

OFFICIAL RULES THE CHEVY PACKERS FAN EXPERIENCE SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

SWEEPSTAKES PERIOD: The Chevy Packers Fan Experience Sweepstakes (the "Sweepstakes") begins on July 24, 2021, at 12:00 p.m. Central Standard Time ("CST") and ends on November 28, 2021, at 11:59 p.m. CST (the "Sweepstakes Period"). Finalists will be required to attend the December 25, 2021, Green Bay Packers game at Lambeau Field to be eligible to win the Grand Prize. You should not enter the Sweepstakes if you are not able to attend the game on December 25, 2021.

ELIGIBILITY: IS OPEN ONLY TO LEGAL RESIDENTS OF WISCONSIN, MICHIGAN, MINNESOTA, AND ILLINOIS WHO LEGALLY RESIDE IN ONE OF THE COUNTIES LISTED IN THE CHART BELOW AND WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER (EXCEPT IN THE CASE OF LEGAL RESIDENTS OF CERTAIN STATES WHERE THE LEGAL AGE OF MAJORITY IS GREATER THAN EIGHTEEN (18) YEARS OF AGE, SUCH LEGAL AGE OF MAJORITY) AT THE TIME OF ENTRY ("ENTRANT") AND MUST HAVE A VALID DRIVER'S LICENSE. ALL OTHERS ARE INELIGIBLE TO ENTER OR WIN AND WILL BE DISQUALIFIED. VOID WHERE PROHIBITED OR RESTRICTED. Employees of Southeastern Wisconsin Chevy Dealers Advertising Association, Marquette Chevy Dealers Advertising Association, Hometown Chevrolet Dealers, Inc., Capital Area Chevrolet LMA, Inc., Green Bay Chevy Dealers Advertising Assoc., and Wisconsin Chevy Dealers, Inc., (collectively, the "Co-Sponsors"), participating Chevy Dealerships, Chevrolet Motor Division, General Motors, LLC ("GM"), EventLink LLC ("Administrator"), Jack Morton Worldwide, Agency 720, the Green Bay Packers, and NFL Entities* (as defined below), and their respective officers, directors, agents, parents, affiliates, subsidiaries, dealerships and advertising and promotion agencies, (collectively, the "Released Parties") and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not) are not eligible to enter or win.

| <u>Participating Dealer Group Market</u> | <u>Eligible Counties</u> |
|--|---|
| GREEN BAY, WI | MICHIGAN: Menominee WISCONSIN: Adams ~ Brown ~ Calumet ~ Columbia ~ Dodge ~ Door ~ Fond Du Lac ~ Green Lake ~ Kewaunee ~ Langlade ~ Manitowoc ~ Marathon ~ Marinette ~ Marquette ~ Menominee ~ Oconto ~ Outagamie ~ Ozaukee ~ Portage ~ Shawano ~ Sheboygan ~ Washington ~ Waupaca ~ Waushara ~ Winnebago |
| LA CROSSE, WI | MINNESOTA: Fillmore ~ Houston ~ Wabasha ~ Winona WISCONSIN: Buffalo ~ Chippewa ~ Clark ~ Crawford ~ Dunn ~ Eau Claire ~ Grant ~ Jackson ~ Juneau ~ La Crosse ~ Marathon ~ Monroe ~ Pepin ~ Rusk ~ Taylor ~ Trempealeau ~ Vernon |
| MADISON, WI | ILLINOIS: Stephenson ~ Winnebago WISCONSIN: Adams ~ Columbia ~ Crawford ~ Dane ~ Dodge ~ Grant ~ Green ~ Green Lake ~ Iowa ~ Jefferson ~ Juneau ~ Lafayette ~ Marquette ~ Richland ~ Rock ~ Sauk ~ Vernon ~ Walworth ~ Waushara |
| MARQUETTE, MI | MICHIGAN: Alger ~ Baraga ~ Chippewa ~ Delta ~ Dickinson ~ Gogebic ~ Houghton ~ Iron ~ Keweenaw ~ Luce ~ Mackinac ~ Marquette ~ Menominee ~ Ontonagon ~ Schoolcraft WISCONSIN: Florence ~ Forest ~ Marinette ~ Vilas |
| MILWAUKEE, WI | ILLINOIS: Lake ~ McHenry WISCONSIN: Calumet ~ Columbia ~ Dane ~ Dodge ~ Fond Du Lac ~ Green Lake ~ Jefferson ~ Kenosha ~ Manitowoc ~ Marquette ~ Milwaukee ~ Ozaukee ~ Racine ~ Rock ~ Sheboygan ~ Walworth ~ Washington ~ Waukesha |
| WAUSAU, WI | MICHIGAN: Gogebic WISCONSIN: Adams ~ Ashland ~ Clark ~ Forest ~ Iron ~ Juneau ~ Langlade ~ Lincoln ~ Marathon ~ Menominee ~ Oconto ~ Oneida ~ Portage ~ Price ~ Rusk ~ Sawyer ~ Shawano ~ Taylor ~ Vilas ~ Waupaca ~ Waushara ~ Wood |

AGREEMENT TO THE OFFICIAL RULES: By participating, Entrants agree to be bound by these Official Rules and the decisions of the Administrator, which are binding and final on matters relating to this Sweepstakes. This Sweepstakes is

subject to all applicable federal, state, and local laws. Winning a prize is contingent upon fulfilling all requirements set forth herein. Administrator's computer will be the official time-keeping device for the Sweepstakes.

HOW TO ENTER: The Sweepstakes is organized into six (6) Participating Chevrolet Dealership Groups, set forth in the Participating Dealer Group Chart above with each Entrant included in a particular Dealer Group based upon the Entrant's corresponding zip code. There will be one Finalist chosen from among all eligible Entries received by each Dealer Group. There will be six (6) Monthly Sweepstakes Winners (one (1) winner per Dealer Group) for the months of September, October, and November of the Promotional Period for a total of eighteen (18) Monthly Winners, to be determined by random drawing from among the eligible entries received each Month from each Dealer Group as set for in the drawing schedule below. At the end of the program, there will be nine (9) Finalists selected (one (1) Finalists from each participating Dealer Group (listed above) and three (3) Finalists from among all eligible entries received to attend the Grand Prize Drawing event on December 25, 2021.

There are three (3) ways to enter the Sweepstakes during the Sweepstakes Period:

1 – ONLINE – Visit the website www.ChevyPackersExperience.com during the Sweepstakes Period and complete the online entry form with the required contact information (including zip code) and submit as directed ("Online Entry"). Online Entries must be submitted during the Sweepstakes Period and by 11:59 pm CST, November 28, 2021.

2 – CHEVY DEALERSHIPS – Visit one of the Participating Chevrolet Dealerships* listed below and complete the official entry form by providing the requested information (including zip code) during the posted Hours of Operation of the Dealership ("Dealership Entry").

3 – ON-SITE – Visit the Chevrolet display at select Green Bay Packers home games and other locations throughout the state of Wisconsin during the Sweepstakes Period and complete the official entry form, available while supplies last, by providing the requested contact information (including zip code) ("On-Site Entry"). On-Site entries must be received prior to the display closing.

Sponsor may not display at all events and locations and reserves the right to add, change, and/or cancel, its intentions to display at any or all of the below listed locations, at any time, without notice. Entrants will be asked to provide first and last name, mailing address, phone number, email address, purchase horizon, and vehicle interest, if any.

***PARTICIPATING CHEVROLET DEALERSHIPS:**

| Chevy Super Dealers (Green Bay LMA Group) | | |
|---|-------------|-------|
| Dealership | City | State |
| BERGSTROM CHEVROLET | NEENAH | WI |
| BERGSTROM CHEVROLET | OSHKOSH | WI |
| BERGSTROM CHEVROLET | APPLETON | WI |
| BROADWAY CHEVROLET | GREEN BAY | WI |
| BROADWAY AUTOMOTIVE MANITOWOC | MANITOWOC | WI |
| BUSS CHEVROLET | SHAWANO | WI |
| CHARLES AUTOMOTIVE COLOMA | COLOMA | WI |
| FRANK PORTH | CRIVITZ | WI |
| GUSTMAN CHEVROLET | KAUKAUNA | WI |
| HOLIDAY CHEVROLET | FOND DU LAC | WI |
| HOMAN CHEVROLET | WAUPUN | WI |
| HOMAN CHEVROLET OF RIPON | RIPON | WI |
| GANDRUD CHEVROLET | GREEN BAY | WI |

| | | |
|-----------------------------|--------------|----|
| JIM OLSON MOTORS, INC. | STURGEON BAY | WI |
| JORNS CHEVROLET OF KEWAUNEE | KEWAUNEE | WI |
| KLEIN CHEVROLET | CLINTONVILLE | WI |
| KOEHNE CHEVROLET | MARINETTE | WI |
| KRAJNIK CHEVROLET INC | TWO RIVERS | WI |
| NEUVILLE MOTORS, INC. | WAUPACA | WI |
| PLACH AUTOMOTIVE, INC. | NEW LONDON | WI |
| SONDALE CHEVROLET | WAUTOMA | WI |
| VOGEL CHEVROLET | KIEL | WI |
| WEST SIDE GARAGE INC | BERLIN | WI |

Hometown Chevy Dealers (La Crosse/ Eau Claire LMA Group)

| Dealership | City | State |
|---------------------------|----------------|-------|
| BRENENGEN CHEVROLET | SPARTA | WI |
| BRENENGEN CHEVROLET | ONALASKA | WI |
| BRENENGEN CHEVROLET, INC. | WEST SALEM | WI |
| COLFAX CHEVROLET | COLFAX | WI |
| DAHL CHEVROLET | WINONA | MN |
| MARKQUART MOTORS | CHIPPEWA FALLS | WI |
| NELS GUNDERSON CHEVROLET | OSSEO | WI |
| SOUTHWORTH CHEVROLET INC | BLOOMER | WI |
| TOYCEN OF LADYSMITH INC | LADYSMITH | WI |

Badgerland Chevy Dealers (Madison LMA Group)

| Dealership | City | State |
|----------------------------------|-----------------|-------|
| BADER CHEVROLET OF LAKE MILLS | LAKE MILLS | WI |
| BERGSTROM CHEVROLET OF MADISON | MADISON | WI |
| BERGSTROM CHEVROLET OF MIDDLETON | MIDDLETON | WI |
| BRODHEAD CHEVROLET | BRODHEAD | WI |
| BUD WEISER MOTORS | BELOIT | WI |
| BURTNESS CHEVROLET INC | ORFORDVILLE | WI |
| BURTNESS CHEVROLET OF WHITEWATER | WHITEWATER | WI |
| CLAPPER CHEVROLET | JANESVILLE | WI |
| COUNTRYSIDE AUTO GROUP | BEAVER DAM | WI |
| DON LARSON CHEVROLET | BARABOO | WI |
| HALLADA CHEVROLET | DODGEVILLE | WI |
| HOLZ CHEVROLET | WATERTOWN | WI |
| JOHNSON SALES | ARLINGTON | WI |
| JONES CHEVROLET | RICHLAND CENTER | WI |
| KAYSER CHEVROLET | SAUK CITY | WI |
| KUDICK CHEVROLET | MAUSTON | WI |

| | | |
|---|---------------|--------------|
| NAPLETON CHEVROLET | COLUMBUS | WI |
| RUDA CHEVROLET | MONROE | WI |
| SYMDON CHEVROLET INC. | EVANSVILLE | WI |
| SYMDON MOTORS INC | MOUNT HOREB | WI |
| TRECEK AUTOMOTIVE OF PORTAGE | PORTAGE | WI |
| VOEGELI CHEVROLET | MONTICELLO | WI |
| U.P. Chevy Dealers (Marquette LMA Group) | | |
| Dealership | City | State |
| EDWARDS AUTOMOTIVE, INC. | IRON MOUNTAIN | MI |
| FOX NEGAUNEE CHEVROLET | NEGAUNEE | MI |
| FOX MARQUETTE CHEVROLET | MARQUETTE | MI |
| KEWEENAW CHEVROLET | HOUGHTON | MI |
| RIVERSIDE CHEVROLET | ESCANABA | MI |
| TEAM CHEVROLET MANISTIQUE | MANISTIQUE | MI |
| Southern Wisconsin Chevy Dealers (Milwaukee LMA Group) | | |
| Dealership | City | State |
| ANDREW CHEVROLET, INC. | GLENDALE | WI |
| BOUCHER CHEVROLET | WAUKESHA | WI |
| ERIC VON SCHLEDORN CHEVROLET | SAUKVILLE | WI |
| EWALD CHEVROLET | OCONOMOWOC | WI |
| FRANK BOUCHER CHEVROLET | RACINE | WI |
| GRIFFIN CHEVROLET | MILWAUKEE | WI |
| HARTNELL CHEVROLET | SALEM | WI |
| HEISER CHEVROLET | WEST ALLIS | WI |
| HEISER CHEVROLET | WEST BEND | WI |
| HOLZ MOTORS, INC. | HALES CORNERS | WI |
| JOE VAN HORN CHEVROLET, LLC | PLYMOUTH | WI |
| KUNES COUNTRY CHEVROLET | ELKHORN | WI |
| KUNES COUNTRY CHEVROLET | DELAN | WI |
| LAKE CHEVROLET | MILWAUKEE | WI |
| KUNES COUNTY CHEVROLET OF LAKE GENEVA | LAKE GENEVA | WI |
| LYNCH CHEVROLET BURLINGTON | BURLINGTON | WI |
| LYNCH CHEVROLET OF KENOSHA | KENOSHA | WI |
| LYNCH CHEVROLET OF MUKWONAGO | MUKWONAGO | WI |
| NEWMAN CHEVROLET | CEDARBURG | WI |
| ROGER PALMEN CHEVROLET | UNION GROVE | WI |
| SHEBOYGAN CHEVROLET | SHEBOYGAN | WI |
| UPTOWN CHEVROLET, INC. | SLINGER | WI |
| Wisconsin Chevy Dealers (Wausau LMA Group) | | |
| Dealership | City | State |
| A-F MOTORS INC | ADAMS | WI |
| HERITAGE CHEVROLET, INC. | TOMAHAWK | WI |

| | | |
|--|------------------|----|
| KLEMM SALES INC | STRATFORD | WI |
| KOCOUREK CHEVROLET, INC. | WAUSAU | WI |
| LEN DUDAS MOTORS, INC. | STEVENS POINT | WI |
| MARTHALER CHEVROLET | MINOCQUA | WI |
| PARSONS OF ANTIGO | ANTIGO | WI |
| PARSONS OF EAGLE RIVER INC | EAGLE RIVER | WI |
| RHINELANDER CHEVROLET | RHINELANDER | WI |
| VAN HOLZEN CHEVROLET | ASHLAND | WI |
| WHEELERS CHEVROLET | MARSHFIELD | WI |
| WHEELERS CHEVROLET OF MERRILL | MERRILL | WI |
| WHEELERS CHEVROLET OF MEDFORD | MEDFORD | WI |
| WHEELERS CHEVROLET OF WISCONSIN RAPIDS | WISCONSIN RAPIDS | WI |

Online, Dealership, and On-site Entries are hereinafter referred to as "Entry" or "Entries."

LIMIT: ONE (1) ENTRY PER PERSON AND EMAIL FOR EACH METHOD OF ENTRY FOR A TOTAL OF THREE (3) ENTRIES FOR THE ENTIRE SWEEPSTAKES. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. Online Entries will be deemed made by the authorized account holder of the email address submitted at the time of Entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Any potential winner may be required to show proof of being the authorized account holder. No mechanical reproductions of entry forms permitted. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different identities, registrations or any other methods will void that participant's entries and that participant may be disqualified. Entrants are responsible for all charges imposed by their Internet service provider, including any applicable taxes on such services, in connection with submission of an entry. Administrator is not responsible for lost, late, incomplete, invalid, unintelligible, unreadable, or misdirected registrations, which will be disqualified. Administrator will not accept submissions from wireless domains, blacklist domains, or any email address Administrator deems to be potentially harmful to the Website. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the property of Co-Sponsors and/or Administrator and will not be acknowledged or returned.

FINALIST SELECTION: Administrator will select, via a random drawing on or about one November 30, 2021, a total of nine (9) potential Finalists ("Finalists"). One (1) Finalist from each participating dealer group (listed above) and three (3) at-large Finalists from among all eligible entries received in the Sweepstakes, subject to verification and compliance with these Official Rules. Finalists will receive an opportunity to attend the Green Bay Packers home game on December 25, 2021, and a chance to win the Grand Prize. The Green Bay Packers Grand Prize event is currently scheduled for December 25, 2021, unless the game is delayed or altered due to epidemic, pandemic, public health crisis (e.g., COVID-19) or other circumstance beyond Sponsor's control, in which case Sponsor will inform Finalists of new Grand Prize event date and time). Finalists will be contacted by the Administrator by telephone and/or email and will be required to complete and return an affidavit of eligibility, liability, and use of likeness release, and except where prohibited by law, a publicity release form ("affidavit/release") within three (3) days of receipt. Guest of Finalist must be at least 18 years of age or the age of majority in their state of residence, unless child or legal ward of Finalist, and may also be required to sign releases and waiver forms. If any of the potential Finalist's notifications are rejected, returned, or deemed undeliverable or a potential Finalist fails to execute and return the affidavit/release within the specified time or if he/she is otherwise ineligible to receive the prize, that potential Finalist will be deemed ineligible and a replacement may be randomly selected by Administrator from among the remaining eligible Entries, time permitting.

It is anticipated that there will be a total of nine (9) Finalists, but this number could change based on various factors such as a Finalist being deemed ineligible or unable to attend the Grand Prize Giveaway.

FIRST PRIZE: Each Finalist will receive the following prize package:

- Two (2) tickets to the Green Bay Packers game on December 25, 2021, to be used to attend the Grand Prize event.
- Two (2) Game Day programs.
- One (1) Official Green Bay Packers Jersey (choice will depend on inventory availability).
- Two (2) Tour of Lambeau Field Passes.
- Two (2) night's hotel accommodations in Downtown Green Bay/Appleton area to be determined by Co-Sponsors in their sole discretion.
- Hospitality Dinner for winner and (1) guest on December 24, 2021, at a location close to Lambeau Field in Green Bay, Wisconsin. Location to be determined by Sponsors and Green Bay Packers at their discretion.
- One (1) \$150 MasterCard® Prepaid Gift Card.

(Approximate Retail Value ("ARV") of each First Prize: \$1531.00) Additional expenses, including travel to/from the stadium, parking fees, taxes, or other fees and costs not explicitly mentioned, are not included in the First Prize and will be the responsibility of the Finalist. Co-Sponsors, in their sole discretion, will determine seating locations and details.

The odds of a particular Entrant being selected as a Finalist depend on the number of eligible entries received from each Dealer Group.

GRAND PRIZE WINNER SELECTION/VERIFICATION: Each of the up to nine (9) Finalists will be required to be present and checked in at the final Grand Prize Drawing on December 25, 2021, (the "Drawing") to win at Lambeau Field, where the Grand Prize Winner will be announced. If a Finalist does not attend the Drawing for any reason, he or she is not eligible to receive a First Prize or the Grand Prize. Details of exact location to meet during the game will be provided to all nine (9) Finalists prior to December 21, 2021.

All Finalists must present themselves to a Sweepstakes Co-Sponsor or Administrator representative for Drawing registration and present a valid government-issued photo identification. Each Finalist must personally appear at the Drawing to be eligible for the Grand Prize – no proxies are permitted. **MUST BE PRESENT TO WIN THE GRAND PRIZE.** Finalists must fill out any registration and waiver forms and additional security checks required by Co-Sponsors, the NFL, the Green Bay Packers, and/or Lambeau Field. Any Finalists who do not present themselves to Sweepstakes Co-Sponsor or Administrator representative for drawing registration by the time specified may be disqualified and not replaced at the sole discretion of Co-Sponsors. The Sweepstakes Grand Prize giveaway will take place at some point during halftime of the game on December 25, 2021. Finalists will be given exact instructions at the time of the check-in. The Grand Prize Sweepstakes winner will then be selected in a random drawing event conducted by a representative of the Co-Sponsor and the Green Bay Packers from among all eligible Grand Prize Finalists that are present at the Drawing.

GRAND PRIZE DRAWING EVENT: Each of the nine (9) Finalists will randomly be given one of nine (9) letters from a Chevy branded gift box. The letters will spell "Go Packers." During the Giveaway, the Green Bay Packers will display on screen a plinko board with the spelling G-O-P-A-C-K-E-R-S at the bottom. One (1) plinko chip will fall above and will randomly fall above one (1) of the letters. The finalist holding the corresponding letter where the plinko chip fell above will be the Grand Prize Winner (subject to verification and compliance with these Official Rules.)

Potential Grand Prize Winner will be required to complete and return an affidavit of eligibility, liability release, and except where prohibited by law, a publicity release form ("affidavit/release") within five (5) days of receipt. If the Potential Grand Prize Winner's notification is rejected, returned, or deemed undeliverable or the potential Grand Prize Winner fails to execute and return the affidavit/release within the specified time or if he/she is otherwise ineligible to receive the Grand Prize, that potential Grand Prize Winner will be deemed ineligible and the Prize will be awarded to an alternate selected at an alternate drawing from all remaining eligible Finalists. Alternate Grand Prize Winner will be subject to the

same requirements. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential Grand Prize Winner will be declared the official winner of the Grand Prize (the "Grand Prize Winner"). Unclaimed Prizes will not be awarded.

GRAND PRIZE/ODDS: Grand Prize consists of one (1) \$45,000 voucher to be applied toward the purchase of a new 2021 or 2022 Chevrolet vehicle (excluding commercial vehicles) (the "Vehicle"). If the Vehicle's MSRP is under \$45,000 the Grand Prize Winner will not be awarded the difference between the vehicle's actual MSRP and \$45,000. Grand Prize Winner is solely responsible for any expenses in connection with acceptance and use of the Vehicle not expressly described herein as being awarded, including, without limitation, the following: (i) income, federal, state or local taxes; (ii) insurance, registration fees, dealer preparation fees and/or additional options, additions or equipment; and (iii) any additional expenses not described herein as being awarded, including, without limitation, any travel or transportation costs, associated with winning and subsequent use of Vehicle. All options and upgrades on Vehicle that increase the MSRP over \$45,000 are the sole responsibility of Grand Prize Winner. Model, color, package, factory options, and other Grand Prize specifics are subject to availability. Other than the manufacturer's limited warranty, Co-Sponsors do not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Vehicle including but not limited to its quality, fitness for purpose or mechanical condition. Grand Prize Winner must take delivery of Vehicle within 30 days of notice of availability from one of the participating Chevrolet dealers (listed above) near Grand Prize Winner's residence, subject to Co-Sponsor's approval. Co-Sponsors and Administrator shall not be responsible for delays in delivery of Vehicle; delivery is subject to availability. Grand Prize Winner must personally retrieve Vehicle within (30) days of written notification of delivery and must present a valid U.S. driver's license issued in his/her state of residence and proof of insurance to take delivery. In the event that the potential winner is disqualified for any reason, the prize may not be awarded.

No cash or Vehicle substitutes and no cash rebates. Vehicle cannot be assigned or transferred to a third party. Vehicle delivery is through an authorized Chevrolet dealer and conditional upon Grand Prize Winner's execution and return of any and all required paperwork. Depiction of Vehicle in any advertising or promotional materials may not reflect the actual Vehicle delivered. Sponsor and Administrator shall have no liability in conjunction with such differences between depicted Vehicle and actual Vehicle.

In the Co-Sponsors's sole discretion, a selected Grand Prize Winner may be required to forfeit the prize and an alternate Grand Prize Winner may be selected (in Co-Sponsors's sole discretion) in accordance with these Official Rules from the remaining eligible Finalists if selected Grand Prize Winner (i) declines or cannot accept, receive or use the prize for any reason; or (ii) fails to comply with these Official Rules. The maximum value of the prize set forth above represents the Co-Sponsors's good faith determination of the maximum ARV thereof, and the actual fair market value, as ultimately determined the Co-Sponsors, cannot be challenged or appealed.

The odds of a particular Finalist winning the Grand Prize are not to exceed 1 in 9, or 1 in the number of Finalists participating in the Grand Prize drawing if less than 9 participate due to ineligibility.

MONTHLY WINNER SELECTION/VERIFICATION: Six (6) potential Monthly Winners (one (1) winner per dealer group), for a total of eighteen (18) Monthly Winners, will be randomly selected by Administrator in three (3) drawings from among the cumulative eligible Entries received by the corresponding Draw Date indicated in the chart below. Applicable local taxes and any additional fees not included. Entries will be included in the drawing for the particular month in which the Entry is received and confirmed valid by Sponsor and/or Administrator, as well as each subsequent monthly drawing so long as that Entry did not previously win a Monthly Prize. You may only win one Monthly Prize – if you win a Monthly Prize, you are ineligible to receive any further Monthly Sweepstakes Prize. All nonwinning Entries from previous Monthly Entry Periods will be automatically rolled over into subsequent Entry Periods.

Each potential Monthly Prize Winners will be notified by phone or email at the email address provided at the time of entering. Potential Monthly Prize winners will be notified within 48 hours of each drawing. Potential Monthly Winners will be contacted by Sponsor or one of its representatives by telephone and/or email and will be required to complete and return an affidavit of eligibility, liability release, and except where prohibited by law, a publicity release form

("affidavit/release") within five (5) days of receipt. Upon receipt of the potential Monthly Winner's form, affidavit and release, Administrator and Promoter will process such materials, and then mail the applicable prize to the potential winner. If a potential Monthly Winner (1) provides false, inaccurate, or incomplete information on his/her entry form, or is otherwise disqualified pursuant to these Official Rules, or (2) fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period, the prize will be forfeited, and it will be awarded to an alternate, randomly selected potential Monthly Winner(s) who is also subject to verification. All eighteen (18) Monthly Prizes will be awarded.

MONTHLY PRIZE DESCRIPTION/RESTRICTIONS: Subject to the terms and conditions herein, and subject to verification, six (6) prizes will be awarded each month during the Promotional Period to six (6) verified winners (each a "Monthly Winner") for a total of eighteen (18) "Monthly Prizes" awarded. Applicable taxes and fees and additional travel expenditures are not included.

| Monthly Prize | Draw Date | Prize Description | Approximate Retail Value |
|----------------------|---------------------------|--|---------------------------------|
| 1 | 10/1/2021 12:00 PM CST | *Virtual Packers Player Meet & Greet for Winner & one (1) Guest *One (1) Green Bay Packers autographed football *One (1) \$100 Green Bay Packers Pro Shop Gift Card *One (1) Green Bay Packers Yearbook | \$422 |
| 2 | 11/1/2021 12:00 PM CST | *Virtual Packers Player Meet & Greet for Winner & one (1) Guest *One (1) Green Bay Packers autographed football *One (1) \$100 Green Bay Packers Pro Shop Gift Card *One (1) Green Bay Packers Yearbook | \$422 |
| 3 | 12/1/2021 12:00 PM CST | *Virtual Packers Player Meet & Greet for Winner & one (1) Guest *One (1) Green Bay Packers autographed football *One (1) \$100 Green Bay Packers Pro Shop Gift Card *One (1) Green Bay Packers Yearbook | \$422 |

Prizes are subject to terms and conditions of issuer and no substitution will be made except as provided herein at the Sponsor's and/or Administrator's sole discretion.

Approximate Aggregate Retail Value of all Monthly Prizes: \$7,596.00.

The odds of winning a Monthly Prize depend on the number of Eligible entries received during the applicable Draw Date.

GENERAL PRIZE RESTRICTIONS (FOR ALL PRIZES): Prizes (including their individual components) may not be transferred or assigned. No cash or other substitution may be made, except by the Co-Sponsors, who reserve the right to substitute a Prize in whole or in part with another prize of comparable or greater value if the intended prize (or any portion thereof) is not available for any reason as determined by the Co-Sponsors in their sole discretion. Winner and

Finalists are fully responsible for any and all applicable federal, state and local taxes (including income and withholding taxes). All costs and expenses associated with a prize acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, meals, gratuities and other expenses incurred by accepting a prize, are the sole responsibility of the Winner or Finalists. The Winners and Finalists may be required to provide, to Administrator, their Social Security number or tax ID for tax reporting purposes as the Winners and Finalists will be issued an IRS Form 1099 reflecting the actual value of a Prize. Except where prohibited by law, the acceptance of a prize, or being accepted as a Finalist, constitutes permission for Co-Sponsors and Administrator to use the Winner's name, hometown, likeness, statements and other personally identifiable information for promotional, advertising and marketing purposes in any media throughout the world without additional compensation, prize, incentive, consideration, consent or review; and upon request, the Winner or Finalist must provide written consent to such use.

National Football League game, event, and exhibition dates and times, are determined in the sole discretion of the Office of the Commissioner of Football and/or the applicable NFL Club, as applicable, and may be subject to change. The terms and conditions of the tickets/vouchers awarded as part of the a prize will govern in the event a legal game, event or exhibition, as defined by the NFL, is not played due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Finalists and his/her guests agree to comply with all applicable NFL, Green Bay Packers, Hall of Fame, and Lambeau Field regulations in connection with the Prize. Co-Sponsors, in their sole discretion, reserves the right to remove, deny entry, or disqualify from the Grand Prize drawing Finalists and/or his/her guests who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Released Parties (defined below) will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage, epidemic, public health crisis, or any other natural disaster outside their control that may cause the cancellation or postponement of any NFL game, tour, Stadium, Hall of Fame, event or exhibition. Any tickets awarded as prizes may not be resold or offered for resale. Any such resale may result in disqualification and Prize forfeiture and may invalidate the license granted by the ticket(s). In the event of a game cancellation, delay, or if a game or tour does not otherwise occur, or if due to some other condition beyond Co-Sponsors or Administrator's control, the Grand Prize Drawing Event cannot be held, Administrator reserves the right to make, in its sole discretion, alternate arrangements for date, time, and location, of the Grand Prize Drawing and will notify the Finalists of the alternate arrangements.

Gift cards are subject to, and must be used in compliance with, the terms and conditions set forth on the respective gift card and as set forth by the gift card issuer. Winner must protect the gift card and treat the gift card as they would any other valuable document. Gift card will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the Winner's permission and will be voided if altered or defaced.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, and 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 Sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way. ©2021 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

RELEASE: By participating (a) Entrants release Co-Sponsors, Administrator, Chevrolet Motor Division, General Motors LLC, participating Chevrolet Dealerships, Jack Morton Worldwide, Agency 720, Green Bay Packers, NFL Entities, and their respective subsidiaries, affiliates, limited liability companies, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, shareholders, directors, members, employees, licensors, dealerships, and agents (collectively the "Released Parties"), from any and all liability for any claims, costs, injuries, losses, or damages, of any kind caused by their participation, including the unauthorized or illegal access to personally identifiable or sensitive information or the acceptance, possession, use, or misuse of the prize; (b) Entrants, by participating, agree that Released Parties will have no liability whatsoever, and shall be held harmless by Entrants against any liability, for any injuries, losses or damages of any kind, including, but not limited to, death or destruction of property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize(s) (including any travel or activity associated thereto) or participation in this

Sweepstakes; and (c) acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty representation or guarantee, expressed or implied, in fact or in law, relative to a prize, including, but not limited to, the prize quality or availability.

LIMITATIONS OF LIABILITY: Neither Released Parties nor any service providers are responsible for incorrect or inaccurate transcription of Entry information, or for any human or other error, technical malfunctions, lost/delayed data or voice transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, or any other error or malfunction, or late, lost or misdirected mail, or any injury or damage related to or resulting from participation in this Sweepstakes. Neither Released Parties nor any service providers are responsible for typographical or other error in the printing of Sweepstakes materials, the administration of the Sweepstakes, or the announcement of the prize winner, including any such error as may give an erroneous indication that a prize has been won. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE ENTRY PROCESS OR INSTANT WIN GAME, OR OTHERWISE UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, RELEASED PARTIES RESERVE THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

GENERAL CONDITIONS: Co-Sponsor or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If for any reason the Sweepstakes is not capable of being executed as planned, or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, action of Entrants, technical failures or any other causes which in the opinion of Administrator and/or Co-Sponsors, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Co-Sponsors and/or Administrator reserve the right, at their sole discretion, to disqualify any suspect Entry or Entrant and to cancel, terminate, modify, or suspend, the Sweepstakes and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Co-Sponsors in their sole discretion. In the event Co-Sponsors or Administrator is prevented from continuing with this Sweepstakes, or the integrity and/or feasibility of the Sweepstakes is undermined by any event including, but not limited to, fire, flood, epidemic, pandemic, public health crisis (e.g., COVID-19), earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or by other cause not reasonably within Co-Sponsor's control (each a "Force Majeure" event), Co-Sponsors and/or Administrator shall have the right, in their discretion, to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes without further obligation. If Co-Sponsors or Administrator, in their sole discretion, elects to abbreviate the Sweepstakes as a result of a Force Majeure event, Co-Sponsors and/or Administrator reserves the right, to award prizes from among all the eligible entries received up to the date of such Force Majeure event. Co-Sponsors and Administrator also reserve the right, in their sole discretion, to cancel, modify or suspend the Sweepstakes in whole or in part, in the event of fraud, technical or other difficulties or if the integrity of the Sweepstakes is compromised, without liability to any entrant. In the event of any cancellation, termination or suspension, notice thereof will be posted at <https://www.go2eventlink.com/rules/>. Entries not complying with all rules are subject to disqualification. Administrator 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 to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. If any provision(s) of these Official Rules is held invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

GOVERNING LAW/JURISDICTION/DISPUTE RESOLUTION: Entrants agree that (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal, state and local courts for Brown County, Wisconsin (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) 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 out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and

questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Wisconsin.

The use of any non-Sponsor trademarks, service marks, logos, or other marks in connection with this Sweepstakes or any prize is not meant by Sponsor to imply the endorsement of the respective owner(s) of such marks, or any affiliation of the respective owner(s) of such marks with Sweepstakes advertisements or the Sweepstakes.

WINNER'S NAME: The name of the Winners is available after FEBRUARY 25, 2021 and may be obtained by sending a self-addressed stamped envelope to: Winner's name, The Chevy Packers Fan Experience Sweepstakes c/o EventLink LLC, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148, for receipt no later than MARCH 25, 2021.

ENTRANT'S PERSONAL INFORMATION: By entering the Sweepstakes, you acknowledge that Co-Sponsors and Administrator may use any personal information collected as part of the Sweepstakes entry form in accordance with Co-Sponsors' privacy policy, located at <https://www.gm.com/privacy-statement.html>, and Administrator's Privacy Policy, located at <http://go2eventlink.com/privacy-policy/>.

CO-SPONSORS: Green Bay Chevy Dealers Advertising Association, 111 W. Madison Street, Clintonville, WI 54929.
Southeastern Wisconsin Chevy Dealers Advertising Association, 1181 Wauwatosa Road, Cedarburg, WI 53012.
Capital Area Chevrolet LMA, Inc., S3801 US N Highway 12, Baraboo, WI 53913.
Marquette Chevy Dealers Advertising Association, 2653 US Highway 41 W, Marquette, MI 49855.
Hometown Chevy Dealers, Inc., 12721 Norway Road, Osseo, WI 54758.
Wisconsin Chevy Dealers, Inc., 5353 Highway 70 W, PO Box 2500, Eagle River WI 54521.

ADMINISTRATOR: EventLink LLC, 100 W. 22nd Street, Suite 134, Lombard, Illinois 60148.