

## **Dallas Stars GEICO Fan Advantage T-Shirt Design Contest OFFICIAL RULES**

Sponsor of this Dallas Stars GEICO Fan Advantage T-Shirt Design Contest is DSE Hockey Club, L.P. (“DSE”), with an address of 2601 Avenue of the Stars, Frisco, TX 75034 and Co-Sponsor is Government employees Insurance Company (GEICO) (“GEICO”), with an address of 5260 Western Avenue, Chevy Chase, MD 20815. All entrants agree to be bound by the terms and conditions provided in these Official Rules as well as by all interpretations of these Official Rules by DSE and by all other decisions of DSE, including resolution of disputes in connection with this contest, which are final and binding in all matters relating to the Dallas Stars GEICO Fan Advantage T-Shirt Design Contest (the “Contest”).

### **NO PURCHASE NECESSARY**

**No purchase necessary to enter or win a prize.** A purchase will not improve your chances of winning.

### **ELIGIBILITY**

**The Contest is open to legal residents of Texas who are at least 18 years of age or older at the time of entry. Employees and immediate families of employees (spouse, parents, siblings, and children) of GEICO, DSE, DSE Hockey Club GP, Inc., Center Operating Company, L.P., Dallas Sports & Entertainment, L.P., the National Hockey League and its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises, B.V., NHL Interactive Cyber Enterprises, LLC and each of their respective parents, subsidiaries, affiliates and related entities, as well as each of the aforementioned parties’ respective directors, officers, owners, members, employees and agents are not able to enter or win.**

### **ENTRY PERIOD**

The Contest begins on December 3, 2025 at 12:01 AM Dallas time and ends on February 4, 2026 at 11:59 PM Dallas time (the “Contest Period”). Phase One of the Contest will begin on December 3, 2025 at 12:01 AM Dallas time and end on or about December 31, 2025 at 11:59 PM Dallas time (the “Entry Period”). Phase Two of the Contest will begin on January 19, 2026 and end on February 4, 2026 at 11:59 PM Dallas time (the “Voting Period”). Three entrants will be named finalists (each a “Finalist” and collectively the “Finalists”) following the conclusion of the Entry Period, on or about January 8, 2026. One winner (the “Winner”) will be selected from the three Finalists based on a fan vote following the conclusion of the Voting Period, and the Winner of the Contest will be announced on or about March 2, 2026.

### **HOW TO ENTER**

To enter:

During the Entry Period entrants can either (i) go to the landing page on [www.dallasstars.com](http://www.dallasstars.com) and follow the entry instructions to complete the online entry form, or (ii) go to the Contest landing page on the Dallas Stars Mobile App and follow the entry instructions to complete the entry form. As part of the entry process, entrants must create a t-shirt design that highlights the design criteria set forth in these official rules and submit it as part of the online entry process (the “Design Submission”). Design criteria for Design Submissions include the following: All Design Submissions should highlight Texas hockey, the fan advantage, the Dallas Stars, and the fandom of Dallas Stars fans and the Dallas Stars hockey team (the “Design Criteria”). All entrants must accurately complete all required fields or entry will be deemed invalid. In order to participate you will need Internet access and a valid email address. Limit one entry per person, regardless of entry method used. Multiple entries per person, including

multiple entries by the same entrant using different e-mail addresses, will invalidate ALL entries submitted by that entrant for the entire Entry Period. All entries must be received by DSE by **December 31, 2025 at 11:59 PM Dallas time.**

Any Design Submission, including any ideas or other intellectual property contained therein, submitted by an entrant must be original and solely the work of the entrant. For clarity, Design Submissions created using generative Artificial Intelligence (“AI”) are not considered entrant’s original work and will not be eligible for entry in this Contest. All entrants that submit Design Submissions that were created using generative AI will be disqualified. If so permitted by DSE and/or GEICO, any right to use the name “Dallas Stars” or “GEICO” (either alone or in conjunction with or as part of any other word or name) or any fanciful marks, copyrights, trademarks, trade names, service marks, characters or designs or any other intellectual property owned, controlled or licensed to DSE or GEICO shall be solely limited to inclusion in the Design Submission and DSE and/or GEICO, as applicable, grants to entrant any other right, title, interest or license to or in any such items.

The Design Submission must not disparage any person or community and must be in good taste and DSE may in its sole discretion disqualify submissions that do not comply. Each entrant represents and warrants that his/her Design Submission will not violate or infringe upon any rights (including but not limited to any privacy, publicity, copyright or other intellectual property rights) of, or give rise to any claim by, any third party. Each entrant further represents and warrants that his/her Design Submission is his/her original work and each entrant assigns all right, title, interest and intellectual property (including but not limited to copyright) in his/her Design Submission to the DSE.

The Design Submission must NOT, in the sole discretion of DSE, contain material (including without limitation drawings, designs, words, phrases and/or photos) that (i) violate or infringe upon another’s rights, including but not limited to privacy, publicity, or intellectual property rights (including, without limitation, trademark or copyright infringement); (ii) is inappropriate, indecent, obscene, profane, hateful, tortious, defamatory, slanderous, controversial or libelous; (iii) promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; (iv) is unlawful, in violation of or contrary to applicable laws or regulations; or (v) contain brand names or trademarks other than Dallas Stars and/or GEICO marks, which entrant has a limited license to use in the Design Submission for the sole purpose of creating and uploading a Design Submission in this Contest.

As part of the online entry submission process you may be asked if you wish to receive promotional emails from DSE and/or GEICO. Consenting to receive promotional emails is optional and is not required for participation in the Contest.

### **WINNER SELECTION**

Three (3) Finalists will be selected by DSE and GEICO representatives from among all eligible entries received after the conclusion of the Entry Period, on or about January 8, 2026, based on whether the Design Submission includes elements of the Design Criteria and creativity, uniqueness/originality, and quality of the design. Finalists will be contacted by a DSE representative via phone and/or email on or about January 12, 2026. In the event a Finalist cannot be contacted within 24 hours of the initial email or phone notification or declines the prize another Finalist will be selected based on the judging criteria described above from the eligible entries received.

During the Voting Period, the general public will be permitted to vote for their favorite Design Submission submitted by a Finalist by going to the link provided by DSE. Limit one (1) vote per

person per day during the Voting Period. Following the conclusion of the Voting Period, one (1) Winner will be selected based on the Finalist's Design Submission with the highest number of votes. In the event of a tie, the Winner will be selected by DSE representatives using the same criteria described above. The Winner will be contacted by a DSE representative via phone and/or email on or about March 2, 2025. In the event the Winner cannot be contacted within 72 hours of the initial email or phone notification or declines the prize another Winner will be selected based on the Finalist with the next highest number of fan votes received during the Voting Period.

It is the sole responsibility of the entrant to notify DSE if his or her contact information and/or e-mail address changes. To do so, send an e-mail to [aketterhagen@dallasstars.com](mailto:aketterhagen@dallasstars.com) with the new contact information. GEICO, DSE, DSE Hockey Club GP, Inc., Center Operating Company, L.P., Dallas Sports & Entertainment, L.P., and/or the National Hockey League and its member clubs, and each of their respective parents, subsidiaries, affiliates, directors, officers, owners, shareholders, members, employees sponsors, licensees, successors, assigns and agents are not responsible for lost, interrupted or unavailable network, server or other connections, miscommunications, failed phone or computer hardware or software or telephone transmissions or technical failures, garbled or jumbled transmissions or other errors of any kind, whether human, mechanical or electronic; including without limitation the incorrect or inaccurate capture of entry information online, or for lost, late, incomplete, damaged, destroyed, delayed, stolen, misdirected or illegible entries. Entry materials/data that have been tampered with or altered are void. Once submitted, entries become the sole property of DSE and will not be returned.

In addition to complying the terms and conditions of the Official Rules for this Contest, DSE may require entrants, Finalists and/or Winner to sign additional documentation relating to these terms and conditions, including, but not limited to, a publicity and liability release and/or an assignment of intellectual property. Winners and Finalists may also be required to sign an Affidavit of Eligibility and Release attesting to the fact that he/she is 18 years of age or older, as well as other terms and conditions as designated by DSE and consent to the use of his/her likeness in order to collect a prize. Noncompliance with any of the foregoing or with these official rules may result in disqualification.

### **PRIZE DESCRIPTION**

Each Finalist will receive (i) two (2) tickets to the Dallas Stars home hockey game on January 20, 2026 (\$118/ticket value; \$236 total value), and (ii) the opportunity for in-game recognition during such game. Total retail value of each Finalist prize is \$236. Total value of all Finalist prizes combined is \$708.

The Winner will receive, in addition the Finalist prize described above, (i) four (4) tickets to the Dallas Stars home game on April 11, 2025 (\$233/ticket value; \$932 total value); and (ii) the opportunity for in-game recognition during such game; and (iii) five (5) t-shirts featuring his/her design that was submitted as part of this Contest (\$25/shirt value; \$125 total value). In addition, subject to the terms and conditions set forth in these official rules and any additional documentation Winner is required to sign, the Winner's design that was submitted as part of this Contest will be featured on a select number of t-shirts that are made available to select fans in attendance at the Dallas Stars home game on April 11, 2025. Total retail value of Winner's prize is \$1,057.

The winning prize is non-transferable to any other person, including relatives or friends. The name of the winner can be obtained by writing Dallas Stars GEICO Fan Advantage T-Shirt Design Contest c/o Dallas Sports & Entertainment, 2601 Avenue of the Stars, Frisco, Texas 75034.

Finalists and Winner and each of their guest(s) agree to comply with all NHL and venue rules and regulations relating to the use of NHL regular and post-season tickets (as applicable) and, in accordance therewith, agree not to act in an unsportsmanlike or disruptive manner, or with any intent to annoy, abuse, threaten or harass any other person at such game. Failure to do so may result in forfeiture of prize or prize element.

### **TAXES**

The prize winner is solely responsible for all applicable federal, state and local taxes and any expenses associated with the Contest, unless otherwise indicated. No substitution, cash equivalent or transfer of prize permitted except at DSE's option for a prize of comparable or greater value.

### **RELEASE OF LIABILITY AND INDEMNIFICATION**

By entering, each entrant agrees to follow the Contest Official Rules and forever releases, discharges, and waives any and all claims, liabilities and actions of any kind, howsoever caused or arising and whether by negligence, any intentional act or otherwise, that entrant may have or that may arise against Meta, Instagram, GEICO, DSE, DSE Hockey Club GP, Inc., Center Operating Company, L.P., Dallas Sports & Entertainment, L.P., the National Hockey League and its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada L.P., NHL Enterprises B.V., NHL Interactive Cyber Enterprises, LLC, and each of their respective parents, subsidiaries, affiliates and related entities, as well as each of the aforementioned parties' respective directors, officers, owners, shareholders, members, employees, representatives, successors, assigns and agents (collectively, the "Released Parties"), with respect to or arising out of either (i) entrant's participation; or (ii) the receipt or use of the prizes (including but not limited to the substitution or changing of any prizing) awarded in the Contest. By entering, each entrant further agrees to defend, indemnify and hold harmless the Released Parties and their insurers against any and all damages, costs, judgments, and/or expenses (including but not limited to attorneys' fees and/or other legal fees) they may incur as a result of claims made against them in connection with either (i) entrant's participation; or (ii) the receipt or use of the prizes (including but not limited to the substitution or changing of any prizing) awarded in the Contest.

This promotion is in no way sponsored, endorsed, or administered by, or associated with Meta or Instagram. You understand that you are providing your information to Sponsor and not to Meta or Instagram.

### **PUBLICITY RELEASE; RIGHTS TO DESIGN SUBMISSION**

Except where prohibited by law, in consideration for being permitted to participate in this Contest and the opportunity to win the prizes offered in this Contest, each entrant hereby agrees and consents, without further authorization, compensation or remuneration of any kind, to the use of the entrant's name, likeness, voice, photograph, performance, Design Submission, personal statements and/or biographical information in any and all advertising, promotions and other publicity, in any medium now or hereafter known, without further compensation, authorization, permission or notification to entrant or anyone on entrant's behalf, conducted by GEICO, DSE, the National Hockey League and its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises, B.V., NHL Interactive Cyber Enterprises, LLC and each of their respective parents, subsidiaries, affiliates, agents, licensees, successors and assigns.

Except where prohibited by law, in consideration for the opportunity to participate in this Contest and the opportunity to win the prizes offered in this Contest, each entrant understands and agrees that all Design Submissions will become the sole property of DSE and will not be returned to the entrant. All

rights to any Design Submission will be retained by DSE without: (i) expectation by any entrant of any other consideration; and (ii) any restrictions on the use thereof by any entrant.

### **CONTEST CANCELLATION, SUSPENSION OR MODIFICATION**

DSE reserves the right to cancel, modify or suspend the contest and/or change dates or prizes (to a prize of equal or greater value) relating to the promotion in case of schedule changes, acts of God, force majeure events, computer viruses, bugs, corruption or unfairness of the security or administration of the contest, or for any other reason at the sole discretion of the DSE.

### **PRIVACY POLICY**

The information you provide in connection with this Contest is subject to the DSE Family Privacy Policy (<https://www.nhl.com/stars/team/privacy-policy>) and the NHL Privacy Policy (<https://www.nhl.com/info/privacy-policy>).

### **VOID WHERE PROHIBITED**

Participation in this Contest is void where prohibited.