

## OFFICIAL RULES

### “HocKEY Assists” Instant Win Sweepstakes Presented by KeyBank Sponsored by Colorado Avalanche

**NO PURCHASE IS NECESSARY TO ENTER OR WIN A PRIZE; A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. BY PARTICIPATING, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES, INCLUDING THE CLASS ACTION WAIVER GOVERNING HOW YOU RESOLVE DISPUTES WITH PROMOTION ENTITIES. IF YOU DO NOT AGREE TO THESE OFFICIAL RULES, DO NOT PARTICIPATE IN THIS SWEEPSTAKES. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

**1. Eligibility.** The Colorado Avalanche “HocKEY Assist” Sweepstakes is presented by KeyBank (the “**Promotion**”) and is open only to legal residents of the State of Colorado who are eighteen (18) years of age or older at the time of entry (an “**Eligible Entrant**”). Employees, officers and directors (including immediate family members (child (biological, foster or adoptive), sibling, or parent (biological, foster or adoptive), and their respective spouses/domestic partners, regardless of where they reside) and members of the same household, whether or not related) of Sponsor (defined below), Kroenke Sports & Entertainment, LLC, KeyCorp, the National Hockey League and its member teams, NHL Enterprises, L.P., and each of their respective parent and affiliated companies, subsidiaries, licensees, divisions, members, teams, affiliated leagues and any and all other companies associated with the Promotion (collectively, the “**Promotion Entities**”) are not eligible to participate or win a Prize. Public officers, members of the general assembly, local government officials or government employees or anyone in their immediate family (meaning spouse, or parents, siblings, children and their respective spouses) and anyone domiciled with them, whether or not related, are not eligible to participate. The Promotion is subject to all applicable federal, state and local laws, rules and regulations. Void where prohibited or restricted by law, rule or regulation. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Promotion, including but not limited to the administration and operation of the Promotion. Winning a Prize is contingent upon fulfilling all requirements set forth herein.

**2. Promotion Period.** The Promotion will begin at 7 a.m. Mountain Time (“**MT**”) on December 15, 2025, and will end April 2, 2026, at 11:59 p.m. (the “**Promotion Period**”).

**3. How to Enter.** During the Promotion Period, scan the QR Code displayed at Ball Arena and navigate to the Promotion URL. Follow the prompts to donate 10 (ten) dollars or more to receive an entry. Alternately, you may submit: (i) a free internet entry without a donation by visiting <https://kse.jotform.com/252756177442968> and completing the online form or (ii) a social media entry by clicking the link provided on Sponsor’s or KeyCorp’s Instagram, Facebook, and/or X and completing the online form. Regardless of method of entry, you must fully complete the registration, including your first name, last name, phone number, email address, Date of Birth, and zip code, if prompted. Limit one (1) entry per person. Normal time rates, if any, charged by Internet service provider will apply. No other form of entry will be accepted other than the

methods described above. In the event of dispute over the identity of an Eligible Entrant, an entry will be deemed made by the Authorized Account Holder of the e-mail address submitted at the time of entry, and the Potential Winner may be required to provide identification sufficient to show that he/she is the Authorized Account Holder of such e-mail address. The “**Authorized Account Holder**” is deemed the natural person who is assigned to the e-mail address in question by the applicable Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. It is solely the responsibility of the entrant to notify the Sponsor in writing if the entrant changes his or her e-mail or postal address.

**4. Winner Selection.** On or around April 3, 2026, Sponsor will conduct a drawing and randomly select one entrant from all eligible entrants. The selected entrant is the “**Potential Winner**.” Sponsor will attempt to contact the Potential Winner in the manner described below. Should a Potential Winner not meet the eligibility criteria or the entry be found, in Sponsor’s sole discretion, to not comply with these Official Rules, such Potential Winner will be disqualified and Sponsor may select an alternative Potential Winner.

**5. Winner Contact.** Sponsor will attempt to contact the Potential Winner within twenty-four (24) hours after the drawing. The Potential Winner who responds to Sponsor’s message and complies with all other terms of the Official Rules, is the “**Winner**.” If a Potential Winner cannot be reached during the twenty-four (24) hour period or fails to respond to Sponsor within the twenty-four (24) hour period, such individual will be disqualified and an alternative Potential Winner will be randomly selected from the remaining Eligible Entrants and contacted. At all times, Sponsor reserves the right to select an alternate Winner if a Winner is found to have not complied with these Official Rules.

**6. Prize Descriptions; General Prize Terms.** The Promotion will have one (1) Winner who will receive two (2) lower-level tickets to the Colorado Avalanche vs. Seattle Kraken game at Ball Arena on April 16, 2026 and a post-game experience for two people. Approximate Retail Value (“ARV”): \$1,500 (“**Prize**”).

**7. General Prize Terms.** The odds of winning a Prize will depend on the number of eligible entries Sponsor has received by the end of the Promotion Period. The right to receive a Prize is non-transferable and non-assignable. Sponsor is not responsible for lost, mutilated or stolen event admission tickets. Sponsor is not responsible if the event is delayed, postponed or cancelled for any reason, or for issues arising from the operation and management of the event, in which event the prize is forfeited in its entirety and no substitution will be provided except as in Sponsor’s sole discretion. In the event the event is cancelled or postponed, Sponsor will have no obligation to award compensation in lieu thereof. No cash redemption of a Prize is permitted except at Sponsor’s sole and absolute discretion. Sponsor reserves the right to substitute any Prize (or any portion thereof) with one of comparable or greater value at its sole and absolute discretion. All costs and expenses associated with any acceptance and use not specified herein as being provided, including but not limited to transportation costs, parking, food and beverages, souvenirs, gratuities and other expenses incurred by accepting and making use of any Prize, are the sole responsibility of the applicable Winner (and Winner’s guests, as applicable).

Each Winner and Winner's guest(s) will receive admission to the game only upon presentation of an admission ticket and will be subject to the ticket terms and conditions and rules and regulations of the venue while attending the game. Seat locations will be determined by Sponsor in its sole discretion.

All federal, state, or local taxes associated with the Prizes awarded in connection with the Promotion are each Winner's responsibility. A form 1099 may be issued based on the value of the Prize as required by law. Winner may be required to execute and return any required affidavit of eligibility and/or liability/publicity release. To the extent requested, all such forms will be completed and returned within twenty-four (24) hours or Sponsor may disqualify a Winner.

**8. Privacy Policy.** Any personally identifiable information collected during an entrant's participation in the Promotion will be collected by Sponsor and used by Sponsor (i) for purposes of proper administration and fulfillment of the Promotion as described in these Official Rules, and (ii) as described in Sponsor's [privacy policy](#). In addition, each entrant agrees that Sponsor may share the information they provide with any of the other Promotion Entities, the use of which will be governed by the privacy policy maintained by such Promotion Entity.

**9. Release; Winner Publicity Release.** By participating in the Promotion, each entrant agrees to release and hold harmless the Promotion Entities and any and all other companies, entities or parties associated with the Promotion (collectively, "**Released Parties**") from and against any and all claims, injuries, damages or losses that may occur, directly or indirectly, in whole or in part, from the participation in the Promotion or from the receipt or use of any Prize(s) awarded. Each entrant (irrespective of whether or not such entrant wins a Prize), grants to each of the Promotion Entities an independent, royalty-free, perpetual, irrevocable, fully transferrable, non-exclusive, worldwide right (but not obligation) and license to publicize and use such entrant's name, address (city and state of residence), photograph, voice and/or other likeness and Prize information in any and all media now known or hereafter devised, without additional compensation or consideration, notification or permission, unless prohibited by law.

**10. General.** Failure by the Promotion Entities to enforce any term of these Official Rules shall not constitute a waiver of that provision. The Promotion Entities (i) do not make any warranty, guaranty or representation of any kind concerning the Promotion or a Prize (other than that any autographed memorabilia that may be awarded as a Prize is authentic and that items described as player-used have been actually used by a player) and (ii) to the extent permitted by law, disclaim any and all express and implied warranties (including, without limitation, quality, merchantability and fitness for a particular purpose) relating to the Promotion and the Prize(s).

The Promotion Entities are not responsible for stolen, late, incomplete, illegible, misdirected, lost, damaged, garbled, delayed, undelivered, inaccurate, postage-due or garbled entries, through e-mail or mail. Entries generated by a script, macro or other mechanical or automated means or by any means which subvert the entry process will be disqualified. The Released Parties are not responsible for lost, interrupted or unavailable network, server, Internet service provider, 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 Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of entries, or the announcement of the Prize(s) or in any Promotion-related materials. The Promotion Entities are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. The Released Parties are not responsible for injury or damage to entrant's or to any other person's computer related to or resulting from participating in this Promotion or downloading materials from or use of the website.

Sponsor reserves the right in its sole discretion to disqualify any person (including an entrant) Sponsor suspects or finds: (i) to have tampered with the entry/selection process or the operation of Promotion; (ii) to be acting in a disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Promotion, or with the intent to annoy, abuse, threaten or harass any other person; (iii) to display behavior that will bring Sponsor or Promotion Entities into disgrace; (iv) to have provided inaccurate information on any legal documents submitted in connection with Promotion; or (v) to be acting in violation of these Official Rules. Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor reserves the right to cancel or modify the Promotion if fraud or other difficulties compromise the integrity of the Promotion, as determined by Sponsor in its sole discretion. Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Promotion. ANY VIOLATION OF THESE OFFICIAL RULES BY A WINNER WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS A WINNER OF THE PROMOTION AND ALL PRIVILEGES AS A WINNER WILL BE IMMEDIATELY TERMINATED.

**11. Indemnity; Disputes.** By participating in the Promotion, all entrants agree to indemnify and hold harmless each of the Released Parties from any and all liability arising out of or relating in any way to the entrant's participation in the Promotion. Except where prohibited by law, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the State and Federal courts located in the County of Denver, State of Colorado; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH PARTICIPATING IN THIS PROMOTION AND/OR RECEIVING A PRIZE, 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 an entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Colorado without giving effect to any choice of law or conflict of law rules (whether of the State of Colorado or any other jurisdiction),

which would cause the application of the laws of any jurisdiction other than the State Colorado. If any provision of these Official Rules is declared invalid or unenforceable, such provision will be deemed modified to the extent necessary and possible to render it valid and enforceable. In any event, the unenforceability or invalidity of any provision will not affect any other provision of these Official Rules, and these Official Rules will continue in full force and effect, and be construed and enforced, as if such provision had not been included, or had been modified as described above, as the case may be. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction that they may have.

**12. Social Media.** THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK, X, INSTAGRAM OR ANY OTHER SOCIAL MEDIA PLATFORM ON WHICH THE PROMOTION IS PROMOTED (each a “**Social Media Platform**”). ANY QUESTIONS, COMMENTS OR COMPLAINTS REGARDING THE PROMOTION SHOULD BE DIRECTED TO SPONSOR, NOT ANY SOCIAL MEDIA PLATFORM. If the method of entry for the Promotion is through a specific Social Media Platform, the Eligible Entrant must be a registered user of such Social Media Platform. If an Eligible Entrant is not a registered user of such Social Media Platform, he/she may sign up for an account online or through the respective Social Media Platform application by downloading it onto their smartphone (available via Apple App Store and Google Play). Internet access is required.

**13. Sponsor.** The sponsor of this Promotion is the Colorado Avalanche, LLC, 1000 Chopper Circle, Denver, Colorado 80204.

**14. Winner List.** For the list of all Winners, mail a self-addressed stamped envelope to: Winner- Colorado Avalanche “HocKEY Assist” Sweepstakes, 1000 Chopper Circle, Denver, CO 80204. All requests must be received by no later than thirty (30) days after the end of the Promotion Period.