

Haleon Soccer Giveaway Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Haleon Soccer Giveaway (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least twenty-one (21) years old at the time of entry. Employees of Haleon US Holdings LLC ("HALEON") (also, the "Sponsor"), Merkle Inc. ("Administrator"), United States Soccer Federation, Inc. ("U.S. Soccer") and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. 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. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Haleon US Holdings LLC ("HALEON"), 184 Liberty Corner Road, Warren, NJ 07059.
Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins at 12:00 a.m. Eastern Time (ET) on June 28, 2025 and ends on August 22, 2025 at 11:59 p.m. (the "Promotion Period"). The Sweepstakes consists of eight (8) weekly entry periods (each a "Weekly Entry Period"), as well as a grand prize entry period ("Grand Prize Entry Period") as set forth below.

Entry Period	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)	Approximate Draw Date/Winner Notification Date
Weekly 1	June 28, 2025	July 4, 2025	July 7, 2025
Weekly 2	July 5, 2025	July 11, 2025	July 14, 2025
Weekly 3	July 12, 2025	July 18, 2025	July 21, 2025
Weekly 4	July 19, 2025	July 25, 2025	July 28, 2025
Weekly 5	July 26, 2025	August 1, 2025	August 4, 2025
Weekly 6	August 2, 2025	August 8, 2025	August 11, 2025
Weekly 7	August 9, 2025	August 15, 2025	August 18, 2025
Weekly 8	August 16, 2025	August 22, 2025	August 25, 2025
Grand Prize	June 28, 2025	August 22, 2025	September 12, 2025

Administrator's servers are the official time-keeping devices for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit haleonsoccergiveaway.com ("Promotion Site") and follow the links and instructions to accurately complete and submit the registration form, including your first and last name (initials are not sufficient), email address, phone number, and home address (P.O. Boxes are not permitted). You will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize Entry Period drawing.

Limit: You may receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize Entry Period drawing (per day) during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and may result in disqualification. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Sweepstakes. If any additional information provided by entrant is inconsistent with the information provided at registration for this Sweepstakes, Sponsor and/or

Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

BONUS SWEEPSTAKES ENTRY OPPORTUNITY:

Opt-in to Sponsor's Marketing Emails or Send in a Mail-In Entry: On the registration form, you will have the option to opt-in to receive marketing emails from the Sponsor. If you select to opt-in, you will receive one (1) bonus Sweepstakes entry into the Grand Prize Entry Period drawing. **You may opt-out of these email communications at any time.** Should you choose to opt-out during the Promotion Period, your Sweepstakes entry will continue to be valid as long as it meets all other criteria required by these Official Rules.

If you have previously opted-out of marketing communications from the Sponsor or if you prefer not to receive marketing emails from the Sponsor but would like to earn one bonus Sweepstakes entry, print your name, address, phone number, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Haleon Soccer Giveaway," c/o Merkle Inc., P.O. Box 5021, Department 867044, Kalamazoo, MI 49003-5021. You will receive one (1) Sweepstakes entry into the Grand Prize Entry Period drawing. Limit: One (1) entry. All mail-in entries must be postmarked by August 29, 2025 and received by September 5, 2025. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, all of which will be disqualified.

Limit: One (1) bonus Sweepstakes entry into the Grand Prize Entry Period drawing, per email address/person, during the Promotion Period for either opting into marketing email communications or mailing in, as outlined above.

5. Prize Drawings: Administrator is an independent organization whose decisions as to the selection of the potential winners are final and binding. Administrator will randomly select the potential Weekly Entry Period winners from all eligible entries received during the applicable Weekly Entry Period and the Grand Prize winner or during the Promotion Period on or around the approximate drawing dates listed in Section 3 above. *Non-winning Weekly Entry Period entries will carry over into subsequent Weekly Entry Period drawings.* The potential winners will be notified by email. Potential Grand Prize winner will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within **three (3)** days of the date notice or attempted notice is sent, in order to claim the prize. All other potential winners may be required to provide their name, home mailing address (P.O. Boxes may not be permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within **three (3)** days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

6. Prizes, Approximate Retail Value ("ARV"), and Odds of Winning:

- A. Prizes:** ONE (1) GRAND PRIZE: **NO CASH EQUIVALENT is available, the Grand Prize is exclusively as stated herein.**

A trip for winner and up to three (3) guests to the USSF Match ("Match") (Game location and date determined by Sponsor in its sole discretion). Trip package includes round trip, coach-class air transportation for four (4) from a major airport near winner's home (determined by Sponsor in its sole discretion); two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); ground transportation to and from destination airport and hotel; and four (4) tickets to the Match. Winners are obligated to work with Sponsor's travel agent to book trip immediately upon winner confirmation or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. Travel companion must be at least twenty-one (21) years of age at the time of departure and must execute liability/publicity releases prior to issuance of travel documents. **Winner and travel companions are solely responsible for having a REAL ID compliant driver's license/ state ID or U.S. passport for domestic air travel.** Travel restrictions, conditions and limitations may apply. **By traveling and attending event, winner and winner's guests voluntarily assume all risks related to travel, including but not limited to exposure to COVID-19.** Forfeiture of any aspect of the trip due to failure to meet these requirements will not impact the value of the trip as reported on an IRS Form 1099. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. ARV: \$5,000. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

Weekly Entry Period	Prize Quantity	Prize Theme	Prize Components	ARV
Week 1: 6/28 -7/4	5	Women	Long-sleeve Shirt	\$175
			Shorts	
			Tumbler	
Week 2: 7/5 - 7/11	5	Travel	Rain Jacket	\$223
			Water Bottle	
			Fleece Blanket	
			Charger	

Week 3: 7/12 - 7/18	5	Men	Personalized Jersey	\$202
			Hat	
			Can Coolers (2)	
Week 4: 7/19 - 7/25	5	Retro	Shirt	\$132
			Scarf	
			Hat	
Week 5: 7/26 - 8/1	5	Pick Two	Hoodie	\$220
			Jacket	
Week 6: 8/2 - 8/8	5	Fan Gear	Hat	\$190
			Sunglasses	
			Water Bottle	
			Fleece Blanket	
Week 7: 8/9 - 8/15	5	Kids	Personalized Jersey	\$215
			Hat	
			Plushie	
			Backsack	
Week 8: 8/16 - 8/22	5	Varsity Blues	Hoodie	\$192
			Hat	
			Tumbler	

B. Total ARV: The total ARV of all available prizes in the Sweepstakes is \$12,745.

C. Odds of Winning: The odds of winning a prize depend on the total number of eligible entries received during the Promotion Period.

For All Prizes: Prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Winners of a prize equal to or greater than \$600 will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size, and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Prizes will be fulfilled approximately 8-10 weeks after conclusion of the Sweepstakes. Limit of one (1) Weekly Entry Period Prize and the Grand Prize per household.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, U.S. Soccer Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion

agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto)

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, photograph, social handle, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further obligation or compensation.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes, including but, not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event there is a discrepancy or inconsistency between, any other statements contained in any Sweepstakes-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site, the Official Rules as posted on the Promotion Site shall prevail, govern, and control.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information either caused by printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes or provided by entrants; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process; (4) technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes, or to the receipt, use, inability to use, or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible.

11. Disputes: 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, and exclusively by the United States District Court for the Eastern District of Michigan or the appropriate Michigan State Court located in Oakland County, Michigan; (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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Class Action Waiver: Entrants further agree that, except where prohibited by law, as a condition of participating in this Sweepstakes, any and all disputes and causes of action arising out of or connected with these Sweepstakes, including any Prize awarded, shall be resolved on individual basis, without resort to any form of class action, collective action or mass action. There will be no right or authority for any dispute to be brought, heard or arbitrated as a class or collective action ("Class Action Waiver").

13. Severability: If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then (a) the validity, legality and enforceability of such provision as applied to any other particular facts or circumstances, and the other provisions of these Official Rules, shall not in any way be affected or impaired thereby; and (b) such provision shall be enforced to the maximum extent possible. In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it, so as to be enforceable to the extent compatible with applicable law.

14. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's [Privacy Policy](#).

15. Winner List: For a winner list, please [click here](#). The winner list will be posted after winner confirmation is complete.

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