified, Sponsor may (or may not) in their sole discretion also disqualify Winner. The Lions, Crown Royal, the NFL Entities (as defined herein), the Social Media Entities (as defined herein) and their respective affiliates, successors and assigns, and those working on their behalf, and each of their respective officers, members, managers, directors, representatives, employees, agents (the “Released Parties”) are not responsible for the following: (1) any incorrect or inaccurate information, whether caused by an Applicant, any printing errors in these Official Terms and Conditions, in the application or otherwise in any materials in connection with the Promotion, or by any of the equipment or programming associated with or utilized in the Promotion, or for any misdirected, incomplete, lost, late, garbled, jumbled, corrupted, inaccessible or illegible applications or other errors or problems that may limit an Applicant’s ability to participate in or have their nominee participate in the Promotion; (2) any other error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of applications, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, including in connection with the administration of the Promotion and the announcement of the selected final nominees; (3) any unauthorized human intervention in any part of the entry/application process or the Promotion, or technical or human error which may occur in the administration of the Promotion or the processing of entries/applications or lost, late, misidentified or misdirected application entries, or telecommunication or computer hardware or software performance errors, delays or failures; or (4) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Applicant’s or nominee’s participation in the Promotion, Winner’s receipt or use or misuse of any Award or the receipt or use or misuse of Crown Royal branded items comprising the prize pack by Applicant who nominated Winner. If for any reason an Applicant’s entry/application is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Applicant’s (and applicable nominee’s) sole remedy is for applicant to re-apply to the Promotion during the Promotion Period, if it is possible; and, if not possible, Released Parties shall have no liability whatsoever to Applicant or nominee. All federal, state and local taxes (where applicable) are the sole responsibility of the individuals who are selected for an Award or who nominated an Award recipient in the Promotion. Winner will be issued an IRS 1099 Tax Form for the value of the Award, and agrees to fully cooperate with Sponsor relative to effecting such required government filing. The Sponsor reserves the right to disqualify any individual who tampers with

the application process or the administration of the Promotion. The Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Promotion, as determined by the Lions or Crown Royal in their sole discretion. CAUTION: Any attempt to deliberately damage any website or undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws and should such an attempt be made, the Lions or Crown Royal reserve the right to seek damages (including but not limited to professionals' fees) and/or other remedies from any such person(s) responsible for the attempt to the fullest extent permitted by law. Applications become the property of Crown Royal and will not be acknowledged or returned. The decisions of the Sponsor are final on all matters relating to this Promotion.

Alcohol is not part of Award (or prize pack). The exact ticket locations for the Game shall be determined by Lions in its sole discretion. Sponsor will not replace any lost, mutilated or stolen tickets. **Game tickets are only valid for the corresponding Lions Home Game.** Sponsor and the Lions are not responsible if the Game is delayed, postponed or cancelled for any reason and Winner will not receive compensation of any kind. Tickets may be subject to standard raincheck and cancellation policies and procedures. By accepting an Award that includes Game tickets, the Winner and Winner's guest agree to abide by any ticket back terms, conditions and restrictions, and all applicable Stadium and NFL rules and regulations, including with respect to COVID-19 protocols. Additional restrictions apply to sideline passes, including but not limited to (a) entering/exiting sidelines only when instructed to do so by Stadium personnel and (b) not interfering in any way with the pre-game activities of NFL players, coaches, officials and/or Stadium personnel. Sponsor and the Lions are not responsible if Winner does not use the Game tickets on the day of the applicable Game and Sponsor and the Lions shall not have any liability in conjunction therewith. The Award (as well as the prize pack comprised of Crown Royal branded items awarded to Applicant who nominated Winner) is nontransferable and no substitution will be made except as provided herein at Lions'/Crown Royal's sole discretion. Redemption of the Award by Winner is a pre-condition to redemption of the prize pack by the corresponding Applicant. Prize pack for Applicant who nominated Winner will only be shipped to a street address within the 50 states of the United States or the District of Columbia. Sponsor reserves the right to substitute the Award (or any portion thereof) as well as the prize pack comprised of Crown Royal branded items for the Applicant who nominated Winner for one of equal or greater value if the Award/prize pack should become unavailable for any reason. Winner is solely responsible for all costs and expenses incurred that are not included in the Award, including items such as: travel/ground transportation to and from applicable Game, gratuities, food, beverages, and souvenirs, and any other items not expressly included in the description of the Prize above. Winner is responsible for all taxes and fees associated with Award receipt; Applicant who selected Winner will be responsible for all taxes and fees associated with receipt of prize pack. If Winner accepts Award without a guest, the Winner will only receive one (1) Game ticket and one (1) pregame sideline pass to the corresponding Lions Home Game, and Winner will not receive any compensation or substitute Award of any kind. Inability of Lions/Crown Royal to award prize pack to Applicant who nominated Winner will not affect the provision of Award to Winner.

Crown Royal makes no representation, warranty or guarantee of any kind regarding Award or prize pack, including but not limited to the warranty of merchantability or fitness for the intended purpose.

Publicity Rights. By submitting an application or being selected for an Award (as applicable), except where prohibited by law, Applicants and nominees, respectively, grant to the Lions, Crown Royal, their agents and others working on their behalf the right to use his or her name, likeness, voice, image, opinions, business name, business marks, and any additional video or photographs taken by the Lions, Crown Royal, or their affiliates or representatives during the Promotion for advertising and marketing purposes worldwide in any media, including on the Application Site, in Crown Royal and Lions social media, and in Crown Royal and Lions emails, without additional payment or compensation. For Winner, the preceding includes but is not limited to him/her possibly being featured in the pregame video segment.

Personal Information Consent; Privacy Policies. By entering, you understand and voluntarily consent to the privacy policies of Sponsor and the Lions which can be found respectively at [Diageo Privacy and Cookie Notice](#) and [Detroit Lions Privacy Policy](#). With respect to Lions, you may request to opt out of sale or sharing of personal information or to limit the use of your sensitive personal information collected and held by Lions at [Your Privacy Choices](#). Changing your privacy choices and/or choosing not to share all or certain information will not affect your nominee's likelihood of being selected as a finalist nominee in the judging and your likelihood of winning a prize pack in conjunction therewith. Should

there be any inconsistency between the Diageo Privacy and Cookie Notice and/or the Detroit Lions Privacy Policy and these Official Terms and Conditions, the Diageo Privacy and Cookie Notice and/or the Detroit Lions Privacy Policy (as applicable) will prevail, govern and control.

Disclaimers, Dispute Resolution and Limitations of Liability. Each Applicant and nominee hereby forever discharge, release, and agree to defend, indemnify and hold harmless each Released Party from any damage, injury, death, loss or other liability, either at law or equity, whether known or unknown, asserted or non-asserted, that may arise from or in any way relate to participation in this Promotion or the awarding, acceptance, use or misuse of any Award or prize pack provided under the Promotion. Any and all disputes, claims, and causes of action arising out of or in connection with this Promotion shall be resolved individually, without resort to any form of class action. This Promotion shall be governed by, and construed in accordance with, the internal laws of the State of Michigan, without regard to Michigan's conflict of law principles that may cause the application of laws of another jurisdiction. Any action or litigation concerning this Promotion shall (1) take place exclusively in the federal or state courts sitting in Wayne County, Michigan, and each applicant (and nominee) expressly consents to the jurisdiction of and venue in such courts and waives all defenses of lack of jurisdiction and inconvenient forum with respect to such courts; or (2) in the sole discretion of the Sponsor, exclusively by final and binding arbitration under the rules of the American Arbitration Association ("AAA") and held at the AAA regional office nearest the applicant (or nominee). If the Sponsor elects arbitration pursuant to this paragraph, the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration and judgment upon such arbitration award may be entered in any court having jurisdiction. Applicants and nominees agree to abide by the terms of these terms and conditions and the decisions of the Sponsor, which are final, and waive any right to claim ambiguity in these terms and conditions. Each applicant and nominee agree to service of process by mail or other method acceptable under the laws of the State of Michigan. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH PARTICIPATING IN THE PROMOTION. EACH APPLICANT AND NOMINEE HEREBY WAIVES ANY RIGHTS OR CLAIMS TO INJUNCTIVE RELIEF, ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF APPLICANT/NOMINEE, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

Winners' List: For names of selected nominees and the corresponding applicants, please send a self-addressed stamped envelope to Prize Provider at the address below, ATTN: '24 THAT DESERVES A CROWN WINNERS, to be postmarked by December 2, 2024 and received by December 16, 2024.

Sponsor Information. Diageo Americas, Inc., New York, NY 10007

Prize Provider. The Detroit Lions, Inc., 2000 Brush St, Suite 200, Detroit, Michigan 48226

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY OR ASSOCIATED WITH ANY SOCIAL MEDIA PLATFORM/ENTITY ON WHICH IT MAY APPEAR, INCLUDING BUT NOT LIMITED TO, FACEBOOK, X (FORMERLY, TWITTER), INSTAGRAM, SNAPCHAT (SNAP INC.), PINTEREST, ETC. (COLLECTIVELY, "SOCIAL MEDIA ENTITIES").

THE NFL ENTITIES WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THE PROMOTION OR ANY BENEFITS AWARDED. THE NFL ENTITIES HAVE NOT OFFERED OR SPONSORED THIS PROMOTION IN ANY WAY. "NFL ENTITIES" SHALL MEAN COLLECTIVELY, NFL VENTURES, L.P., NFL VENTURES, INC., NFL PRODUCTIONS LLC, NFL ENTERPRISES LLC, NFL PROPERTIES LLC, NFL INTERNATIONAL LLC, ALL OF THE NFL MEMBER CLUBS (EXCEPT THE LIONS), ANY SUCCESSOR OR FUTURE ENTITY THAT IS, DIRECTLY OR INDIRECTLY, JOINTLY OWNED AND/OR CONTROLLED BY ALL OR SUBSTANTIALLY ALL OF THE NFL MEMBER CLUBS, OR OWNS ASSETS THAT PRODUCE REVENUES THAT ARE REQUIRED TO BE SHARED WITH OTHER NFL MEMBER CLUBS UNDER THE NFL CONSTITUTION (INCLUDING ANY SUCH ENTITY CONTROLLED BY THE NFL MEMBER CLUBS AND THE LIONS COLLECTIVELY) AND EACH AND ALL OF THEIR RESPECTIVE AFFILIATES, SUBSIDIARIES, SUCCESSORS AND ASSIGNS.