

KSL FOOTBALL “PICK ‘EM” CHALLENGE 2026

OFFICIAL RULES

SPONSOR(S): KSL Media and Bonneville International Corporation, dba KSL Sports

NO PURCHASE NECESSARY. THIS CONTEST IS INTENDED FOR PLAY IN THE UNITED STATES AND CANADA ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT PARTICIPATE IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES OR CANADA AT THE TIME OF ENTRY. NO PURCHASE NECESSARY TO ENTER OR WIN.

These Official Rules are separate from any other sponsored bracket Contest. This Contest is not intended to be used for gambling purposes. If it is determined that a participant is using the Contest for gambling purposes, he/she will be disqualified.

1. PROMOTIONAL PERIOD.

- a. The KSL Pick'em Contest ("Contest") begins when registration opens on or about August 1st, 2026 at 12:00 AM (MT) and ends on February 15, 2027 at 11:59PM (MT) ("Entry Period") following the completion of all designated postseason and championship games included in the Contest. The Contest consists of approximately 15 weeks of regular season competition, followed by a postseason/bowl competition running from December through January.
- b. The Contest consists of two separate competitions:
 - i. College Football Pick'em
 - ii. Pro Football Pick'em
- c. Participants may enter just the College Football Pick'em, or just the Pro Football Pick'em, or both Contests, subject to these Official Rules.
- d. The regular season portion of the Contest begins with eligible football games played beginning on August 31, 2026, and continues through the conclusion of the regular football season, as determined by the Contest Administrator.
- e. The postseason portion of the Contest begins with designated postseason, bowl, playoff, and championship games selected by the Contest Administrator and concludes following the final eligible championship game on February 15, 2027.
- f. Weekly Contest periods shall begin and end according to the schedule established on the KSL Pick'em website. Each weekly Contest period will include five (5) football games selected by the Contest Administrator.
- g. Entry deadlines for each game shall occur approximately one (1) hour before the game's officially scheduled kickoff time, unless otherwise specified on the Contest website. Because kickoff times vary, entry deadlines may differ

from game to game and week to week. Once the entry deadline for a game has passed, all picks and score predictions for that game are final and may not be modified.

2. ENTRY METHOD.

- a. During the Promotion Period, eligible participants may register for the Contest by visiting the KSL Pick'em website: <https://www.ksl.com/sports/pickem-home> and complete the online registration process, then follow the instructions to enter your bracket choices any time before that current bracket closes.
- b. To participate in a weekly Contest period, participants must submit predictions for the designated football games selected by the sponsor. Each weekly Contest period will typically include five (5) eligible football games, although the sponsor reserves the right to modify the number of games selected for any Contest period.
- c. Bracket schedule is as follows:
 - i. Round 1 entry is 12AM on Aug. 31 to 11:59PM on Sep. 6.
 - ii. Round 2 entry is 12AM on Sep. 7 to 11:59PM on Sep. 13
 - iii. Round 3 entry is 12AM on Sep. 14 to 11:59PM on Sep. 20
 - iv. Round 4 entry is 12AM on Sep. 21 to 11:59PM on Sep. 27
 - v. Round 5 entry is 12AM on Sep. 28 to 11:59PM on Oct. 4
 - vi. Round 6 entry is 12AM on Oct. 5 to 11:59PM on Oct. 11
 - vii. Round 7 entry is 12AM on Oct. 12 to 11:59PM on Oct. 18
 - viii. Round 8 entry is 12AM on Oct. 19 to 11:59PM on Oct. 25
 - ix. Round 9 entry is 12AM on Oct. 26 to 11:59PM on Nov. 1
 - x. Round 10 entry is 12AM on Nov. 2 to 11:59PM on Nov. 8
 - xi. Round 11 entry is 12AM on Nov. 9 to 11:59PM on Nov. 15
 - xii. Round 12 entry is 12AM on Nov. 16 to 11:59PM on Nov. 22
 - xiii. Round 13 entry is 12AM on Nov. 23 to 11:59PM on Nov. 29
 - xiv. Round 14 entry is 12AM on Nov. 30 to 11:59PM on Dec. 6
 - xv. Round 15 entry is 12AM on Dec. 7 to 11:59PM on Dec. 13
 - xvi. Post Season Rounds will follow from 12AM on Dec. 14 until the end of the entry period on February 15th, 2027.
- d. Each entrant must fully complete the online entry form with all required information, including your name, zip code, valid email address and phone number, including area code. Each participant may maintain only one (1) Contest account. Each registrant username (email address) & password will allow participants to return to the contest site to Log-in and view their prediction, points, and standings. The Station may change the dates and/or

terms of the contest without prior notice. Any material changes will be broadcast on the Station and/or posted on its website www.ksl.com/sports/pickem/rules . Contests are subject to all applicable laws and regulations and are void where prohibited by law.

3. ELIGIBILITY

- a. This Contest is open to legal residents of the US and Canada. Employees of Sponsor and participating affiliates (the "Promotion Parties"), and members of the immediate family (spouse, parent, child, sibling and their respective spouse) and households of each such employee are not eligible to participate or win a prize. Employees or agents of a KSL Media Station, Bonneville International Station, other area radio stations or any entity associated with the contest, as well as members of the same household of any such employee or agent, may not participate. Persons who have previously won a prize (cash, services, merchandise) from a contest or station event from any of the KSL Media or Bonneville International Stations are subject to the following restrictions: (i) Persons who have won a prize valued up to \$100 in the last thirty (30) days are not eligible to participate; (ii) Persons who have won a prize valued between \$101 and \$499 in the last ninety (90) days are not eligible to participate; (iii) Persons who have won a prize valued between \$500 and \$999 in the last six (6) months are not eligible to participate; and (iv) Persons who have won a prize valued at \$1,000 or more in the last twelve (12) months are not eligible to participate. These restrictions also apply to immediate household members of contest or prize winners. As stated above, the Station, in its sole discretion, may allow persons who have previously won a prize to be eligible to win another prize without any time restrictions. If participation requires the submission of an email address, only one entry per email address per household is permitted. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. There is no purchase necessary to enter or win. A purchase or payment will not increase your chance of winning.
- b. This Promotion is in no way sponsored, endorsed or administered by, or associated with the NCAA, NFL, any participating colleges or universities, Facebook, X, Instagram, or any other social media platform. By submission of an entry, you release Facebook, X, Instagram and any other social media

platform from any responsibility or liability related to the Promotions. You are providing entry information to one or more of the Promotion Entities and not to Facebook, X, Instagram or any other social media platform.

4. ELIGIBLE ENTRIES

- a. Only the entries received during each of the Rounds will be eligible to win. Any additional entries that have been received after the deadline are ineligible to participate or win any prize, regardless of the accuracy of their submitted bracket prediction.
- b. Each entrant may enter this promotion up to fifteen (15) times during the Promotion Period. Entrants weekly entries (up to 15 times) will be combined for a total of one (1) entry of cumulative points at the end of the contest(s).
- c. Any bracket prediction not received by the required deadline for any reason including, but not limited to transmission error, internet problems, equipment or website malfunction, internet traffic or errors caused by viruses or hackers will be disqualified. Main Sponsor is not responsible for any delays or difficulty in receipt of an eligible contestant's Bracket Prediction that prevents participation.
- d. Any incomplete or illegible entries will be disqualified. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged, or for entries submitted in a manner that is not expressly allowed under these rules, or for any entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information or effects of hackers or failure of any electronic equipment, computer or cellular transmissions and/or network connections; all of which will be disqualified.
- e. Each participant must submit an entry on his/her own behalf. Any entry submitted on behalf of another individual or using another person's email address or name will be disqualified and ineligible to claim any prize. No mechanically reproduced or automated entries permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void.

5. PRIZES AND ODDS OF WINNING

- a. Each week will include 3 weekly winners (for both Pro and College Contests) over the 15 weeks, for a total of ninety (90) weekly winners. Each weekly winner will be determined by: 1st place is the entrant with the high score from the week, 2nd place is the entrant with the second highest score, and 3rd place is the entrant with the 3rd highest score. They will receive a digital amazon gift

card, which are listed with their Approximate Retail Values (“ARV”) as follows:

- i. 1st Place: \$100 digital Amazon Gift Card
 - ii. 2nd Place: \$50 digital Amazon Gift Card
 - iii. 3rd Place: \$25 digital Amazon Gift Card
- b. Three (3) grand prizes will be awarded at the conclusion of the contest. Winners will be determined by their total score from each of the combined weeks, where 1st place will be the highest total score, 2nd place will be the second highest score, and 3rd place is the third highest score, and are listed with their Approximate Retail Values (“ARV”) as follows:
 - i. 1st Place: \$500 digital Amazon Gift Card
 - ii. 2nd Place: \$250 digital Amazon Gift Card
 - iii. 3rd Place: \$100 digital Amazon Gift Card
- c. The odds of winning are based on the number of eligible entries. Prizes cannot be transferred or substituted. The prize is expressly limited to the item listed below. By accepting a prize, winner agrees to release Administrator, Sponsor and its advertising, promotion and production agencies and their respective parents and subsidiaries, shareholders, directors, employees, agents and representatives from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained directly or indirectly in connection with the receipt, ownership or use of the prize.

6. SCORING

- a. Each eligible Entrant who has successfully completed the online registration and bracket as required by these Official Rules will receive points based on correctly predicting the winning team and final score of five (5) football games (either Pro or College).
 - i. The participant whose prediction is closest to the final score receives the highest point total for that game. Other participants who correctly predicted the winning team also receive points, with scores decreasing as predictions become less accurate.
 - ii. Participants who select the incorrect winning team receive no points.
- b. Points: Each eligible Entrant who has successfully completed the online registration and bracket as required by these Official Rules will receive the following points for each of rounds for which they have correctly determined the winning team:
 - i. Each week during the College Football season (Weeks 1-14 plus Bowl week) the Sponsor will pick five games (15 for Bowl week) for

contestants to predict the score. Games involving two local teams (BYU, Utah or Utah State) will be worth a maximum of 100 points per week, Bowl week games will be worth a maximum of 100 points per week, while all other games will be worth a maximum of 50 points per week. After each respective game is completed, the contestant that was closest to the actual result and that picked the correct winning team will get the maximum points, with all other contestants that picked the correct winning team graded on a curve based on the closest prediction. Closest to the score will be determined by taking the absolute value of the difference between contestant's guess for each team's score and how much each team actually scored in the game. Picking the correct team will earn a minimum of 10 points, while picking the incorrect team to win will result in 0 points.

- c. Any incorrect entries will receive zero (0) points. The maximum point total for correctly determining the winning team in every game played during the Designated Football season is 100 points per week. At the completion of the designated tournament, each eligible Entrant's bracket entry received will be compared to the actual bracket outcome and added up into one final grand entry (up to 1500 total points, combining each week's total into one combined score).
- d. Tie Breaking Procedures:
 - i. In the event of a tie on a weekly prize, the Sponsor will use the following tiebreaker rules: First, the winner of a tie will be the person with the highest amount of points for the game of the fan base they belong to; the second tiebreaker will be the highest overall points for any game in the week; and the third tiebreaker will be the highest points of the sum of the Utah, Utah State and BYU games. If one participant involved in a tie has elected 'Other' as their fan base, the first tiebreaker rule will be skipped. For the Overall Prizes, the winners will be the three users with the highest overall scores. In the event of a tie, the previous tiebreaker rules will be followed, starting with "Bowl week" and working backward through the season.

7. WINNER SELECTION AND NOTIFICATION

- a. Weekly Prize Winners will be notified the following week from their winning bracket period, as described in section 2c above. Grand Prize Winners will be notified no later than one week following the last scheduled Bowl game, as described in section 2c above.

8. CONDITIONS

- a. Station is not responsible for any prize that cannot be awarded due to acts of God, acts of war, natural disasters, weather, acts of terrorism or other factors beyond Station's control. Failure to collect or properly claim any prize in accordance with these rules within 30 days of prize notification will result in forfeiture of the prize. If forfeited for any reason, finalist will not receive any other prize substitution or compensation, and the prize will remain the property of Sponsor and will not be awarded, except as provided herein. All other expenses not specified herein as being included are the sole responsibility of the winner. Prize awards are non-transferable, and no cash redemption or prize substitution allowed, except at Sponsor's sole discretion or as provided herein.
- b. Payments of all federal, state and local taxes are solely the responsibility of winner. Winner must execute and return any required IRS form (including IRS form 1099), affidavit of eligibility, liability and publicity release (where permitted by law), within thirty (30) days of notification or winner may be disqualified in Station/Sponsor sole discretion and the prize will be forfeited. Each Winner will solely be responsible for any (federal, state, or local) taxes or fees that result from the receipt and/or use of their prize and may receive an IRS Form 1099-Misc for all prizes won from the Station in any calendar year where the aggregate value of all such prizes is \$2,000 or more.
- c. Any entrant who provides a mobile wireless number in connection with the Promotion, including by providing a mobile number for winner notification purposes, is responsible for informing the Promotion Entities if his or her number is reassigned to another person at any time before the end of the Promotion and for providing an alternative number where he or she may be reached.
- d. To the fullest extent permitted by law, by participating in the Promotion and/or accepting a prize, you understand and agree: to release and hold harmless Station Sponsor, Promotion Entities, and each of their respective parent, subsidiary and affiliated entities, advertising and promotion agencies, any social media platform utilized in the conduct of the Promotion (including but not limited to Facebook), and the officers, shareholders, directors, employees, agents, representatives, successors, and assigns of each (collectively, the "Released Parties") against any and all claims or liability arising directly or indirectly from the Prize or the Promotion. The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims. Any claim or dispute regarding the

Promotion or these Official Rules will be resolved pursuant to the laws of the State of Utah; that any claim or dispute regarding the Promotion or these Official Rules will be resolved in a tribunal within the State of Utah, and you submit to the jurisdiction of and waive all objections to the jurisdiction or venue of such tribunal.

(i) Any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize(s) awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in Salt Lake City, Utah;

(ii) Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event shall such costs include attorneys' fees; and

(iii) No punitive, incidental, special, consequential, or other damages, including, without limitation, lost profits may be awarded (collectively, "Special Damages"); and

(iv) Entrant hereby waives all rights to claim Special Damages and all rights to have any damages awarded multiplied or increased. Utah law governs the interpretation and construction of these Official Rules and all aspects related thereto.

- e. Failure to collect or properly claim any prize in accordance with these rules within 30 days of prize notification will result in forfeiture of the prize. If forfeited for any reason, finalist will not receive any other prize substitution or compensation, and the prize will remain the property of Sponsor and will not be awarded, except as provided herein. All other expenses not specified herein as being included are the sole responsibility of the winner. Prize awards are non-transferable, and no cash redemption or prize substitution allowed, except at Sponsor's sole discretion or as provided herein.

9. USE OF NAME

- a. By entering the contest, all participants consent to the use of their name for advertising and promotional purposes, including online announcements, without limitation and without compensation. Further, participation in a contest and/or acceptance of prize(s) constitutes consent by entrant for the Station or its agents (i) to interview the entrant and/or winner(s), (ii) to photograph, film, and record (audio and/or video) entrant, and (iii) to use in commerce and in any medium now or hereafter known throughout the world in perpetuity and without payment of any compensation or additional consideration: his/her name, hometown (city and state), biographic

information, audio or video recording, entry materials, prize information (if any), and/or any statements made by him/her regarding the Station, the promotion, and/or its sponsor(s) for purposes of trade, publicity, or promotion without notice or additional compensation, notification, or permission, except where prohibited by law.

10. CANCELLATION

- a. The Station Sponsor reserves the right, in its sole discretion, to cancel or suspend a promotion, game or contest should a virus, bug, computer or other problem beyond the control of the Station corrupt the administration, security or proper execution of any Internet promotion, game, or contest, or the Internet portion of any promotion, game, or contest.

11. PRIVACY POLICY

- a. Except if inconsistent with these general contest rules or the specific rules for any particular contest, any reference to the Station's privacy policy will be deemed to refer to the Station's Privacy Policy available at <https://support.ksl.com/hc/en-us/articles/1260800669529-KSL-Privacy-Notice> unless a different privacy policy is specifically identified, in which case, any such third-party privacy policy will NOT be applicable to or part of these contest rules. The Station may use cookies and/or collect IP addresses for the purpose of implementing or exercising its rights or obligations under the contest rules, for information purposes, identifying your location, including without limitation for the purpose of redirecting you to the appropriate geographic website, if applicable, or for any other lawful purpose in accordance with the Station's Privacy Policy. Information collected by the Station in connection with entering, voting or otherwise participating in any contest may be shared with sponsors of contests, and otherwise used in accordance with the Station's Privacy Policy.

12. OFFICIAL RULES

- a. To obtain a copy of these Official Rules, or a list of winners, send a request with a self-addressed stamped envelope to KSL Pick 'Em at 55 North 300 West, Salt Lake City, UT 84180.