

KELLANOVA™ K-12 SOCCER SWEEPSTAKES

OFFICIAL RULES

VOID WHERE PROHIBITED

1. PROMOTION DESCRIPTION. The **Kellanova™ K-12 Soccer Sweepstakes** (the “**Sweepstakes**”) begins on 1/1/26 at 12:00:00 AM Eastern Time (“**ET**”) and ends on 3/31/26 at 11:59:59 PM (ET) (the “**Promotion Period**”). Eligible K-12 School Nutrition Operators may enter the Sweepstakes during the Promotion Period as more fully detailed in rule #3. The methods of entry and other details of the Sweepstakes are more fully described below. The Sweepstakes will award one (1) Grand Prize; and five (5) First Prizes (one (1) First Prizes for each Sales Region). “**Sales Regions**” for this Sweepstakes are defined as follows:

Sales Region #	Sales Region	States
1	Northeast	CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, VA, VT, WV
2	Southeast	AL, FL, GA, NC, SC, TN
3	Midwest	IA, IL, IN, KY, MI, MN, ND, NE, OH, RI, SD, WI
4	West	AK, AZ, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY
5	South Central	AR, KS, LA, MO, MS, NM, OK, TX

2. ELIGIBILITY: Open to K-12 School Nutrition Operators that purchase any of the Participating Products, are legal residents of the fifty (50) United States and District of Columbia, are eighteen (18) years of age or older at the time of entry, are not affiliated with Chartwells Schools Dining Services, Sodexo or Aramark, and are in good standing with the Sponsor at the time of entry and time of awarding of any prize. Employees of Kellanova (“**Sponsor**”), its parent company, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, “**Promotion Entities**”) and their immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply. Valid only in the U.S.
3. HOW TO ENTER:

- a. Online/Purchase Entry

1. Beginning 1/1/26 – 3/31/26, eligible K-12 School Nutrition Operators must go online to the K-12 Soccer Sweepstakes (“Sweepstakes”) online entry form at <https://info.kellanovaawayfromhome.com/k12-soccer> (“**Website**”), and enter their contact information, as instructed, and upload a photo of their menu or a photo of a meal being served at their foodservice facility showcasing one (1) of the Participating Products. The Participating Products are as follows:

SKUs	Participating Products	Sizes
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24100-12431	Cheez-It® Crackers Made With 8g Whole Grain for Schools, Spicy Buffalo	175 ct. / 0.75 oz.
24100-79263	Cheez-It® Crackers Made With 9g Whole Grain for Schools, Original	175 ct. / 0.75 oz.

2. Submissions must be compliant with meal pattern requirements in the USDA School Breakfast Program
[https://foodbuyingguide.fns.usda.gov/Content/TablesFBG/Chart1A_FBG_School_Breakfast_Program_\(SBP\).pdf](https://foodbuyingguide.fns.usda.gov/Content/TablesFBG/Chart1A_FBG_School_Breakfast_Program_(SBP).pdf), National School Lunch Program
[https://foodbuyingguide.fns.usda.gov/Content/TablesFBG/Chart1B_FBG_National_School_Lunch_Program_\(NSLP\).pdf](https://foodbuyingguide.fns.usda.gov/Content/TablesFBG/Chart1B_FBG_National_School_Lunch_Program_(NSLP).pdf), and Afterschool Snack Service
https://foodbuyingguide.fns.usda.gov/Content/TablesFBG/Chart2_FBG.pdf.

3. Get confirmation of your entry into the Sweepstakes.

b. Mail-in Entry / No Purchase Necessary. To enter the Sweepstakes without making a purchase, hand-print in ink on a 3" x 5" piece of paper, your full name, your title, complete address of your operation including zip code, daytime phone number including area code and age. Mail this completed entry in an outer mailing envelope with sufficient postage affixed to: **Kellanova® Food Away From Home c/o "K-12 Soccer Sweepstakes" – Bid Kellogg's**, P.O. Box 7802, Kalamazoo, MI 49003-7802. Mail-in entries must be postmarked by 3/31/26 and received by 4/7/26. No copies, facsimiles or mechanical reproductions will be accepted. Promotion Entities assume no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail.

By uploading an online entry to the Website, the entrant grants permission to the Sponsor to notify them via email message and must agree to accept all applicable charges associated therewith. Proof of uploading an entry to the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

No automated entry devices, bots and/or other programs and/or software are permitted for online entry. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, nor invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Only fully completed entries are eligible.

Sponsor is not responsible for any change of mailing address, email address and/or telephone number of participants. In the event of a dispute over the identity of an online entry entrant in the Sweepstakes, participation will be deemed completed by

the authorized account holder of the email address provided at the time of participation. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, wireless carrier, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address account associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

3. **RANDOM DRAWING:** Potential winners will be selected in a random drawing on or about 6/2/26 from among all eligible entries received from all methods combined by Sponsor or its designee. The decisions of the Sponsor are final and binding.
4. **WINNER NOTIFICATION:** Each potential prize winner will be notified by email and/or phone, using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within three (3) days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to two (2) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such prize will be forfeited and an alternate prize winner may be selected.
5. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:** One (1) Grand Prize is available. Grand Prize consists of an appearance (up to 60 minutes maximum) by a member of a U.S. Soccer National Team (to be solely selected by Sponsor and subject to member's availability); a \$500 donation to the school; and five (5) cases of **Cheez-It®** Crackers Made With Whole Grain for Schools, Original or Spicy Buffalo, 0.75 oz. / 175 ct. ARV of Grand Prize \$5,750. U.S. Soccer National Team member visit must be coordinated with Kellanova and the U.S. Soccer Federation; and scheduled to take place in calendar 2026. Grand Prize winner may opt to select a \$5,000 donation toward the school's physical education or athletic program in lieu of the appearance of a U.S. Soccer National Team member component of the prize. There are no alternate prize options for the \$500 donation to the school and/or five (5) cases of **Cheez-It®** Crackers Made With Whole Grain for Schools prize components. Five (5) First Prizes are available (one (1) First Prize for each Sales Region). Each First Prize consists of a \$250 donation to the school; and two (2) cases of **Cheez-It®** Crackers Made With Whole Grain for Schools, Original or Spicy Buffalo, 0.75 oz. / 175 ct. ARV of each First Prize \$300. Total ARV of all prizes \$7,250. Only the number of prizes stated in these Official Rules are available to be won in the Sweepstakes. Unclaimed prizes will not be awarded. Odds of winning depend on total number of eligible entries received from all entry methods in the Sweepstakes. All applicable federal, state, and

local taxes on prize are the sole responsibility of the prize winner. Limit one (1) prize per school nutrition operator.

6. **GENERAL:** If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No substitutions or transfer of prize permitted. Subject to all federal, state and local laws/regulations. By entering the Sweepstakes, each entrant agrees to release and hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents ("**Released Parties**") from and against any and all claims, liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with entry or participation in the Sweepstakes, or the awarding, receipt, acceptance, possession use or misuse of any prize or participation in any Sweepstakes-related or prize-related activity. Released Parties will not have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, including, without limitation, for promotional purposes, without further consideration, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THIS SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

7. **LIMITATIONS AND RELEASES:** Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. The Released Parties are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict an participant's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer, or other matter relating to or resulting from participating in this Sweepstakes or uploading any materials in the Sweepstakes. The Released Parties are not liable or responsible if any prize cannot be awarded due

to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, or terrorism.

If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes; and/or to award the prizes from among all eligible non-suspect entries received from all methods combined up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

8. PRIVACY: For information about how the Sponsor uses your personal information, please see its privacy statement, located at <http://www.kellanova.com/privacy-notice.html>.
9. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 830/26 to: **Kellanova™ K-12 Soccer Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 6/30/26.
10. SPONSOR: Kellanova, One Kellogg Square, South Tower, Battle Creek, MI 49016.

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