

Sweepstakes Name: 2027 Aer Lingus College Football Classic Trip Sweepstakes

Promotion Period: September 17, 2026 at 12:00:01AM ET through October 31, 2026 at 11:59:59PM ET

Sponsor: Irish American Events Limited (IAEL), 304 Park Ave S, 8th Floor, New York, NY 10010

Prize: Two (2) Round-Trip Aer Lingus Flights, One (1) Hotel Room for 3-Nights (Aug. 26-29, 2027) in Dublin, Ireland, Two (2) Aer Lingus College Football Classic Game Tickets, Two (2) Premium Game Day Hospitality Passes

Number of Prizes Available: One (1)

ARV: \$5,700

2027 Aer Lingus College Football Classic Trip Sweepstakes OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

PROMOTION DESCRIPTION: The 2027 Aer Lingus College Football Classic Trip Sweepstakes (the "Sweepstakes") begins on September 17, 2026 at 12:00:01AM Eastern Time ("ET") and ends on October 31, 2026 at 11:59:59PM ET (the "Promotion Period"). At the end of the Promotion Period, a random drawing will be conducted to select one (1) winner of a prize as described below from among all eligible entries received, as set forth more fully below. Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Irish American Events Limited ("Sponsor"), which shall be final and binding in all respects.

Sponsor reserves the right to modify, suspend, or terminate the Sweepstakes or these Official Rules at any time for any reason, including to comply with applicable laws or regulations. Any material modifications to these Official Rules will be posted to the Sweepstakes website at Badgers2Ireland.com/win and will not materially prejudice entrants who have already entered in compliance with the then-current rules. Sponsor may also substitute any prize with a prize of equal or greater value for any reason without prior notice.

ELIGIBILITY: Open to legal U.S. residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age or older and located in the U.S. at the time of entry, **except that residents of Florida, New York, and Rhode Island are not eligible to enter or win.** Sponsor and its parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies, artist partners and each of their respective officers, directors and employees (collectively, the "Promotion Entities"), and each of their immediate family members (spouse, parent, child, sibling, and their respective spouses, regardless of where they reside) and/or people living in the same household (people who share the same residence at least three months a year) are not eligible to enter the Sweepstakes or win a prize. THIS SWEEPSTAKES IS VOID IN FLORIDA, NEW YORK, AND RHODE ISLAND, AND WHERE OTHERWISE PROHIBITED OR RESTRICTED BY LAW.

HOW TO ENTER: During the Promotion Period, entry is made by either of the following methods (limit one (1) entry per person, regardless of method of entry):

- i. Complete and submit Online Web Form Entry available at Badgers2Ireland.com/win or Pitt2Ireland.com/win; or
- ii. Submitting a self-addressed envelope, with the title "2027 Aer Lingus Classic Trip Sweepstakes Entry" included, to Irish American Events Limited at 304 Park Ave S, 8th Floor, New York, NY 10010, containing the following information: first and last name, email address, phone number. Upon completion and submission, you will automatically be entered. Where applicable, all required information on the survey must be completed to enter and to be eligible to win. Proof of entering information at Sponsor's website is not considered proof of delivery to or receipt by Sponsor of such entry. Mail-in entries must be postmarked on a date falling within the Promotion Period and received prior to the selection of Sweepstakes winner. Except as otherwise contemplated in these Official Rules, and to the extent entrants may otherwise elect at the time of entry, personal information collected in connection with the Sweepstakes will be used in accordance with Sponsor's privacy policy located at collegefootballireland.com/privacy-policy/

NOTE: All required fields must be completed for an entry to be eligible. Proof of entry submission does not constitute proof of receipt. Automated or bulk entries are prohibited and void. Mail-in entries have the same chance

to win as online entries. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. Tampering with the entry process or the operation of the Sweepstakes, including but not limited to the use of any device to automate the entry process, is prohibited and any entries deemed by Sponsor, in its sole discretion, to have been submitted in this manner will be void. In the event a dispute regarding the identity of the individual who submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. The Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

WINNER(S) SELECTION AND NOTIFICATION: At the end of the Promotion Period, the one (1) winner will be randomly selected in a drawing from all eligible entries received throughout the Promotion Period. The drawing will be conducted by Sponsor or its designee using a computer-generated random selection process. Potential winner will be notified by telephone and/or mail and/or e-mail using the contact information given at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted, or not received by a potential winner for any reason. Time is of the essence in awarding each prize. If, despite reasonable efforts, a potential winner does not respond within five (5) days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified, and an alternate winner may be selected. Sponsor may successively attempt to contact up to two (2) potential winners of a prize in accordance with such procedure, and if there are still no confirmed winners of such prize after such attempts have been made, if any, such prize may go unawarded.

PUBLICITY RELEASE: By participating in the Sweepstakes, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any entrant in and/or winner of the Sweepstakes, each entrant irrevocably grants the Promotion Entities and their respective successors, assigns and licensees, the right to use such entrant's name, likeness, and biographical information, and any other personal characteristics, in any and all media for any purpose, except where prohibited by applicable law, and each entrant and/or prize winner hereby release the Promotion Entities from any liability with respect thereto.

PRIZE/ODD: There is one (1) Prize available for the 2027 Aer Lingus College Football Classic Trip Sweepstakes.

The Prize consists of: Two (2) Round-Trip Aer Lingus Flights, One (1) Hotel Room for 3-Nights (Aug. 26-29, 2027) in Dublin, Ireland, Two (2) Aer Lingus College Football Classic Game Tickets & Two (2) Premium Game Day Hospitality Passes.

The total approximate retail value ("ARV") of the Prizes is \$5,700.

The prize winner must confirm their trip reservations by January 31, 2027. Failure to confirm reservations by this date may result in forfeiture of the prize, in Sponsor's sole discretion. The round-trip Aer Lingus flights only include a direct flight from a major Aer Lingus hub and Dublin International Airport.

Each winner and, if applicable, his or her companion(s) must be eighteen (18) years of age or older and, in the event that acceptance and/or use of the Prize requires international travel, must possess a valid United States passport at the time of departure in order to redeem the Prize and participate in the Prize activities. The prize restrictions/conditions stated herein are not all-inclusive and the Prize described above may be subject to additional restrictions/conditions, which may be stated in the Prize Claim Documents (as defined below) and/or other travel documents, if applicable. In the event the winner and/or his or her travel companion, if applicable, engages in behavior that, as determined by Sponsor in its sole discretion, is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip or other applicable experience early, in whole or in part, and send the winner and/or his or her travel companion home with no further compensation. All expenses and incidental travel costs not expressly stated in the Prize description above, including but not limited to, airfare, luggage fees, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes, gratuity or other expenses are the sole responsibility of the winner.

In the event that Sponsor is unable to remit any Prize for any reason including but not limited to an event of "Force

Majeure" (defined below), the winner will receive Five Hundred Dollars (\$500), and such amount shall constitute full satisfaction of Sponsor's prize obligation to the Prize winner, and no other or additional compensation will be awarded.

Many will enter, only one (1) will win. Actual odds of winning depend on the number of eligible entries received.

GENERAL PRIZE CONDITIONS: Prize will be awarded only if the potential prize winner fully complies with these Official Rules and completes the required Prize Claim Documents (as defined) that will be provided to the potential prize winner. All portions of the prize are non-assignable and non-transferable. Prize may not be resold or offered for resale. Any such resale may result in disqualification and Prize forfeiture. Prizes pictured in point-of-sale, online, television and print advertising, promotional packaging, and other Sweepstakes materials are for illustrative purposes only. All details and other restrictions of the prize not specified in these Official Rules will be determined by Sponsor in its sole discretion. No cash alternative or substitution of the prize will be allowed, except Sponsor reserves the right in its sole discretion to substitute prize of comparable value if any prize listed is unavailable, in whole or in part, for any reason. Each prize winner shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable Prize and will receive an IRS Form 1099 for tax reporting purposes. Each potential winner may be required to execute an Affidavit of Eligibility, a Liability Release, a Form W-9, and (where legal) a Publicity Release (collectively, "Prize Claim Documents"). Winner may be required to provide a completed IRS Form W-9 prior to receiving the Prize. If any potential winner fails or refuses to sign and return any and all Prize Claim Documents within five (5) days of prize notification, the winner may be disqualified and an alternate winner may be selected. The winner's travel companion(s) must also sign an Affidavit of Eligibility and a Liability Release prior to any travel documents being released.

GUEST REQUIREMENTS. Any guest accompanying a winner must be of legal age of majority in their jurisdiction of residence (unless otherwise permitted by Sponsor in writing) and will be required to execute and return a liability/publicity release and conduct agreement in the form provided by Sponsor, as a condition of participation in the prize. Failure of a guest to sign and return required documents may result in the guest being denied participation in the prize, in Sponsor's discretion. Winner is responsible for ensuring that their guest complies with all requirements.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT. All details not specified are at Sponsor's discretion.

GENERAL LIABILITY RELEASE/FORCE MAJEURE: Acceptance of a Prize constitutes each winner's permission for the Promotion Entities to use winner's name, photograph, likeness, voice, biographical information, statements, and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, notification, or permission, except where prohibited by law. Entrants (and any minor entrant's parent or legal guardian) agree that the Promotion Entities: (a) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any Prize, except to the extent such costs, injuries, losses or damages are caused by Sponsor's gross negligence or willful misconduct; and (b) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any Prize, including, without limitation, to such Prize's quality or fitness for a particular purpose. Promotion Entities assumes no responsibility for any damage to an entrant's, or any other person's, computer system which is occasioned by accessing the Sponsor's website or otherwise participating in the Sweepstakes, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Promotion Entities are not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information.

Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. If a dispute as to the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. In the event an insufficient number of eligible entries are received and/or Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, event cancellation or postponement, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select the winner in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prizes described in these Official Rules will be awarded. If, for any reason, more bona fide winners come forward seeking to claim prizes in excess of the number of each type of prize set forth in these Official Rules, the winners, or remaining winners, as the case may be, of the advertised number of prizes available in the prize category in question may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules may be modified or amended only by a written document issued in accordance with law by a duly authorized representative of Sponsor, including any modifications posted to the Sweepstakes website during the Promotion Period. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Sponsor is not responsible for any acts or omissions of third parties, including event organizers, venues, or transportation providers, or for any circumstances beyond its reasonable control.

PRIVACY: By entering and providing the required entry information, entrants acknowledge that the Promotion Entities may use such information to send promotional materials, information, samples or special offers it believes may be of interest to the entrant. Except as otherwise contemplated in these Official Rules, personal information collected in connection with the Sweepstakes will be used in accordance with Sponsor's privacy policy located at collegefootballireland.com/privacy-policy/.

GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

ARBITRATION PROVISION: By participating in this Sweepstakes, you agree that any dispute or claim relating in any way to the products or services sold or distributed by us or through us (Promotion Entities), will be resolved by binding arbitration rather than in court, with the following exceptions:

You may assert claims in small claims court if your claims apply; In the event that the arbitration agreement in these Official Rules is for any reason held to be unenforceable, any litigation against us (except for small-claims court actions) may be commenced only in a federal or state court located within New York County, New York, and we

both consent to the jurisdiction of those courts for such purposes. The arbitration agreement in these Official Rules is governed by the Federal Arbitration Act (FAA), including its procedural provisions, in all respects. This means that the FAA governs, among other things, the interpretation and enforcement of this arbitration agreement and all of its provisions, including, without limitation, the class action waiver discussed below. State arbitration laws do not govern in any respect.

This arbitration agreement is intended to be broadly interpreted, and will survive termination of these Official Rules. The arbitrator, and not any federal, state or local court or agency, shall have exclusive authority to the extent permitted by law to resolve all disputes arising out of or relating to the interpretation, applicability, enforceability or formation of this Agreement, including, but not limited to any claim that all or any part of this Agreement is void or voidable. There is no judge or jury in arbitration, and court review of an arbitration award is limited. However, an arbitrator can award on an individual basis the same damages and relief as a court (including injunctive and declaratory relief or statutory damages), and must follow these Official Rules as a court would.

To begin an arbitration proceeding, you must send a letter requesting arbitration and describing your claim to: Irish American Events Limited at 304 Park Avenue S, 8th Floor, New York, NY 10010, Attn: Legal. You may download the forms located at jamsadr.com. The arbitration will be conducted by JAMS under its Streamlined Arbitration Rules and Procedures or, if applicable, its Comprehensive Arbitration Rules and Procedures, and any applicable supplemental rules including its Consumer Arbitration Standards of Minimum Fairness. The JAMS Rules are available online at jamsadr.com or by calling (800)-352-5267. Payment of all filing, administration and arbitrator fees will be governed by JAMS's rules, but in no event will we pay for attorneys' fees. You may choose to have the arbitration conducted by telephone, based on written submissions, or in New York, New York. In the event that the location of the Arbitration (New York, NY) is for any reason held to be unenforceable, the Arbitration shall take place in person in the county where you live or at another mutually agreed location.

We each agree that the arbitrator may not consolidate more than one person's claims, and may not otherwise preside over any form of a representative or class proceeding, and that any dispute resolution proceedings will be conducted only on an individual basis and not in a class, consolidated or representative action. BY ENTERING THIS SWEEPSTAKES, YOU AGREE TO WAIVE ANY RIGHT TO A JURY TRIAL OR TO PARTICIPATE IN A CLASS ACTION. If this specific provision is found to be unenforceable, then the entirety of this arbitration section will be null and void and neither of us will be entitled to arbitrate our dispute. If any provision of these Official Rules shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions.

DAMAGES LIMITATION: ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING ANY SWEEPSTAKES, BUT IN NO EVENT ATTORNEYS' FEES. 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.

STATE-SPECIFIC PROVISIONS: California Residents: Entrants who are California residents acknowledge that they are aware of California Civil Code Section 1542, and understand and acknowledge the significance of this waiver. Such entrants 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. Each California-resident entrant further acknowledges that their participation in this Sweepstakes and acceptance of any prize constitutes the transaction giving rise to this release.

SUCH ENTRANTS HEREBY KNOWINGLY AND VOLUNTARILY 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 THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY."

EACH CALIFORNIA-RESIDENT ENTRANT HEREBY EXPRESSLY WAIVES AND RELEASES ANY RIGHTS OR BENEFITS THEY MAY HAVE UNDER SECTION 1542 OR ANY SIMILAR LAW OF ANY STATE OR TERRITORY OF THE UNITED STATES. THIS WAIVER EXTENDS TO ALL CLAIMS, WHETHER KNOWN OR UNKNOWN, SUSPECTED OR UNSUSPECTED, THAT ARISE OUT OF OR RELATE IN ANY WAY TO PARTICIPATION IN THE SWEEPSTAKES OR ACCEPTANCE OF ANY PRIZE.

New Jersey Residents: 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.

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.

WINNERS LIST/OFFICIAL RULES: To obtain a copy of any legally-required winners list or a copy of these Official Rules, send a self-addressed stamped envelope to: 2027 Aer Lingus College Football Classic Trip Sweepstakes Winners List, Irish American Events Limited at 304 Park Ave S, 8th Floor, New York, NY 10010. All such requests must be received within six (6) weeks after the end of the Promotion Period.

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