

**OFFICIAL RULES**  
**DR. PEPPER X CHEEZ-IT FALL FOOTBALL SWEEPSTAKES**

**ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**

**NO PURCHASE NECESSARY. VOID OUTSIDE ELIGIBLE STATES AND WHERE PROHIBITED. PURCHASE DOES NOT IMPROVE CHANCE OF WINNING. GOVERNED BY LAWS OF THE STATE OF TEXAS. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.**

**Promotion:** Dr. Pepper x Cheez-It Fall Football Sweepstakes (the “**Promotion**” or “**Sweepstakes**”)  
**Sponsor:** Dr Pepper/Seven Up, Inc, 6425 Hall of Fame Lane, Frisco, Texas 75034

**Administrator:** SMDS LLC: 312 W. 2<sup>nd</sup> Street #3907 Casper, WY 82601

**Eligible States:** Fifty (50) United States and District of Columbia

**Minimum Age:** Must be at least 18 or older at time of Entry

**DATES:**

**Start Date:** 12:00am Pacific Time (“**PT**”) October 1, 2025

**End Date:** 11:59pm PT, November 30, 2025

**Promotion Period:** Start Date through End Date

**Drawing Date:** December 8, 2025

**Winner List Request Deadline:** January 5, 2026

**ADDRESSES:**

**URL Address:** [www.activaterewards.com/DrPepperCheezItSweepstakes](http://www.activaterewards.com/DrPepperCheezItSweepstakes) (“**Website**”)

**Winner List Address:** Dr. Pepper x Cheez-It Fall Football Sweepstakes WL,  
312 W. 2<sup>nd</sup> Street #3907 Casper, WY 82601

**PRIZE:**

**900 Prizes:** One hundred (100) Prize winners will each receive a reward code (“**Reward Code**”) valid for one \$50 eGift Card for select merchants via email. Approximate retail value (“**ARV**” \$50”).

Three hundred (300) Prize winners will each receive a Reward Code valid for one \$25 eGift Card for select merchants via email. (ARV \$25).

Five hundred (500) Prize winners will each receive a Reward Code valid for one \$10 eGift Card for select merchants via email (ARV \$10).

**ARV of all Prizes in this Promotion is \$17,500.**

**FURTHER PRIZE DESCRIPTIONS/TERMS:**

Each winner will receive a Reward Code redeemable for one (1) \$10, \$25, or \$50 (as applicable) eGift Card (Approximate Retail Value (“**ARV**”): \$10, \$25, or \$50 USD, as applicable) via e-mail. Reward Code must be activated to receive eGift Card. Reward Code is void if not activated by 1/31/2026, and is non-transferable. eGift Card does not expire after timely activation. If lost or stolen, cannot be replaced. No cash value, except as required by law. Not valid with any other offer. Not for resale; void if sold or exchanged. Void where prohibited. Limit 1 Reward Code per person. Offer and eGift Card valid only in the U.S. at specified eGift Card merchants. Use of eGift Card is subject to terms and conditions as set forth by the merchant(s). Please visit merchant's website for terms and conditions, which are subject to change at merchant's sole discretion. The merchants referenced are not sponsors of the offer or affiliated with DPS Holdings Inc., Kellanova, or Activate Rewards, LLC. Any merchant logos are trademarks of and owned by each respective company or its affiliates. Activate Rewards, LLC is not a sponsor or co-sponsor of this Sweepstakes.

The Prizes will be emailed to the email address provided during registration. Prize may take 2-4 weeks to arrive. Prizes that have already been distributed may be revoked, cancelled, or voided at any time if it is determined that an Entry violated these Official Rules.

The maximum value of the Prizes set forth above represents the Sponsor's good faith determination of the maximum ARV thereof, and the actual fair market value, as ultimately determined the Sponsor, cannot be challenged or appealed.

Each Prize consists only of the elements expressly set forth above; no other elements are included in the Prize and all such expenses are the sole responsibility of Winner. Winner is responsible for all applicable federal, state, local sales and income taxes and any costs, expense(s) or fees whatsoever in connection with the Prize not specifically provided herein. In the event that, for reasons beyond their control and not related to the Winner, the Sponsor or independent third-party company is unable to award any Prize as described in these Official Rules (including if the designated Prize should become unavailable for any reason), the Sponsor will substitute the Prize with another prize of similar nature and equal or greater value at its sole discretion. Each Prize is non-assignable and non-transferable and is not redeemable for cash and no substitution will be made except as provided herein at the Sponsor's sole discretion. If a selected Winner is unable to accept a Prize in its entirety for any reason, the selected Winner will forfeit the Prize and the Prize may be awarded to an alternate Winner. All Entries and potential Winners are subject to verification by the Sponsor and the Administrator, whose decisions are final and binding. No compensation will be paid in lieu of a Prize.

Prizes will be awarded provided that a sufficient number of Entries are received and the Prizes are claimed in accordance with the dates and times specified above.

**HOW TO ENTER:** During the Promotion Period, there are two (2) ways to participate.

**1) Entry with Purchase:** To receive one (1) entry in the Promotion ("**Purchase Entry**"), follow these directions. Purchase one (1) participating Dr Pepper or Cheez-It product (listed below) during the Promotion Period at a participating Aramark location. Visit the Website, submit an image of your full receipt, with qualifying item starred, by November 30, 2025, for validation. Submissions are reviewed within 2-5 business days. Once your receipt has been validated, you will receive an email confirming your Entry into the Promotion for a chance to win a Prize. For each validated receipt submission, you will receive one (1) Entry.

**2) Alternate Means of Entry:** To receive one (1) Entry without making a purchase ("**AMOE Entry**", together with Purchase Entries, "**Entries**"), visit [DrPepperCheezItSweepstakes.entertowinprizes.com](http://DrPepperCheezItSweepstakes.entertowinprizes.com) (the "**AMOE Website**"), and complete the online form to receive one entry into the Promotion.

**\*Participating Dr Pepper & Cheez-It products:**

DR Pepper UPC	Aramark Product Description	Product Description Name	Kellanova Product Description
7800008340		Dr Pepper® Diet	
7800008240		Dr Pepper® Regular	
Cheez It UPC			
24100928415	CHEEZ-IT DUOZ CHED JK/BBY SWISS 6/4.3 Z 6.00 4.3Z		Cheez-It DuoZ® Cheddar Jack and Baby Swiss
24100577309	CHEEZ-IT DUOZ CHED PARMSN 6/4.3 Z		Cheez-It DuoZ® Sharp Cheddar and Parmesan
24100103454	CHEEZ-IT GROOVES WHT CHED 6/3.25 Z		Cheez-It Grooves® Sharp White Cheddar
24100114238	CHEEZ-IT SNAPD DOUBLE CHEESE 6/2.2 Z 6.00 2.2Z		Cheez-It Snap'd® Double Cheese
24100114627	CHEEZ-IT SNAPD SOUR CRM/ONION 6/2.2 Z 6.00 2.2Z		Cheez-It Snap'd® Cheddar Sour Cream and Onion
24100191345	CHEEZ-IT 6/3 Z 6.00 3Z		Cheez-It® Crackers Original
24100315345	CHEEZ-IT WHT CHED 6/3 Z 6.00 3Z		Cheez-It® Crackers White Cheddar
24100203628	CHEEZ-IT CHED JK 6/3 Z 6.00 3Z		Cheez-It® Crackers Cheddar Jack

24100117734	CHEEZ-IT EXTRA CHEESY 6/3 Z 6.00 3Z		Cheez-It® Crackers Extra Cheesy
24100116263	CHEEZ-IT EXTRA TOASTY 6/3 Z 6.00 3Z		Cheez-It® Crackers Extra Toasty
24100577217	CHEEZ-IT SNK MIX DBL CHSE 6/3.5 Z 6.00 3.5Z		Cheez-It® Snack Mix Double Cheese

**ENTRY LIMITS:** Entries must be received by the End Date. Limit 1 Entry per person per day. You may not use more than one name or email address. You must complete your own Entry. No use of any automated, form filling, programmed or similar service or system.

**DRAWING:** Winner will be selected by random drawing. Odds depend on the number of eligible Entries.

**PRIZE LIMIT:** There is a limit of one Prize (valued \$200 or more) per person/household per 12 consecutive months from any promotion sponsored by Sponsor.

**NOTIFICATION:** Winners will be notified via email. After a reasonable number of attempts (determined by Sponsor or Administrator), if contact cannot be made with a Winner, or a Winner is not in complete compliance with these Official Rules, or a Winner does not claim their Prize within the period specified in the notification email, the Prize may be forfeited and Sponsor will have no further obligation to such Winner.

**AFFIDAVIT/RELEASE:** Winners may be required to sign an affidavit of eligibility and release of publicity/liability within the time Sponsor or Administrator specifies, or Prize may be forfeited.

## THE FOLLOWING TERMS ARE PART OF THE FULL OFFICIAL RULES.

**ELIGIBILITY:** To enter you must be a U.S. legal resident of an Eligible State and at least the Minimum Age. You are not eligible if you or a member of your immediate family or household (whether related) is an (A) employee, officer, or director of any Promotion Party or (B) owner/operator or person responsible for purchasing or promotion decisions at retailers of Sponsor products.

**“Immediate family”** means spouses, parents, children, siblings and step-parents/children/siblings, whether or not living at the same residence.

**“Promotion Part(ies)”** means Sponsor, its bottlers or distributors, Administrator, Fandango Loyalty Solutions, LLC and Fandango Media, LLC (together, “Fandango”), and their respective parents, subsidiaries and affiliates, promotion partners, advertising or promotion agencies, promotion materials suppliers (including prize providers), website developers, judging organizations, platforms where this Promotion is advertised or marketed, auditing or legal firms and other parties engaged in the promotion, administration or execution of the Promotion, and all of their employees, officers, directors and agents.

**GENERAL:** By participating, you agree to abide by these Official Rules and all decisions of Sponsor and the Administrator, which are final and binding in all respects. Non-compliance may result in disqualification. You are not a Winner unless and until you have fully complied with these Official Rules and all award processes have been completed (including affidavits and any verifications required by Sponsor). All Entries must use your actual name and residential address (as on your driver’s license or government ID) (no P.O. boxes). Entries become Sponsor’s property and will not be returned. Winner may not substitute, transfer or redeem for cash all or any part of Prize. If, for any reason, a Prize cannot be awarded or Winner is not capable of redeeming, Sponsor is not obligated to award it and reserves the right, in its sole discretion, whether to substitute the Prize (or portion of Prize) with a prize of comparable or greater value or cash value or select an alternate Winner for forfeited Prizes. If, for any reason, more Prizes are available or claimed than the stated number, Sponsor reserves the right to randomly draw winners from eligible claimants. Winner is solely responsible for all taxes, if any, on Prize and may be required to provide a 1099 form to Sponsor or Administrator for any Prize valued at \$600 or more. Winner is responsible for any expense or item not specifically awarded in these Official Rules. Sponsor shall not be liable to Winner or any other person for failure to supply any Prize or any part thereof by reason of any event of force majeure, including without limitation, any acts of God such as an epidemic, pandemic (including foreseeable and ongoing effects of COVID-19) any actions,

regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Sponsor's control.

**USE OF NAME/LIKENESS:** By accepting a Prize, you grant Sponsor (and its designees) the right to use your name and/or likeness for advertising purposes in any medium, without further compensation, except as prohibited by law.

**ACCOUNT HOLDER:** If disputed, Entry will be deemed made by the natural person who is assigned to the account by the applicable provider or organization that assigns the phone, email or other account number.

**LIMITATIONS:** Neither Sponsor nor any other Promotion Party is responsible for any:

- lost, late, damaged, incomplete, illegible, misdirected, undeliverable or postage due mail;
- email, network, electronic, software, equipment, service, processing, accessibility or other errors, failures or issues;
- unauthorized access, tampering, hacking, theft, or destruction; or
- other technical or human error related to the promotion, execution, or administration of the Promotion.

**VIOLATIONS:** Sponsor may, in its sole determination, disqualify anyone it believes has not complied with these Official Rules, may be tampering or acting in a non-sportsmanlike, disruptive, abusive, harassing, or threatening manner.

**CAUTION:** ATTEMPTS TO UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY VIOLATE CIVIL AND CRIMINAL LAWS AND SPONSOR MAY SEEK REMEDIES TO THE FULLEST EXTENT UNDER LAW.

**CHANGES:** Sponsor may, in its sole determination, cancel or modify any aspect of the Promotion or these Official Rules for any reason which Sponsor, in its sole opinion, deems affects the promotion, execution or administration of the Promotion (whether tampering, technical or human error, application of new or existing laws/regulations, or other issues).

**RULES INTERPRETATION:** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. Sponsor's or Administrator's failure to enforce any term of these Official Rules does not constitute a waiver of that provision. By entering this Promotion, you waive any right to claim ambiguity in these Official Rules.

**LIABILITY RELEASE:** BY PARTICIPATING, YOU RELEASE AND AGREE THAT NEITHER SPONSOR NOR ANY PROMOTION PARTY WILL BE RESPONSIBLE OR LIABLE FOR ANY CLAIMS, ACTIONS, DAMAGES, LOSSES, COSTS, EXPENSES AND LIABILITY OF ANY KIND (INCLUDING PROPERTY DAMAGE, PERSONAL INJURIES AND/OR DEATH, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY, SPECIAL, OR PUNITIVE DAMAGES, COUNSEL FEES AND COURT COSTS) ARISING FROM ANYTHING RELATING TO:

- PROMOTION, EXECUTION OR ADMINISTRATION OF THE PROMOTION (OR YOUR PARTICIPATION);
- CANCELLATION OR MODIFICATION OF ANY ASPECT OF THE PROMOTION;
- USE OF ANY WEB SITE RELATED TO THE PROMOTION OR MATERIALS ON THEM;
- ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF ANY PRIZE; OR
- PARTICIPATING IN OR TRAVELING TO ANY PROMOTION-RELATED ACTIVITY.

**INDEMNITY:** By participating, you further agree to indemnify and hold harmless the Promotion Parties and their respective agents, representatives, officers, directors, shareholders and employees from and against any injuries, losses, damages, claims, actions and liability of any kind resulting from or in connection with the Promotion or any Prize.

**NO WARRANTY:** OTHER THAN THE MANUFACTURER'S LIMITED WARRANTY, IF ANY, PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

SOME JURISDICTIONS MAY NOT ALLOW EXCLUSIONS OF IMPLIED WARRANTIES OR INCIDENTAL OR CONSEQUENTIAL DAMAGES. CHECK YOUR LOCAL LAWS.

**DISPUTES:** IF NOT RESOLVED THROUGH DIRECT DISCUSSIONS, ANY DISPUTE OR CLAIM SHALL BE RESOLVED BY FINAL BINDING ARBITRATION WITH AN EXPERIENCED ARBITRATOR WHO IS KNOWLEDGEABLE OF PROMOTION LAW LICENSED TO PRACTICE LAW IN TEXAS. VENUE FOR ANY PROCEEDINGS WILL BE IN COLLIN

COUNTY, TEXAS. REMEDIES SHALL BE SUBJECT TO ALL LIMITATIONS AND RELEASES IN THESE RULES, BE LIMITED TO ACTUAL OUT OF POCKET DAMAGES, AND SHALL NOT, IN ANY EVENT, INCLUDE ANY PUNITIVE, INDIRECT, EXEMPLARY, SPECIAL, CONSEQUENTIAL OR INCIDENTAL DAMAGES, ATTORNEY'S FEES OR OTHER COSTS OR BRINGING A CLAIM, OR ANY INJUNCTIVE OR OTHER EQUITABLE RELIEF.

BY ENTERING THE PROMOTION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (B) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF.

**USE OF DATA:** All information submitted by you will be treated according to Fandango's Privacy Policy. By participating in the Promotion and providing any applicable contact information, you hereby agree to Fandango's collection and usage of your personal information and acknowledge that you have read and accepted Fandango's Privacy Policy available at <https://www.nbcuniversalprivacy.com/privacy>.

**ADMINISTRATION:** Administrator is responsible for the processing of Entries and administration of the Promotion. Contact Administrator at its above address with any questions, comments or problems.

**For a WINNER LIST:** Mail a self-addressed stamped envelope to Winner List Address above by the Winner List Request Deadline. List will be sent after Prize has been awarded.