

**HAWK-TOBER SWEEPSTAKES SERIES
OFFICIAL RULES AND REGULATIONS
NO PURCHASE NECESSARY**

1. **ELIGIBILITY. NO PURCHASE NECESSARY** to enter or win. **HAWK-TOBER SWEEPSTAKES SERIES** ("Sweepstakes") is open only to legal residents of the state of Georgia and the United States, who as of the date of their Entry (defined below) into the Sweepstakes are at least 18 years of age, reside within 150 miles of the corporate limits of Atlanta, Georgia, and have Internet access as of **12:01 AM ET October 2, 2026**, the date and time the Sweepstakes is first made known to the public. Employees and their immediate family members (spouses, parents, legal guardians, in-laws, grandparents, siblings, children, household members and the spouses and children of the foregoing) of Atlanta Hawks, L.P. ("AHLP" or "Sponsor"), ATL Hawks, LLC, Atlanta Hawks Management, LLC, Arena Operations, LLC (State Farm Arena), Arena Sports Marketing, LLC, the National Basketball Association and its Member Teams, NBA Properties, Inc., NBA Media Ventures, LLC (the "NBA" or "NBA Entities"), and each of their respective parents, subsidiaries, divisions, directors, officers, members, partners, trustees, franchisees, governors, agents, owners, shareholders, participating vendors, distributors, advertising and promotion agencies and affiliated entities' employees and each of their respective families (spouses, parents, legal guardians, in-laws, grandparents, siblings, children, household members and the spouses and children of the foregoing) (collectively, the "Sweepstakes Entities") are not eligible to enter the Sweepstakes. By entering the Sweepstakes, participants agree to accept and be bound by all terms of these Official Rules and Regulations. Sweepstakes is subject to all federal, state and local laws and regulations. Some restrictions apply. Free internet access is available at many public libraries. Void wherever prohibited or restricted by law.
2. **SPONSOR.** Atlanta Hawks, L.P., Centennial Tower, 101 Marietta Street NW, Suite 1900, Atlanta, Georgia 30303.
3. **HOW TO ENTER.** Sweepstakes runs from **12:01 AM ET October 2, 2026 – 11:59 PM ET November 6, 2026** (the "Sweepstakes Period") and will consist of five (5) separate drawing periods, as specified in the drawing period chart below. There will be two (2) methods to enter the Sweepstakes: (1) by entering via Attentive (details below); or (2) by entering via formstack (details below). The Sweepstakes Period ends at **11:59 PM ET November 6, 2026. Regardless of entry method, Limit one (1) entry per person, per email address and per phone number.** No additional entry is required for an Entrant to be eligible for subsequent drawings. Each eligible Entry received by the applicable entry deadline will remain eligible for that drawing and all later drawings, subject to these Official Rules. An Entrant may win only one prize; confirmed winners will be removed from subsequent drawings. Entrants must enter in their own name and not on behalf of or for anyone else. In the event of a dispute about the identity of an online entrant, each online entry will be declared made by the authorized account holder of the email address submitted at the time of entry as determined by Sponsor. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address associated with the winning entry. No mechanical reproductions or facsimiles accepted. Sponsor is not responsible for misdirected, incomplete, lost, late or illegible entries, technical, hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions or other errors or problems which may limit a participant's ability to participate in the Sweepstakes or damage to a user's system as a result of participation in the Sweepstakes or downloading of any information necessary to participate in the Sweepstakes. False or deceptive entries or acts, as determined by Sponsor, will render the entrant ineligible. Sponsor reserves the right, in its sole discretion, to cancel or modify the Sweepstakes should any computer virus, malfunction or other cause beyond their control corrupt the administration, security or proper operation of the Sweepstakes. All entries become the property of Sponsor and will not be returned. All entries must be submitted in the name of an individual person and prizes can only be awarded to the person whose name is on or corresponds to each winning entry. Each Entrant may enter only once during the Sweepstakes Period. Attempts to enter the Sweepstakes more than once may disqualify entries from the Sweepstakes.

Entrants authorizes the Sponsor to use automated technology to send messages to the mobile phone number provided during the signup process. Consent to receive mobile communications is never required to enter into the Sweepstakes and will not impact any chance of winning. Message and data rates may apply, according to your rate plan provided by your wireless carrier. Sponsor will not be responsible for any text messaging or other wireless charges incurred by you or by a person who has access to your wireless device or telephone number. Text STOP, to stop receiving messages.

Details of the methods of Entry are as follows:

How to Enter by Attentive: During the Sweepstakes Period, there is one (1) way to enter via Attentive as detailed below. During the Sweepstakes Period, if your phone number is associated with an existing account in the Atlanta Hawks text message platform, you may be asked to text "Hawktober" to 404-800-3412. Once you have completed that task, you will receive an Attentive Entry in the Sweepstakes.

Attentive entry is designed to work with most major wireless service providers in the United States, but Sponsor makes no guarantee that any wireless service provider will participate. The mobile device must be capable of sending and receiving text messages. Entrants should check their phone's features for specific capabilities. Message and data rates may apply. Wireless service providers may charge Entrants for each text message, including any error message sent and received in connection with the text message entry, based on the applicable wireless service pricing plan. Entrants should consult their wireless service provider's pricing plan for details. Network service for transmitting text messages may be interrupted or unavailable due to, but not limited to, atmospheric or topographical conditions, governmental regulations, orders, or system capacity limitations. Sponsor assumes no responsibility for message delivery or timeliness of messages, or for the availability of messaging services at all times.

Proof of sending a text message to the applicable number is not considered proof of delivery or receipt. Entrants may opt out of receiving future messages anytime by sending the word "STOP" to the applicable number. If an Entrant sends an opt-out text message, they will be sent a reply text message, confirming that they have unsubscribed and will receive no further messages. For help, text "HELP" to the applicable number.

How to Enter by Formstack: To enter by formstack, during the Sweepstakes Period, go to www.hawks.com/hawktobersweeps and fill out the required fields which will include your actual first and last name, phone number, zip code and date of birth (as they appear on your driver's license or governmental identification). Entry must be completed in full to be valid. Only one (1) individual's name may be on each entry. By submitting the entry as detailed herein, you will receive one (1) formstack entry ("Formstack Entry").

Attentive Entry and Formstack Entry may be referred to herein individually as an "Entry" and in the plural as "Entries". Each individual submitting an Entry may be referred to as an "Entrant".

Sponsor is not responsible for lost, late, stolen, garbled, corrupted, misdirected or illegible emails or human or other error that may occur in the receipt or processing of Entries. All Entries become property of Sponsor and will not be acknowledged or returned.

Any attempt by any participant to enter by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant's Entries and that participant may be disqualified, at the sole discretion of Sponsor. Use of any automated system to participate is prohibited and will result in disqualification.

The Sponsor's database clock will be the official timekeeper for this Sweepstakes.

All federal, state, and local rules and regulations apply.

For purposes of this Sweepstakes, an Entry is “received” online when the Sponsor’s server records the Entry information. Proof of sending (such as an automated computer receipt confirming Entry or “thanks for entering” message) does not constitute proof of actual receipt of an Entry for purposes of this Sweepstakes. Illegible and/or incomplete Entries and Entries submitted by Entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. Those who do not follow all of the instructions, provide the required information in their Entry, or abide by these Official Rules or other instructions of Sponsor may be disqualified.

4. **WINNER SELECTION.** Sponsor will conduct five (5) random drawings on the dates listed below from among all eligible Entries received by the applicable entry deadline. Entries received after a weekly entry deadline will not be eligible for that week’s drawing but will be eligible for later drawings for which they are timely received.

DRAWING PERIOD CHART

Entry Period	Begins at 12:01 a.m. ET on:	Ends at 11:59 p.m. ET on:	Drawing Date:	Number of Winners:	Prize(s)/AMV of Prize(s):
1	October 2, 2026	October 8, 2026	October 9, 2026	1	Four (4) tickets to the Atlanta Hawks vs. Houston Rockets regular season home game taking place at State Farm Arena on October 24, 2026 and a \$500 Hawks Shop Gift Card ¹ . Total ARV of Prize - \$1500
2	October 9, 2026	October 16, 2026	October 17, 2026	1	Two (2) tickets to the Atlanta Hawks vs. Miami Heat regular season home game taking place at State Farm Arena on October 28, 2026 and a pre-game courtside experience. Total ARV of Prize - \$550
3	October 17, 2026	October 22, 2026	October 23, 2026	1	Two (2) tickets to the Atlanta Hawks vs. Cleveland Cavaliers regular season home game taking place at State Farm Arena on October 29, 2026 and a

¹ Expires 12/31/2026. Good while supplies last. Not to be used in conjunction with any other offer. No other discount can be applied to merchandise purchased with this certificate. No cash value. Not redeemable for cash. Duplicate gift certificates will not be honored, acknowledged or returned. Only valid for merchandise purchased from <https://hawksshop.com/>. No cash back or credits. No resell or transfer.

					pre-game courtside experience. Total ARV of Prize - \$550
4	October 23, 2026	October 29, 2026	October 30, 2026	2	A \$500 Ticketmaster® gift card. ² Total ARV of Prize - \$500
5	October 30, 2026	November 6, 2026	November 7, 2026	2	A signed Atlanta Hawks jersey. Total ARV of Prize - \$200
					Total AMV of Prizes: \$4,000.00

Sweepstakes will be administered by the Sponsor, decisions of which in all matters regarding the Sweepstakes shall be final and binding. All winners are considered potential winners until the execution and return of all winner documents (described below). The Winner will be notified by email, and must meet all eligibility requirements including the execution and delivery of all necessary releases including an Affidavit of Eligibility/Release of Liability and Publicity Release form and a completed tax acknowledgment form within seven (7) days of date of issuance. A Winner's failure to return all required forms in this seven (7) day time period may result in the Winner being disqualified and an alternate Winner may or may not be selected at Sponsor's sole discretion. If a dispute arises regarding who submitted an on-line entry, the entry will be deemed submitted by the holder of the email account as determined by Sponsor. If a Winner is ineligible for any reason whatsoever, Sponsor may hold another random drawing to determine an alternate Winner. However, if delays in obtaining the necessary releases would make it impracticable to select another Winner due to the timing of the use of one of the prizes (for example game tickets), no alternative Winner will be awarded. If a Winner does not respond within twenty-four (24) hours after the first attempt to contact him/her, Sponsor may select an alternate in his/her place at random from all eligible entries received.

It is the Entrant's responsibility to timely check your email account for messages. This may include checking spam and trash folders. Sponsor is not responsible for any failure of delivery of notice attempting to use such methods.

5. **PRIZES.** Seven (7) winners will each receive the prize associated with their drawing as specified in the drawing period chart above (the "Prize"). Total AMV of all Prizes is \$4,000.00. Note that the exact seat location of the tickets for the event shall be chosen at Sponsor's sole discretion and will be subject in all cases to availability. No resell or transfer. The reporting and payment of any tax liabilities incurred by the entrant as a result of this Sweepstakes and any prize(s) won are the sole responsibility of the entrant. No substitution or transfer of prize(s) or cash redemptions permitted by the Winner. The Sweepstakes Entities reserve the right to substitute a prize of like value in the event the described prize, or any portion thereof, is unavailable for any reason whatsoever. Prize is non-transferable and non-assignable. No prize substitution allowed by the Winner. No portion of the prize may be sold, bartered or exchanged by the Winner. If awarded, Prize will be awarded without any warranty of any kind beyond manufacturer's standard warranty. Sponsor is not responsible if the event is delayed, postponed or cancelled for any reason and the Winner will not be reimbursed for tickets. Tickets may be subject to issuer's standard rain-check policies and procedures. All expenses, travel, and other costs not expressly stated in the description above are the sole responsibility of the Winner. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets will not be replaced. By accepting a ticket prize, the Winner agrees to abide by any terms, conditions and restrictions provided by the ticket. No substitution, exchange or transfer of prize by any Winner. Sponsor reserves the right

² All usage of the Ticketmaster gift card shall be subject to the Gift Card Terms of Use found at <https://terms.ticketmastergiftcard.com/US>.

to substitute any prize for one of equal or greater value. For the avoidance of doubt Ticketmaster LLC ("Ticketmaster") is in no way responsible for the administration of this Sweepstakes, the selection or verification of winners, or the fulfillment of any prize. All inquiries regarding this Sweepstakes should be directed to Sponsor.

6. **ODDS OF WINNING.** The odds of winning a Prize are determined by the total number of entries received by the applicable drawing deadline during the Sweepstakes Period.
7. **GENERAL RULES AND REGULATIONS.** By entering this Sweepstakes, participants grant the Sweepstakes Entities the right, unless prohibited by law, to use their names, voices, pictures and likeness, Entry or any copyrighted or copyrightable materials without further authorization or compensation, for the purpose of advertising and publicizing the goods and services of the Sponsor and all matters related to the Sweepstakes in any manner or medium, through the world in perpetuity without further compensation (except where prohibited by law). The Winner will be required to sign and execute affidavits of eligibility, tax acknowledgement forms, liability releases and, except where prohibited by law, use of name and likeness releases ("Winner Documents") and return within seven (7) days of issuance. Noncompliance with this time period may result in disqualification. In the event a Winner declines the prize or fails to return completed releases, Sponsor may elect, at its sole discretion, to select an alternate winner. If no eligible potential winner can be identified after reasonable attempts or if delays in obtaining the completed Winner Documents would make it impracticable to award the prize due to the timing of the game, no substitute prize may be awarded in Sponsor's sole discretion. By entering this Sweepstakes, entrants agree to release the Sweepstakes Entities and Ticketmaster from any and all liability claims or actions of any kinds whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize, or while preparing for, participating in, and/or traveling to any prize-related activity. The Sweepstakes Entities and Ticketmaster expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded. In the event more winner notifications are issued, or more winning prize claims are received, than the number of prizes set forth in these Official Rules due to computer, printing, seeding, human, or other error or problem, a random drawing will take place from all eligible prize claims for the prize at issue to award the proper number of prizes as set forth in these Official Rules. In the event of sabotage, acts of God, computer virus or other events or causes beyond the Sponsor's reasonable control, which corrupt the integrity, administration, security or proper operation of the Sweepstakes, Sponsor reserves the right to cancel or suspend the Sweepstakes. In the event of cancellation, prizes will be awarded from among all eligible, non-suspect entries received prior to the event requiring such cancellation. Notice of cancellation will be posted at www.hawks.com.
8. **INTELLECTUAL PROPERTY.** All intellectual property, including but not limited to trademarks, trade names, designs, promotional materials, web pages, drawings, illustrations, logos, slogans, and representations are owned by the Hawks, State Farm Arena and their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.
9. **CONSTRUCTION.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrants and Sponsor in connection with the Sweepstakes shall be governed by and construed in accordance with the internal laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules or provisions (whether of Georgia, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Georgia. In any action brought to enforce the obligation or right of any party hereunder, entrants consent to personal jurisdiction and venue in any court of appropriate jurisdiction in Fulton County, Georgia, USA. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

10. **FORCE MAJEURE.** Sponsor shall not be liable to Winner or any other person for failure to supply Prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, pandemic, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, network or computer problems, internet problems, hacking, computer viruses, unauthorized computer access, tampering, or any other cause beyond Sponsor's sole control.
11. **RELEASE AND WAIVER OF LIABILITY.** By entering this Sweepstakes, entrants agree to release the Sweepstakes Entities and Ticketmaster from any and all liability claims or actions of any kinds whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with or arising out of the receipt, ownership or use of the prize, or while preparing for, participating in, and/or traveling to any prize-related activity. The Sweepstakes Entities and Ticketmaster expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded.
12. **NOTE.** Entry must be made by the Entrant only as detailed above. Entries made by any other individual or any entity, and/or originating at any other web site or email address, including, but not limited to, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. The use of any device or software to automate the Entry process is prohibited. Entries or other Sweepstakes materials that are incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late, misdirected, postage due, deceptive, in greater quantity than the limit stated above or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at Sponsor's sole and absolute discretion.
13. **MISCELLANEOUS.** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, privacy policy or terms of use on the Entry Site and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion. No Injunctive Relief: EACH ENTRANT UNDERSTANDS AND AGREES THAT HE/SHE SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE SWEEPSTAKES OR ANY OTHER PROJECT OF SPONSOR OR ANY OF ITS AFFILIATES.
14. **PRIVACY STATEMENT.** The information submitted, including the registration information, will be available to the Atlanta Hawks, the NBA Entities, and State Farm Arena. For more information on how this information may be used by them, please read their respective Privacy Notices, which can be found at www.hawks.com, www.nba.com, and www.statefarmarena.com. In addition, by submitting this information you agree that Atlanta Hawks, the NBA Entities, and State Farm Arena may contact you from time to time regarding special offers and promotions they think may be of interest to you.
15. **OFFICIAL RULES AND WINNERS' LIST REQUESTS.** For a copy of either the Official Rules or the Winner's List, send a request and a self-addressed, stamped envelope to the following address by December 7, 2026 "Rules," or "Winner" HAWK-TOBER SWEEPSTAKES SERIES, Attn: Global Partnerships, 101 Marietta Street NW, Suite 1900, Atlanta, GA, 30303.

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