

# **THE HUDDLE DFW CULTURAL TOUR SWEEPSTAKES**

## **OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF ENTRY, LEGAL RESIDENTS OF TEXAS AND AT LEAST EIGHTEEN (18) YEARS OF AGE OR OLDER. SWEEPSTAKES WILL BE GOVERNED BY THE LAWS OF THE STATE OF TEXAS. VOID WHERE PROHIBITED. THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH INSTAGRAM, META PLATFORMS, INC., X (FORMERLY TWITTER), FACEBOOK, YOUTUBE, GOOGLE LLC, OR ANY OTHER SOCIAL MEDIA PLATFORM.**

### **1. ELIGIBILITY:**

The HUDDLE DFW Cultural Tour Sweepstakes (the “Sweepstakes”) is open to legal residents of Texas who are eighteen (18) years of age or older at the time of entry. Dallas Basketball Limited d/b/a Dallas Mavericks (the “Mavericks”) is the sponsor and administrator of the Sweepstakes. The digital passport/check-in experience described below is operated on the Mavericks' behalf by Tradable Bits Media Inc. (“Tradable Bits”). Employees, contractors, directors, officers and agents of the Mavericks, Tradable Bits, each of their respective affiliates and subsidiaries, advertising and promotion agencies, all other service and governmental agencies and their employees involved with the Sweepstakes, NBA Properties, Inc., the National Basketball Association (the “NBA”), and the NBA member teams (collectively, the “NBA Entities”), and members of their immediate families (spouse, parent, child or sibling, whether biological, adopted, step or in-law) or households (whether related or not) are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules (“Official Rules”) and the Mavericks' decisions, which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

### **2. SWEEPSTAKES PERIOD:**

The Sweepstakes begins at 12:00 a.m. Central Time (“CT”) on September 9, 2026, and ends at 11:59 p.m. CT on September 29, 2026 (the “Sweepstakes Period”). The Mavericks’ computer is the official timekeeping device for this Sweepstakes. All Entries — including completion of all Instagram entry steps and all digital passport/check-in requirements described below — must be received and recorded during the Sweepstakes Period.

### **3. TWO (2) WAYS TO RECEIVE ENTRIES:**

(a) Online Method (one (1) Entry). During the Sweepstakes Period, you may receive one (1) entry (an “Entry”) online in either of the following ways:

(i) Online Entry Form: Visit <https://www.mavs.com/huddlesweepstakes> (the “Website”), which may be promoted across social media platforms (including Instagram, X, Facebook and YouTube), the Mavericks App and, if applicable, MavsTV, and follow the online instructions to complete and submit an online entry form; or

(ii) Instagram: Using a valid Instagram account, complete all of the following steps during the Sweepstakes Period: (1) follow the Dallas Mavericks-owned Instagram accounts @DallasMavs and @Mavsoffcourt; (2) “like” the Sweepstakes announcement post scheduled for September 9, 2026 on the @Mavsoffcourt Instagram account; and (3) “like” and comment “MavsExplore” on the Sweepstakes entry post scheduled for September 28, 2026 on the @Mavsoffcourt Instagram account. All steps must be completed by 11:59 p.m. CT on September 29, 2026. The Mavericks will verify completion of all required steps before winner selection.

Regardless of whether you use the online entry form, the Instagram method, or both, the online method yields a maximum of one (1) Entry per person.

Automated Entries are prohibited, and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses or Instagram accounts nor use any other device or artifice to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple email addresses or Instagram accounts under multiple identities or uses any device or artifice to register multiple times will be disqualified and forfeits all prizes won, in the Mavericks’ sole discretion. Multiple entrants are not permitted to share the same email address or Instagram account. Should multiple users of the same email account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said email account at the time of entry will be considered an entrant and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. Potential winner may be required to show proof of being the authorized account subscriber.

(b) Digital Passport/Check-In (two (2) Entries): Use your smart phone or other web-enabled device with data plan to access the Sweepstakes digital passport/check-in experience operated through Tradable Bits and follow the instructions to visit and scan QR codes or check in at cultural sites highlighted in the Dallas Mavericks/The HUDDLE DFW Cultural Tour digital feature. Entrants who complete all digital passport/check-in requirements during the Sweepstakes Period will receive two (2) Entries (in-person participants only). Proof of scanning QR codes or checking in does not constitute proof of completion or submission of an Entry.

To scan a QR code or check in through the digital passport/check-in experience, participants must have a smart phone or other web-enabled device with a camera feature and/or QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

**For all Entries:**

All Entries must be received and recorded during the Sweepstakes Period. Only the methods of receiving Entries described herein are valid. No other forms of entry are valid. To be valid, each Entry must comply with all of these Official Rules. The online method (entry form or Instagram) yields one (1) Entry. The digital passport/check-in method yields two (2) Entries upon completion.

**LIMIT: THREE (3) ENTRIES PER PERSON DURING THE SWEEPSTAKES PERIOD — A MAXIMUM OF ONE (1) ENTRY VIA THE ONLINE METHOD AND A MAXIMUM OF TWO (2) ENTRIES VIA THE DIGITAL PASSPORT/CHECK-IN METHOD.** Entrants may participate through

one or both entry methods. If a person participates through both methods, only the Entries permitted under the applicable limits above will be valid, and any Entries exceeding those limits will be disregarded. For purposes of enforcing these limits, Entries may be matched using the email address provided at entry (and, for Instagram Entries, the entrant's Instagram account information); entrants should use the same email address for each entry method they use.

If entering with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

#### **4. SWEEPSTAKES DRAWING:**

Four (4) potential winners will be selected in a random drawing to be held on or about September 30, 2026, from among all eligible Entries received by the Mavericks through both entry methods combined. The Mavericks' decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received during the Sweepstakes Period.

#### **5. WINNER NOTIFICATION:**

All prizes will be awarded (time permitting). Potential winners will be notified via email or phone within approximately two (2) days of the drawing and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour period, the prize will be forfeited, and an alternate potential winner will be randomly selected (time permitting). Any alternate potential winner will also be required to respond to the notification within the time frame stated above.

Potential winners will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to the Mavericks or the Mavericks' representative within forty-eight (48) hours of prize acceptance. Potential winner will be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to the Mavericks within forty-eight (48) hours of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is eighteen (18) years of age or older and a legal resident of Texas, the potential winner will be declared an official winner of the Sweepstakes. If the Mavericks cannot verify that the potential winner is eighteen (18) years of age or older and a legal resident of Texas prior to winner notification, the potential winner will be disqualified and an alternate potential winner will be randomly selected (time permitting).

Winner's guests must comply with all venue rules and all applicable ticket terms and may be required to complete, sign, and return a Release of Liability, Voluntary Assumption of Risk, and Indemnity Agreement to the Mavericks within forty-eight (48) hours of prize acceptance.

In the event of noncompliance within any stated time period, the prize will be forfeited, and an alternate potential winner will be randomly selected (time permitting). Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Mavericks or their agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate potential winner (time permitting). Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email,

phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

## **6. PRIZE DETAILS:**

PRIZES (FOUR (4) TOTAL): Each of the four (4) winners will receive four (4) 100-level tickets to a Dallas Mavericks 2026 home preseason basketball game scheduled to occur at American Airlines Center in Dallas, Texas, on a date determined by the Mavericks in their sole discretion and subject to availability. The Approximate Retail Value ("ARV") of each prize is \$272.00 (\$68.00 per ticket). The total ARV of all prizes is \$1,088.00.

### **For all prizes:**

Game date is subject to change. Tickets and seating assignments are subject to availability and change and will be determined by the Mavericks in their sole discretion. Tickets are subject to all terms, conditions and restrictions printed on or otherwise applicable to the tickets, the rules and policies of American Airlines Center, and applicable NBA and Dallas Mavericks ticket terms and conditions. Transportation, lodging, parking, meals, gratuities, personal purchases, taxes and all other expenses not specified herein are not included and are solely the responsibility of the winner and/or winner's guests. Any difference between the stated ARV and the actual value of a prize will not be awarded.

If a winner cannot accept the prize as specified, the prize will be forfeited and randomly awarded to an alternate winner (time permitting). If the prize cannot be awarded for any reason including Acts of God, acts of terrorism, civil disturbances, work stoppage, COVID-19 or any other natural disaster outside of the Mavericks' control, then no prize will be awarded.

Limit one (1) prize per person. Prizes are non-transferable, and no cash equivalent or substitution of prize is offered, except at the sole discretion of the Mavericks. If a prize or any portion thereof cannot be awarded for any reason, the Mavericks reserve the right to substitute the prize with another prize of equal or greater value. Each winner is solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prize they receive, regardless of whether it, in whole or in part, is used.

If the Mavericks so elect, potential winners and guests may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offense, or other arrest or conviction records, and any other factor deemed relevant by the Mavericks to help ensure that the potential winner and guests will not bring the Mavericks or the NBA Entities into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Mavericks or the NBA Entities. If requested, potential winners and guests agree to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, as determined in the sole discretion of the Mavericks, the prize will be forfeited and awarded to an alternate winner (time permitting).

## **7. PUBLICITY:**

Acceptance of prize offered constitutes permission for the Mavericks to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

## **8. RELEASE:**

By accepting a prize, winner agrees to release and hold the Mavericks, Tradable Bits and the NBA Entities harmless from all losses, damages, rights, claims and actions of any kind resulting from participation in the Sweepstakes or the acceptance, possession or use of any prize including, without limitation, personal injuries, death and property damage.

## **9. GENERAL CONDITIONS:**

The Mavericks, Tradable Bits, the NBA Entities and each of their respective affiliates, subsidiaries, and agencies (collectively the “Released Parties”) are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, telephone calls, emails, Instagram actions (including follows, likes or comments), check-ins, passport completions, or QR code scans, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, Instagram platform, Tradable Bits platform, or other connections, availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, technical failure, or other errors of any kind, whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Sweepstakes, the Website, Instagram, or the Tradable Bits platform, or act in violation of these Official Rules, as solely determined by the Mavericks, will be disqualified. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by Website or platform users, tampering, hacking, or by any programming or equipment associated with or used in this Sweepstakes. Any use of robotic, macro, automatic, programmed or similar entry methods will void all such Entries and may subject the entrant to disqualification. Should any portion of the Sweepstakes be compromised, the Mavericks reserve the right to suspend, modify or terminate the Sweepstakes and randomly select winners from valid Entries received prior to the action taken, or otherwise as may be deemed fair and equitable by the Mavericks. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant and must comply with these rules. All materials submitted become the property of the Mavericks and will not be returned.

**ENTRANT AGREES TO RELEASE, DISCHARGE, AND HOLD HARMLESS THE NBA ENTITIES AND EACH OF THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, EMPLOYEES, OFFICERS, DIRECTORS, AGENTS AND ASSIGNEES, TRUSTEES, FRANCHISEES, PARTICIPATING VENDORS, DISTRIBUTORS, ADVERTISING PRODUCTION AND PROMOTION AGENCIES, AGENTS AND THEIR IMMEDIATE FAMILY MEMBERS, AND THE RELEASED PARTIES, FROM AND AGAINST ANY OR ALL CLAIMS, LOSSES, INJURIES, OR DAMAGES RESULTING FROM, ARISING OUT OF OR RELATED TO PARTICIPATION IN THE SWEEPSTAKES OR UNDER THIS AGREEMENT. THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR LOST, LATE, INCOMPLETE, INACCURATE, STOLEN, MISDIRECTED, UNDELIVERED OR GARBLED ENTRIES OR EMAIL; OR FOR LOST, INTERRUPTED OR UNAVAILABLE NETWORK, SERVER, INTERNET SERVICE PROVIDER (ISP), WEBSITE, OR OTHER CONNECTIONS, AVAILABILITY OR ACCESSIBILITY OR MISCOMMUNICATIONS OR FAILED COMPUTER, SATELLITE, TELEPHONE OR CABLE TRANSMISSIONS, LINES, OR TECHNICAL FAILURE OR JUMBLED, SCRAMBLED, DELAYED, OR MISDIRECTED TRANSMISSIONS OR COMPUTER HARDWARE OR SOFTWARE MALFUNCTIONS, FAILURES OR DIFFICULTIES, OR OTHER ERRORS OR DIFFICULTIES OF ANY KIND WHETHER HUMAN, MECHANICAL,**

**ELECTRONIC, COMPUTER, NETWORK, TYPOGRAPHICAL, PRINTING OR OTHERWISE RELATING TO OR IN CONNECTION WITH THE SWEEPSTAKES, INCLUDING, WITHOUT LIMITATION, ERRORS OR DIFFICULTIES WHICH MAY OCCUR IN CONNECTION WITH THE ADMINISTRATION OF THE SWEEPSTAKES, THE PROCESSING OF ENTRIES, THE ANNOUNCEMENT OF THE PRIZES OR IN ANY SWEEPSTAKES-RELATED MATERIALS. THE RELEASED PARTIES ARE ALSO NOT RESPONSIBLE FOR ANY INCORRECT OR INACCURATE INFORMATION, WHETHER CAUSED BY SITE USERS, TAMPERING, HACKING, OR BY ANY EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR UTILIZED IN THE SWEEPSTAKES. THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR INJURY OR DAMAGE TO PARTICIPANTS' OR TO ANY OTHER PERSON'S COMPUTER RELATED TO OR RESULTING FROM PARTICIPATING IN THIS SWEEPSTAKES.**

**SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.**

#### **10. SOCIAL MEDIA PLATFORMS:**

This Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Instagram, Meta Platforms, Inc. (“Meta”), X (formerly Twitter), Facebook, YouTube, Google LLC, or any other social media platform on which the Sweepstakes may be promoted. By entering, each entrant releases Instagram, Meta and each such platform, and their respective officers, directors, employees and agents, from any and all liability in connection with this Sweepstakes.

#### **11. DISPUTE RESOLUTION:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and the Mavericks in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you and the Mavericks, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules. As a condition of participating in this Sweepstakes, each entrant agrees that any and all disputes that cannot be resolved between the parties, and all causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court of competent jurisdiction located in Dallas County, Texas. Further, in any such dispute, under no circumstances will any entrant be permitted to obtain awards for, and each entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than the entrant's actual out-of-pocket expenses (i.e., costs associated with entering this Sweepstakes), and each entrant further waives all rights to have damages multiplied or increased.

#### **12. PRIVACY POLICY:**

The information you submit in connection with this Sweepstakes — including through the Website, the online entry form, Instagram, and the Tradable Bits digital passport/check-in platform — may be collected by or shared with the Mavericks, the NBA Entities, Tradable Bits and their respective service providers for purposes of administration and fulfillment of the Sweepstakes, operation of the digital passport/check-in experience, prize notification and verification, and as otherwise described in the Mavericks' privacy policy

located at <https://www.mavs.com/privacy-policy/>. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

### **13. OFFICIAL RULES:**

The Official Rules of the Sweepstakes are available for viewing and download at <https://www.mavs.com/huddlesweepstakes> during the Sweepstakes Period.

### **14. SPONSOR/ADMINISTRATOR:**

Dallas Basketball Limited d/b/a Dallas Mavericks, 1333 N Stemmons FWY, Suite 105, Dallas, TX 75207. The digital passport/check-in experience is operated on the Mavericks' behalf by Tradable Bits Media Inc.

### **15. WINNER'S LIST:**

For the names of the winners, email [fanexperiences@dallasmavs.com](mailto:fanexperiences@dallasmavs.com) with the subject line "The HUDDLE DFW Cultural Tour Sweepstakes Winners List" for receipt within sixty (60) days after the end of the Sweepstakes Period.

### **Abbreviated Rules (for use in advertising and social posts):**

NO PURCHASE NECESSARY. Open only to legal residents of Texas, 18+. Sweepstakes ends 9/29/26. Limit three (3) entries per person (a maximum of one (1) entry online and two (2) entries via digital passport/check-in). Four (4) winners selected at random; odds depend on the number of eligible Entries. Void where prohibited. Subject to Official Rules at [mavs.com/huddlesweepstakes](https://www.mavs.com/huddlesweepstakes). Sponsor/Administrator: Dallas Basketball Limited d/b/a Dallas Mavericks. This promotion is in no way sponsored, endorsed, administered by, or associated with Instagram or Meta Platforms, Inc.

Short form: No purch. nec. TX residents, 18+. Ends 9/29/26. 4 winners. See Official Rules at [mavs.com/huddlesweepstakes](https://www.mavs.com/huddlesweepstakes).

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## **EXHIBIT A — LANDING PAGE AND SOCIAL COPY (SHORT-FORM RULES)**

### **HOW TO ENTER ONLINE (one (1) entry):**

1. Follow the Dallas Mavericks-owned Instagram accounts @DallasMavs and @Mavsoffcourt.
2. Like the Sweepstakes announcement post on @Mavsoffcourt (scheduled for September 9, 2026).
3. Like and comment “MavsExplore” on the Sweepstakes entry post on @Mavsoffcourt (scheduled for September 28, 2026). All steps must be completed by 11:59 p.m. CT on September 29, 2026.

You may also enter online by submitting the online entry form at [mavs.com/huddlesweepstakes](https://mavs.com/huddlesweepstakes). The online method yields a maximum of one (1) entry per person, whether you use the entry form or the Instagram steps. Entries are verified for completion of all required steps before winners are randomly selected.

### **HOW TO ENTER IN PERSON (two (2) Entries):**

Use your smartphone or other web-enabled device to access the Sweepstakes experience operated through Tradable Bits and follow the instructions to visit and scan QR codes/check in at the cultural sites highlighted in the Dallas Mavericks The HUDDLE DFW Cultural Tour digital feature. Entrants who complete all digital passport/check-in requirements during the Sweepstakes Period (September 9–29, 2026) will receive two (2) entries (in-person participants only). Proof of scanning QR codes or checking in does not constitute proof of completion or submission of an entry.

NOTE: Both entry methods run September 9–29, 2026. You may enter online, in person, or both — up to three (3) entries total per person (a maximum of one (1) entry online and two (2) entries in person; use the same email address for both). Four (4) winners will be randomly selected from all eligible entries across both entry methods. NO PURCHASE NECESSARY. Open only to legal residents of Texas, 18+. Void where prohibited. Official Rules: [mavs.com/huddlesweepstakes](https://mavs.com/huddlesweepstakes). This promotion is in no way sponsored, endorsed, administered by, or associated with Instagram or Meta Platforms, Inc.