



SNICKERS® MADDEN SWEEPSTAKES  
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### SNICKERS® Madden SWEEPSTAKES

#### OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.  
VOID WHERE PROHIBITED.

1. **PROMOTION DESCRIPTION:** The **SNICKERS® MADDEN Sweepstakes** (the “**Sweepstakes**”) is a social media Sweepstakes that begins on 11/17/2025 at 9:00:00 AM Eastern Time (“**ET**”) and ends on 11/18/25 at 11:59:59 PM (ET) (the “**Promotion Period**”).

Throughout the Promotion Period, eligible entrants will have the opportunity to post a comment in response to the Sweepstakes post by the **SNICKERS®** account on Instagram (@snickers) posted on 10/20/25 along with the hashtag **#SNICKERSMaddenSweepstakes** (“**Hashtag**”); and follow @snickers on Instagram (collectively, the “**Entry**”). There will be six (6) Prize winners in the Sweepstakes that will be randomly selected at the conclusion of the Promotion Period. Entry details, prize information and restrictions are more fully set forth below.

By participating in the Sweepstakes and posting an Entry using the Hashtag, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Mars Wrigley Confectionery US, LLC (“**Sponsor**”), which shall be final and binding in all respects.

2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of

Columbia who are eighteen (18) years of age or older at the time of entry. Employees, officers, and directors of Mars Wrigley Confectionery US, LLC, its parent company, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising, marketing and promotion agencies and each of their respective officers, directors and employees (collectively, "**Promotion Entities**"); and employees, officers, directors, agents, and representatives of Madden Enterprises LLC (hereafter, "**Madden**"), The NFL parties (defined as NFL Properties LLC, National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL International LLC, NFL Productions LLC, and each of their respective affiliates, owners, subsidiaries, shareholders, officers, directors, agents, representatives, individually and collectively), and each of their respective parents, subsidiaries, advertising and promotion agencies (collectively, "**NFL Entities**"); and each such individual's immediate family members (mother, father, sister, brother, any child, husband, wife, and their respective spouses, parent, child, sibling, and their respective spouses, regardless of where they reside) and those living in the same household of each, whether or not related, are not eligible to enter or win. All federal, state, and local laws apply. Void where prohibited or restricted by law.

3. **HOW TO ENTER:** You may enter the Sweepstakes via Instagram by going to <https://www.instagram.com>. Log into your Instagram account, go to the **SNICKERS**® account on Instagram, and post your Entry by making a comment in response to the Sweepstakes post by the **SNICKERS**® account (@snickers) posted on 10/20/25 using the hashtag **#SNICKERSMaddenSweepstakes**, and follow @snickers on Instagram. You MUST include your comment (as indicated above), include the Hashtag, and follow @snickers on Instagram for your Entry to be eligible in the Sweepstakes. You must be a registered Instagram member to enter via the Instagram method of entry. Instagram account registration and Sweepstakes entry is free.

**Direct any questions, comments, or complaints regarding the Sweepstakes to Sponsor, not Instagram.** Limit one (1) Entry per person/social media account in the Sweepstakes.

Each Entry must meet the following "**Entry Requirements**" (any Entry that, in Sponsor's sole and absolute discretion, violates the following criteria will be disqualified):

- Entry must be posted by a non-private social media account in response to the **SNICKERS**® account on Instagram; the social media account associated with this Sweepstakes can be obtained for free at the social media platform or in the applicable app store;
- Entrant must be the rightful owner of the social media account associated with the

Entry;

- Entry must comply with the social media platform's terms and conditions as posted on the respective social media platform;
- Entry must NOT contain subject matter which is, or could be considered, in the sole discretion of the Promotion Entities, obscene, pornographic, violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), defamatory, libelous, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g., illegal gambling, underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, hateful, degrading, harassing, or otherwise unlawful, tortious or objectionable;
- Entry must NOT contain any derogatory references to any of the Promotion Entities.

Note: Sponsor reserves the right, in its sole discretion, to disqualify any Entry in the Sweepstakes if Sponsor views the Entry as potentially infringing or otherwise a violation or potential violation of a third party's rights or if it deems the Entry to be lacking in taste, quality, or to be otherwise objectionable.

Entrants understand that they are posting their Entry at their sole risk. Released Parties (as defined below) are not responsible for any claims arising from the Entry, specifically including, but not limited to, claims for intellectual property infringement and privacy rights violations, as well as violations of the social media platform's terms and conditions.

Proof of entry is not considered proof of delivery to or receipt of such entry. Furthermore, Released Parties shall have no liability for any entry that is lost, intercepted or not received by the Sponsor. Released Parties are not responsible for any change of mailing address, email address and/or telephone number of entrants. In the event of a dispute over the identity of an entrant in the Sweepstakes, participation will be deemed completed by the authorized account holder of the social media account used at the time of participation and such individual must comply with these Official Rules. "Authorized account holder" is defined as the natural person who is assigned to the social media account by the social media platform. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the social media account associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

4. **WINNER SELECTION AND NOTIFICATION:** Six (6) Prize winner will be randomly selected from all eligible entries received on or about 11/28/2025 by Sponsor or its

designee, whose decisions are final. The potential winner will be the entrant of the Entry that is randomly selected as a winning entry, subject to eligibility verification. Potential winner will be notified via direct message via the social media platform associated with their entry within three (3) days of the random drawing with instructions on how to verify eligibility and claim the prize using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within two (2) business 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. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners in accordance with the above procedure, after which the prize may go unawarded if it remains unclaimed. 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.

5. **PRIZE/APPROXIMATE RETAIL VALUE (ARV)/ODDS:** Six (6) Prizes are available. Prize consists one (1) downloadable code of Madden Video Game (ARV \$70.00) Total Approximate Retail Value ("ARV") of Prize \$420.00. Odds of winning depend on total number of eligible entries received. All applicable federal, state and local taxes on Grand Prize is the sole responsibility of the Grand Prize winner. Unclaimed prize will not be awarded. Prize will be sent via U.S. mail within 4-6 weeks following the conclusion of the winner verification process.
6. **PUBLICITY GRANT:** 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 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 in any and all media for any purpose, including without limitation, advertising and promotional purposes, without further compensation, notification, or permission in perpetuity and hereby releases the Promotion Entities from any liability with respect thereto, unless prohibited by law.
7. **GENERAL:** If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the 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; and, if terminated, award the prize from among all eligible non-suspect entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received or as otherwise deemed fair and appropriate by Sponsor. Caution: Any attempt by any person 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 from any such person to the fullest extent of the law.

8. **LIMITATIONS AND RELEASES:** By entering Sweepstakes, entrants and winner (i.e. entrant that accepts a prize) agree to indemnify, release and hold harmless, Promotion Entities, NFL Entities, their related companies, their respective parent companies, subsidiaries, limited liability companies, affiliates, and the directors, officers, employees, assigns of the foregoing (“**Released Parties**”) from and against any claim, liability, or cause of action arising out of participation or attempt to participate in the Sweepstakes or receipt, acceptance, possession, use, or misuse of any prize.

Released Parties are not responsible for lost, late, mutilated, misdirected, stolen, inaccurate, delayed, or garbled entries, email, mail, or other communications of any kind; nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict a participant’s ability to enter the Sweepstakes, 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. 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. Released Parties are not responsible for any injury or damage to participant’s or any other person’s computer or other device, or other matter relating to or resulting from participating in this Sweepstakes or downloading any materials in the Sweepstakes.

9. **PRIVACY:** Except as may be otherwise contemplated in these Official Rules, any personal information collected in connection with this Sweepstakes will be used in accordance with the Sponsor's privacy policy found at [mars.com/privacy](https://mars.com/privacy).
10. **DISPUTES:** THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW JERSEY, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN WARREN COUNTY, NJ. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NEW JERSEY. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN HACKETTSTOWN, NJ. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING BUT NOT LIMITED TO ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. POTENTIAL WINNERS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY POTENTIAL WINNER AND/OR PROMOTION ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORTING TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED
11. **WINNERS' LIST:** For name of Grand Prize winner, send a self-addressed, stamped envelope by 9/30/25 to: **SNICKERS® NFL Sweepstakes**, Attn: Winners' List, 110 Edison Place, Newark, NJ 07102. Winners' list to be available after 8/31/25.
12. **SPONSOR:** Mars Wrigley Confectionery US, LLC, 110 Edison Place, Newark, NJ 07102.

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