

**THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER UNLESS YOU ARE ELIGIBLE (SEE SECTION 1) AND LOCATED IN THE UNITED STATES AT THE TIME OF PARTICIPATION.**

**BMW x 2026 PGA CHAMPIONSHIP SWEEPSTAKES (“SWEEPSTAKES”)  
OFFICIAL RULES**

**NO PURCHASE, TEST DRIVE OR SALES PRESENTATION NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**These Official Rules contain limitations on liability and a binding arbitration clause that participants must review and agree to prior to entering the Sweepstakes or accepting a prize.**

**1. ELIGIBILITY:** The Sweepstakes is open to individuals who are legal U.S. residents residing in Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island or Vermont and twenty-one (21) years of age or older at the time of entry. Void where prohibited. Employees, officers, directors, contractors and agents of The Eastern Region Advertising Council, Inc. (“Sponsor”); BMW of North America LLC, Genesco Sports Enterprises, Inc. (“Administrator”), their respective parent, subsidiary and affiliated companies, participating BMW dealerships, Web masters/suppliers, advertising and promotion agencies involved in the administration, development, fulfillment and execution of the Sweepstakes (collectively “Promotion Parties”); The Professional Golfers’ Association of America, PGA Foundation, Inc., PGA Golf Enterprises, Inc., PGA Tournament Corporation, Inc. (collectively, “PGAA Entities”); each of their respective IRS dependents, immediate family members (spouse, parent, child, sibling and their respective spouses); and individuals residing in their same household are not eligible to participate or win a prize. The Sweepstakes is subject to applicable federal, state and local laws and regulations. Sponsor and Administrator reserve the right, at any time, to verify eligibility requirements in any manner it deems appropriate. By participating, participants agree to these Official Rules, which are final and binding in all respects.

**2. SWEEPSTAKES TIMING:** The Sweepstakes begins on March 23, 2026 at 9:00:00 a.m. Eastern Time (“ET”) and ends on April 23, 2026 at 11:59:59 p.m. ET (“Sweepstakes Period”). The time clock of the computer administering the sweepstakes is the official time-keeping device of the Sweepstakes.

**3. TO ENTER:** There are two (2) ways to enter as described below.

**(a) TEST DRIVE:** During the Sweepstakes Period, visit any participating BMW dealership and test drive a BMW (“Test Drive”). Upon completion of the Test Drive, you will receive an opportunity to register for the Sweepstakes. Participating BMW dealerships:

- BMW of Doylestown, 680 N Main St, Doylestown, PA 18901
- BMW of Atlantic City, 6037 Black Horse Pike, Egg Harbor Township, NJ 08234
- BMW/MINI of Mt. Laurel, 1220 NJ-73, Mount Laurel, NJ 08054
- BMW/MINI of the Main Line, 225 Bala Ave, Bala-Cynwyd, PA 19004
- BMW of Devon, 20 Lancaster Ave, Devon, PA 19333
- Princeton BMW, 3630 Quaker Bridge Rd, Hamilton Square, NJ 08619
- BMW of West Chester, 1275 Wilmington Pike, West Chester, PA 19382
- Union Park BMW, 1900 Pennsylvania Ave, Wilmington, DE 19806
- BMW of Fort Washington, 510 Pennsylvania Ave, Fort Washington, PA 19034
- BMW of Allentown, 4600 Crackersport Rd, Allentown, PA 18104
- BMW of Reading, 1015 Lancaster Ave, Reading, PA 19607
- BMW of Turnersville, 3400 NJ-42, Turnersville, NJ 08012

**(b) MAIL-IN: To enter without taking a Test Drive,** hand print your first and last name, complete mailing address with zip code, daytime phone number and email address on a 3” x 5” card and mail in an envelope to: BMW x 2026 PGA Championship Sweepstakes, c/o GSE, PO Box 130, Dept. 26-8116-17, Glencoe, MN 55336-0130. Mail-in entries must be postmarked by April 23, 2026 and received by April 30, 2026. Limit one (1) mail-in entry per outer mailing envelope. No responsibility is assumed by Sponsor for lost, late, illegible, incomplete, mutilated, stolen, postage-due or misdirected mail. All entries become the property of Sponsor and will not be returned to entrant.

**Limit one (1) entry per person for the entire Sweepstakes Period, regardless of entry method.** Entry submission must be manually keystroked or entered by the individual participant or BMW product specialist (if entering after a Test Drive).

All participants must have a valid email address to be contacted by the Administrator if they are selected as the winner. Multiple participants may not share the same email address. The potential winners may be requested to provide Sponsor with proof that he or she is the authorized account holder of the email address associated with the winning entry and/or an eligible participant. If there is a dispute regarding the identity of a participant, the entry will be attributed to the authorized account holder of the email address provided during submission. The “authorized account holder” is the person who is assigned to the email address by the online service provider. The potential winner may be required to provide identification sufficient to show that he or she is the authorized account holder of such account. Automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related email addresses/IP addresses may be blocked. Additionally, if it is discovered that a participant used multiple identities, email addresses, phone numbers and/or mailing addresses or manipulated such information, for the purpose of obtaining more than one (1) entry, he/she will be disqualified.

**4. RANDOM DRAWING:** The potential winners will be selected in a random drawing to be held on or about May 4, 2026 from among all eligible entries received by the Administrator, whose decisions shall be final and binding in all matters relating to the sweepstakes. Odds of winning depend on the number of eligible entries received. Limit one (1) prize per person/household.

**5. PRIZE DETAILS: Two (2) prizes are available to be awarded,** each consisting of two (2) tickets to attend one (1) round (as determined by Sponsor, in Sponsor’s sole discretion) of the 2026 PGA Championship; one (1) parking pass; and select food and beverages during the round. **Transportation, accommodations, gratuities, souvenirs, and all other expenses not specified herein are solely the winner’s and/or winner’s guest responsibility.** Tournament runs May 14, 2026 – May 17, 2026 and takes place in Newtown Square, PA. For clarity, each winner will only attend one (1) day of the tournament. Day shall be determined by Sponsor and/or the PGAA Entities, in their sole discretion. Prize conditions below apply. Approximate Retail Value (“ARV”) of each prize is: \$1,800.00. Total ARV of all prizes is \$3,600.00.

**Prize Conditions:** If a winner’s guest is a minor in their state of residence, then minor guest’s parent or legal guardian must be the winner and such minor guest must be accompanied by their parent or legal guardian during the Tournament Round. No responsibility is assumed by Sponsor if any portion of the PGA Championship is canceled, delayed, suspended or rescheduled. Winner will not receive compensation from Sponsor in the event of a delay, postponement, or cancellation of the PGA Championship. Prize may be subject to additional terms and conditions, including but not limited to terms regarding rescheduling or cancellation. Tickets awarded as prizes may not be resold, offered for resale, or used for any commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and prize forfeiture. Winner and guest may be required to produce government-issued identification prior to entering the PGA Championship. Winner and guest agree to comply with all relevant ticketing terms and conditions of use and regulations issued by PGAA Entities and venue and event regulations in connection with the prize. Sponsor, Released Parties (as defined below), and/or the venue operators reserve the right to remove or to deny entry to the winner and/or their guest who engage in a non-sportsmanlike or disruptive manner or with intent to annoy, abuse, threaten, or harass any other person at the tournament. The Released Parties will not be responsible for weather conditions; acts of God; acts of terrorism; civil disturbances; local, state, or federal regulation, order, or policy; work stoppage; epidemic, pandemic, or any other issue concerning public health or safety; or any other event outside of their reasonable control that may cause the cancellation or postponement of, or the restriction on fans attending, the tournament. Tickets may be provided to winner via a mobile ticketing application and are subject to terms and conditions as stated thereon and provided via such mobile ticketing platform. Winner will be required to provide a valid email address, download a mobile ticketing app to their mobile device, and present tickets at the venue via mobile device. Data rates may apply. Winner is solely responsible for any such wireless or data charges associated with such use, including the downloading and use of mobile ticketing app.

Winner agrees that acceptance of the prize is done so entirely upon their own initiative, risk, and responsibility. No transfer, assignment, cash redemption, or substitution of a prize is permitted, except by Sponsor, who reserves the right to substitute a prize for a prize of comparable or greater value, in Sponsor’s sole and absolute discretion. Taxes, if any, on the

prize are solely the responsibility of the winner. Winner will be required to provide a valid social security number and will receive an IRS 1099 tax form for the ARV of the prize, if applicable. Any difference between stated value and actual value of the prize will not be awarded.

**6. WINNER NOTIFICATION:** The potential winners will be notified by the Administrator, via phone and/or email, and will be required to follow the instructions within the notification within forty-eight (48) hours of notification or prize may be forfeited and awarded to an alternate winner. As part of the prize-claim process, the potential winners may be required to complete, sign and return an IRS Form W-9 (including their social security number) and an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release within forty-eight (48) hours beginning at the time the release forms were emailed. Sponsor and Administrator are not responsible for (a) suspended or discontinued landline, wireless or online service which may result in a potential winner not receiving a notification, (b) any change in participant's contact information or (c) any undelivered or unanswered emails, including without limitation, emails that are not received because of a potential winner's privacy or spam filter settings which may divert any Sweepstakes email, including any winner notification email, to a spam or junk folder. If (a) an attempted prize notification or prize is returned as undeliverable, (b) a potential winner does not respond to the prize-claim instructions as stated within the notification, (c) any required documents are not returned within the required time period, (d) a potential winner cannot be verified or (e) a potential winner is otherwise unable to accept the prize as stated, the prize may be forfeited and awarded to an alternate winner, in Sponsor's sole discretion. Sponsor will attempt to award the prize up to ten (10) times (time permitting). If an originally selected potential winner and nine (9) alternate potential winners do not (a) respond to Sponsor's notification as indicated above or (b) accept the prize, then the prize will be forfeited and deemed "unclaimed".

**7. GENERAL CONDITIONS:** As a condition of entering, participants agree (and agree to confirm in writing) the PGAA Entities, Sponsor, Promotion Parties, and each of their respective parent companies, subsidiaries, affiliates, their respective directors, officers, owners, governors, employees, agents, and representatives (collectively "Released Parties"), Instagram and Meta are released, will have no liability whatsoever for, and shall be held harmless by participants against any liability for any injuries, illnesses, losses or damages of any kind to person(s), including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, including travel thereto or participation in the sweepstakes or any Sweepstakes-related activities. Except where legally prohibited, each winner grants (and agrees to confirm such grant in writing) permission to Sponsor and those acting under its authority the right to the use of their name, picture, likeness, voice, and biographical information and statements, at any time or times, for advertising, trade, publicity, and promotional purposes without additional compensation, in all media now known or hereafter discovered, worldwide and on the Internet, without notice, review or approval.

**8. LIMITATIONS OF LIABILITY:** The Released Parties are not responsible for lost, illegible, late, misdirected, incomplete, mutilated, or non-delivered entries or emails; or for interrupted or unavailable satellite, network, server, Internet Service Provider, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, garbled, corrupted, scrambled, delayed or misdirected transmissions, or computer hardware or software or telephone malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry, or other information, or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, caused by any equipment or programming associated with or utilized in the sweepstakes; and assume no responsibility for any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of the Website or any equipment used for Sweepstakes. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or operation of the Sweepstakes, to be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person. Use of Website is at user's own risk. The Released Parties are not responsible for injury to participant resulting from participating in the sweepstakes. If, for any reason, the Sweepstakes, in the sole opinion of Sponsor, is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, hacking, unauthorized intervention, fraud, technical failures or any other causes which, in sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of the sweepstakes, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend Sweepstakes, and randomly award the prizes from among eligible non-suspect entries received prior to action taken, or as otherwise deemed fair and equitable by Sponsor. Additionally, the Released Parties are not liable if any portion of the Sweepstakes (including the prize) is compromised, modified, or canceled due to pandemics or epidemics, outbreaks of infectious disease or any other public health crisis including quarantine measures of any government

authority or other restrictions, weather, fire, strike, acts of war or terrorism, government restriction, or any other condition beyond their control (a "Force Majeure Event"). SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR'S OR PROMOTION PARTIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

**9. PRIVACY POLICY:** Please see the privacy policy located at <https://my.bmwusa.com/privacypolicy> for details of the policy regarding the use of personal information collected in connection with the sweepstakes. Additionally, any communication between participant and Administrator, Sponsor or its agencies regarding the sweepstakes (e.g., phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes. Winners' names may be included in a publicly available winner's list.

**10. BINDING ARBITRATION:** Any controversy or claim arising out of or relating to the sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS ("JAMS Rules and Procedures") then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply New Jersey law consistent with the Federal Arbitration Act and applicable statutes of limitations and shall honor claims of privilege recognized at law. In the event the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than those claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. **THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE PARTICIPANT'S INDIVIDUAL CAPACITY AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THE SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.** BY PARTICIPATING IN SPONSOR'S SWEEPSTAKES, EACH PARTICIPANT AND PRIZE WINNER AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT OR PRIZE RECIPIENT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) PARTICIPANT AND PRIZE WINNER'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND PARTICIPANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY PARTICIPANT.

**11. GOVERNING LAW/JURISDICTION:** By entering, participants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New Jersey, USA, without giving effect to any choice of law or conflict of law rules, and any matters or proceedings which are not subject to arbitration as set forth in these Official Rules and/or for

entering any judgment on an arbitration award, shall take place in the State of New Jersey, in County of Bergen. By entering, participants consent to the jurisdiction and venue of the federal, state and local courts located in Bergen County, NJ, USA.

**12. WINNER'S LIST:** For the names of the winners, send a self-addressed, stamped envelope to:  
BMW x 2026 PGA Championship Sweepstakes Winner's List, PO Box 130, c/o GSE, Dept. 26-8116-17, Glencoe, MN 55336-0130, for receipt by June 5, 2026.

**13. SPONSOR:** The Eastern Region Advertising Council, Inc., 300 Chestnut Ridge Road, Woodcliff Lake, NJ 07677.

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The Sweepstakes is in no way offered, sponsored, endorsed or administered by, or associated with Instagram or Meta. Any questions, comments or complaints regarding the Sweepstakes shall be directed to the Sponsor and not to Instagram or Meta.