

## PBR's ["FINALS FLYAWAY"] SWEEPSTAKES

### OFFICIAL RULES

**NO PAYMENT, ENTRY FEE OR PURCHASE REQUIRED. OPEN ONLY TO LEGAL RESIDENTS OF THE FORTY-EIGHT (48) CONTIGUOUS UNITED STATES, AND THE DISTRICT OF COLUMBIA (EXCLUDING ALASKA, HAWAII, PUERTO RICO, GUAM, THE U.S. VIRGIN ISLANDS AND OTHER U.S. TERRITORIES). ENTRANTS MUST BE AT LEAST TWENTY-ONE (21) YEARS OF AGE AT TIME OF ENTRY. VOID WHERE PROHIBITED.**

**AS DESCRIBED BELOW, THESE RULES REQUIRE THAT DISPUTES BE RESOLVED ON AN INDIVIDUAL BASIS, RATHER THAN BY CLASS ACTION AND LIMIT YOUR RIGHTS AND REMEDIES IN THE EVENT OF A DISPUTE.**

**SPONSOR:** PBR's ["FINALS FLYAWAY"] Sweepstakes (the "Sweepstakes") is sponsored by Professional Bull Riders, LLC ("Sponsor"). All inquiries regarding the Sweepstakes should be directed to Sponsor. Ariat International, INC ("Partner") is a prize provider and promotional partner only in this Sweepstakes; it is not a sponsor of this Sweepstakes and is not responsible for the administration of the Sweepstakes, the collection of the entries, or the conduct of the draws.

This Sweepstakes are void where prohibited and is subject to all local, state, and federal laws. By entering this Sweepstakes, each entrant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsor, which shall be final and not subject to appeal.

**ELIGIBILITY:** The Sweepstakes is only open to (i) legal residents of the forty-eight (48) contiguous United States and the District of Columbia ("Territory"), (ii) who are at least twenty-one (21) years of age, and (iii) are not otherwise prohibited from entry as set forth herein ("Entrant(s)"). **The Winner must have a valid social security number or a valid personal tax identification number, or he/she will be ineligible to win the Prize.** Each of Ariat International, INC, and their respective parent, subsidiary and affiliate companies, employees, agents, and suppliers, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee and agent are not eligible to participate. In the event of a dispute as to the identity of an Entrant, the authorized account holder of the account will be deemed to be the Entrant. Sponsor may request any potential winner to provide proof that such person is the winner. All potential winners are subject to verification before any prize is awarded. Sponsor reserves the right to permanently disqualify from this Sweepstakes any person it believes has intentionally violated these Official Rules. Sweepstakes is subject to all federal, state and local laws. **VOID WHERE PROHIBITED.**

Limit one (1) Sweepstakes entry per Entrant per day during the Sweepstakes Period. Multiple Entrants are not permitted to share the same email address or other relevant account. **NO PURCHASE NECESSARY.** A purchase will not increase your chances of winning.

**HOW TO ENTER:** The Sweepstakes begins at [12:01am(eastern)] on [March 12, 2026] and ends at [11:59PM (Eastern)] on [April 19, 2026] ("Sweepstakes Period"). Sponsor's clock is the official time keeping device of the Sweepstakes.

Enter by visiting the registration page located at [www.pbr.com/finals-flyaway] (the "Sweepstakes Website") and by accurately and truthfully (i) completing the entry form fields, including Entrant's full name and e-mail address, and (ii) confirming that Entrant at least twenty-one (21) years of age, a resident in the Territory, and acknowledging and agreeing to the terms of these Official Rules. All required fields on the entry form must be completed and the entry form must be submitted to receive one (1) entry into the Sweepstakes (an "Entry").

In the event that one e-mail account is used by multiple people to register for the Sweepstakes, the Entrant is deemed to be the one natural person who is assigned the e-mail address associated with that e-mail account by an internet access provider, online service provider, or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. The potential winner may be required to show proof of being the authorized account holder. If a dispute as to the identity of the authorized account holder cannot be resolved, the entry will be deemed ineligible.

Entries generated by robotics, programmed script, macro, or by other automated means will be deemed void. Entrants may not register with multiple e-mail accounts nor may Entrants use multiple devices to enter the Sweepstakes as multiple Entrants. Any Entrant who attempts to enter with multiple e-mail accounts under multiple identities will be disqualified in Sponsor's discretion. Proof of submission of any Entry shall not be deemed proof of receipt by the Sponsor.

To be eligible to receive a prize, entries must be received before the close of the relevant Entry Period.

**SELECTION OF WINNER:** One (1) potential winner shall be selected at random from among all eligible entries on or about [April 20, 2026] by Sponsor (or its designee), whose decisions are final and binding on all aspects of this Sweepstakes and not subject to appeal. Potential winner will be notified by e-mail and/or telephone within twenty-four (24) hours of being randomly selected.

In all cases, Sponsor reserves the right to request proof of residency and age and a potential winner will be deemed to have forfeited the prize if Sponsor, in its sole discretion, finds that the proof is unsatisfactory.

If potential winner does not timely return requisite documents or cannot be reached within three (3) days from initial notification attempt, if prize is returned as non-deliverable, or in the event of non-compliance with any of the requirements of these Official Rules, the prize will be forfeited and an alternate potential winner will be selected at random from the remaining eligible entries and confirmed in accordance with these Official Rules.

**PRIZE:** There will be one (1) Prize ("Prize") awarded. Prize winner ("Winner") will receive a five (5) day, four (4) night trip for Winner and up to one (1) guests ("Guest(s)") to PBR Unleash the Beast World Finals, In Fort Worth, Texas ("Trip").

Trip will include round trip economy class air transportation for Winner and Guest from a major commercial airport near Winner's home (as determined by PBR in its sole discretion) to Fort Worth, TX\*; four (4) nights' standard hotel accommodation (one room, double occupancy, room and tax only) at a PBR partner hotel (as determined by PBR in its sole

discretion); (2) Elite Seats Tickets to each performance May 14-17, 2026, \$500 Ariat Gift Card, and a World Finals Merchandise Pack for Winner and Guests.

The Approximate Retail Value ("ARV") of the Trip is Four Thousand Nine Hundred Ninety-Seven and 88/100 Dollars (\$4,997.88).

**Trip must occur from May 13-17, 2026, or Prize will be forfeited.** Travel dates and arrangements are subject to air travel, holiday, blockout dates, and other prize and travel restrictions. Upon winner's acceptance of the Prize, Airfare and Hotel will be booked by PBR's Travel Coordinator. Itineraries will be emailed to the winner upon booking. If Winner elects to partake in any or all portions of the Prize with fewer than the allotted number of Guests or no Guests, the Prize will be awarded to Winner and each participating Guest, and any remainder of the Prize will be forfeited and shall not be subject to further or alternative compensation. All elements of the Prize must be redeemed at the same time, and no changes will be permitted after confirmation of any redemption. If Winner is between the ages of eighteen (18) and twenty-one (21), Winner must be accompanied by an adult of at least twenty-one (21) years of age in order to check into the hotel. Unless it is a child or ward of Winner or one of the allotted Guests, each Guest must be eighteen (18) years of age or older as of the date of departure and must travel on the same itinerary and at the same time as the Winner. ARV of Prize may vary depending upon the points of departure, ground transportation, and/or airline fare fluctuations; any difference between stated ARV and final ARV of Prize will not be awarded. Prize consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, insurance, meals, unspecified ground transportation, phone calls, baggage, gratuities, incidentals, souvenirs, etc.) are included in the Prize and all such expenses are the sole responsibility of Winner. Winner is responsible for any air travel taxes and/or expenses, including applicable departure taxes or fees, inspection charges, baggage fees, and security charges. Winner and Guests are responsible for obtaining, at their own expense, any necessary travel documentation (i.e. valid photo identification, visas, passports, etc.) prior to travel. Once issued, tickets are non-transferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted. Travel arrangements must be made by PBR.

**PRIZE CONDITIONS:** The Prize is non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. The Sponsor reserves the right to substitute the Prize with a different prize of equal or greater value if the Prize (or any component thereof) is not available for any reason. Unless otherwise stated in these rules, the Winner is solely responsible for all travel expenses and applicable federal, state, and local taxes and/or any other fees/costs associated with the Prize or receipt of the Prize. The Winner, as a condition to receiving the Prize, may be required to sign and return an affidavit of eligibility and liability/publicity release or similar document and/or complete, sign, and submit an IRS Form W-9 or equivalent form with the Winner's full social security number or other U.S. taxpayer identification number within twenty-four (24) hours of Sponsor notifying Winner of their Prize eligibility. Winner's Guests, or the parent/legal guardian of any Guest who is a minor in his or her state of residence, will be required to sign a Liability and Publicity

Release (except where prohibited by law). In the event (i) Sponsor is unable to contact the Winner within twenty-four (24) hours from the first notification attempt, (ii) the Winner fails to complete and return all requested forms by the specified time, or (iii) the Winner fails to comply with any of the requirements in these Official Rules, the Prize will be forfeited, and an alternate prospective winner will be randomly selected from all remaining eligible Entries received. Sponsor or Sponsor's designee may issue appropriate tax reporting forms related to the Winner's receipt of the Prize.

**ODDS OF WINNING:** Odds of winning depend on the number of eligible entries received.

**GENERAL CONDITIONS:** By submitting an Entry, each Entrant agrees (i) that Entrant has read the Official Rules and is eligible to participate in the Sweepstakes; (ii) to abide by and be bound by these Official Rules and the decisions of the Sponsor on all matters relating to this promotion; (iii) to waive any right to claim ambiguity in the Sweepstakes or these Official Rules; (iv) to forever and irrevocably release, discharge, indemnify and hold harmless the Sponsor, and its subsidiaries, affiliates, representatives, promotion, advertising and online technology agencies, [\_\_\_\_Ariat International, INC\_\_\_\_], and any other prize suppliers and all others associated with the development or execution of this Sweepstakes, and each of their respective directors, officers, employees and agents (the "Released Parties") from any and all liability or any injuries, loss or damage of any kind arising from or in connection with participation in this Sweepstakes or acceptance, use, misuse or nonuse of any prize or parts thereof (including activity or travel related thereto), including, without limitation, liability for death, personal injury, damage or loss of any kind, and from liability to any other persons relating to or resulting from entering or downloading materials or software in connection with this Sweepstakes. The Released Parties do not make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of any prize, including, without limitation, quality, merchantability, and fitness for a particular purpose. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, acts of any government or authority, or if the Sweepstakes cannot take place or if any prize cannot be awarded due to acts of war, natural disasters, weather, acts of terrorism, or if the Prize trip is cancelled for any reason.

**BY ENTERING, TO THE MAXIMUM EXTENT PERMITTED BY LAW, ENTRANTS FURTHER AGREE TO WAIVE ANY AND ALL RIGHTS TO BRING ANY CLAIM, ACTION, OR PROCEEDING AGAINST SPONSOR AND THE RELEASED PARTIES RELATIVE TO THE PRIZE AND HEREBY ACKNOWLEDGE THAT SPONSOR AND THE RELEASED PARTIES HAVE NEITHER MADE NOR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT, OR IN LAW, RELATIVE TO THE PRIZE, OR PRODUCT OR SERVICE PURCHASED THEREWITH, ITS QUALITY, MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR SUITABILITY FOR USE.** The failure of Sponsor or the Released Parties to comply with any provision of these Official Rules due to any act of God, storm, hurricane, tornadoes, other inclement weather, fire, riot, earthquake, pandemic, act of terrorism, act of public enemies, war, civil unrest, or actions by governmental authorities outside the control of Sponsor (excepting compliance with applicable law), or other force majeure event will not be considered a breach of these Official Rules by Sponsor.

**California Residents:** Entrants who are California residents assume the above mentioned risks and agree that their release shall apply to all unknown or unanticipated results of the

occurrences described above, as well as those known or anticipated, and such Entrants hereby knowingly waive any and all rights and protections under California Civil Code Section 1542, which section reads as follows: "A general release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time of executing the release, which if known by him must have materially affected his settlement with the debtor."

**New Jersey Truth-in-Consumer Contract, Warranty and Notice Act - New Jersey Residents:** The following provision applies to residents of the State of New Jersey. Pursuant to the New Jersey Truth-in-Consumer Contract, Warranty and Notice ACT ("TCCWNA"), N.J.S.A. 56:12-14 et seq., certain businesses are not permitted to offer or enter into written consumer contracts with consumers or prospective consumers which include any provision that violates any clearly established legal right of a consumer, or responsibility of the business, as established by state or Federal law. These Official Rules are intended to comply with TCCWNA. In the event of a conflict between these Official Rules and the TCCWNA, the terms of the TCCWNA take precedence and will control. TCCWNA also requires businesses to specify which provisions are void, unenforceable, or inapplicable in the State of New Jersey. The following provisions of these Official Rules shall not be applicable to New Jersey residents: (i) provisions which limit the Sponsor's liability for any tortious action or breach of contract by Sponsor; and (ii) provisions which limit the amount of damages which may be sought for any tortious action or breach of contract by Sponsor.

Sponsor reserves the right, in its sole and absolute discretion, to modify or terminate this Sweepstakes in any way it deems necessary or appropriate.

**PUBLICITY RIGHTS:** The Winner's acceptance of the Prize constitutes permission (except where prohibited by law) for the Sponsor to use the Winner's name, likeness, statements, biographical information, voice, and address (city and state), in all forms of media, in perpetuity, without notice or further compensation.

**INTERNET:** The use of any automated launch or entry software or any other mechanical or electronic means that permits the participant to automatically register and/or enter repeatedly is prohibited. If for any reason this Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes. Should this Sweepstakes be terminated Sponsor reserves the right to select the winner in a random drawing from among all eligible, non-suspect entries received as of the action requiring such termination. In the event that Sponsor receives, in its sole discretion, an insufficient number of Entries, Sponsor reserves the right to extend the Sweepstakes Period. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of entries. Released Parties are not responsible for lost, late, garbled, misdirected or for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's

computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

**DATA COLLECTION:** Sponsor collects personal information from you when you enter the Sweepstakes. See Sponsor's privacy policy at [PBR | Privacy Policy](#) for information about how personal information may be used. By entering Sweepstakes, entrant consents to Sponsors' use and sharing of such information with its partners, affiliates, and sponsors for marketing communications, promotional offers, and other commercial purposes. The name of the Winner will be made available as provided for below.

**ANNOUNCEMENT OF WINNER; QUESTIONS:**

For the name of the Winner send a self-addressed stamped envelope to:

Professional Bull Riders, LLC  
122 E. Exchange Ave (Suite 470)  
Fort Worth, TX 76164  
ATTN: Partnership Group

Requests must be received by May 12, 2026.

**DISPUTES:** Entrants agree that this Sweepstakes is governed solely by the laws of the State of Connecticut. Any claims arising out of the Sweepstakes shall be governed solely by Connecticut law and may be brought only in a federal or state court in Connecticut. If any provisions of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

EXCEPT WHERE PROHIBITED, ENTRANT AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) 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 (3) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM, INDIRECT, PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET EXPENSES, AND ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED.

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