

**First Class Experience Sweepstakes (“Sweepstakes”)  
Official Rules**

**NO PURCHASE, APPLICATION, OR USE OF SPONSOR PRODUCTS OR SERVICES NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. ELIGIBILITY:** The Sweepstakes is open to all legal residents of the United States who are parents or guardians of children who are 5 to 13 years of age at the time of entry. Employees of First National Bank, a division of First National Bank of Omaha (“FNB”), prize suppliers, and advertising and promotion agencies, and each of their respective parent, subsidiary and affiliated companies, shareholders, officers, directors, agents, representatives, and employees (collectively “Releasees”), and each of their immediate family members (spouse, and parents, children and siblings, and their respective spouses regardless where they live) and individuals living in the same households of the above, whether or not related, are not eligible to enter or win a Prize. Each entrant by participating in the Sweepstakes agrees to be bound by these Official Rules and FNB’s decisions. The Sweepstakes is subject to all applicable federal, state, and local laws, rules and regulations. Void where prohibited or restricted by law, rule or regulation.

**2. SWEEPSTAKES PERIOD:** Sweepstakes begins at 5:00 p.m. Central Time (“CT”) on August 1, 2015 and ends at 5:00 p.m. CT on November 25, 2015 (“Sweepstakes Period”).

**3. HOW TO ENTER:** To enter the Sweepstakes, the parent or guardian must register at <http://www.fnbk.com/jayhawks/> (the “Web Site”) by providing the information requested, including the name and age of the child (“Child”), and clicking where indicated to submit the entry. To enter without registering online, the parent or guardian may complete an entry form at any FNB branch in Kansas. For branch locations, visit [firstnational.com/fnbk](http://firstnational.com/fnbk).

Limit of one (1) entry per Child during the Sweepstakes Period. Multiple entries per Child are prohibited and will void all entries for that Child during the Sweepstakes Period.

The name of the parent or guardian registered via the Web Site must be the authorized account holder of the associated email address, otherwise, the entry may be deemed void. In the event of a discrepancy in the identity of the potential winner, the entry will be declared made by the authorized account holder of the email address at the time of entry, and the potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of said email address.

Proof of submitting the entry does not constitute proof of delivery or entry. Each Web Site entry submission must be manually key stroked and manually entered by the individual entrant; 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 transmission from these or related email or IP addresses may be blocked, at FNB’s sole discretion. No photocopied, computer generated facsimiles, mechanically reproduced, or mass entries permitted.

**3. DRAWING:** Seven (7) random drawings (one (1) random drawing for each home game) will be conducted on or about the following dates from among all eligible entries received prior to the drawing:

	<b>Drawing held on or about:</b>	<b>For game against:</b>
1 <sup>st</sup> Home Game	5:00 p.m. CT on August 21, 2015	South Dakota State on September 5, 2015
2 <sup>nd</sup> Home Game	5:00 p.m. CT on September 4, 2015	Memphis on September 12, 2015
3 <sup>rd</sup> Home Game	5:00 p.m. CT on October 2, 2015	Baylor on October 10, 2015
4 <sup>th</sup> Home Game	5:00 p.m. CT on October 9, 2015	Texas Tech on October 17, 2015
5 <sup>th</sup> Home Game	5:00 p.m. CT on October 23, 2015	Oklahoma on October 31, 2015
6 <sup>th</sup> Home Game	5:00 p.m. CT on November 13, 2015	West Virginia on November 21, 2015
7 <sup>th</sup> Home Game	5:00 p.m. CT on November 20, 2015	Kansas State on November 28, 2015

Entries not selected in a particular drawing will be included in subsequent drawings for this Sweepstakes. All drawings will be done under the direction of FNB, whose decisions are final in all matters relating to the Sweepstakes.

**4. ODDS:** The odds of winning depend upon the total number of eligible entries received.

**5. PRIZES:** A total of seven (7) Prizes (one (1) Prize for each home Kansas Football game) will be awarded. Each Prize will consist of the following for the winner, Child and two (2) guests for the respective game: a) four (4) tickets to the game; b) four (4) pregame hospitality passes to the Crimson & Blue Club; c) one (1) parking pass; (d) pregame on-field access; e) a tour of the radio broadcast booth; and f) a picture with Big Jay. Approximate Retail Value ("ARV") of each Prize is \$500 (total ARV of all Prizes is \$3,500). All Prize details, including exact seat locations at game, to be determined in the sole discretion of FNB. Due to National Collegiate Athletic Association ("NCAA") rules, "prospects" as defined by the NCAA, will not be allowed to take part in the prize. NCAA rules define a "prospect" as any individual who has started classes for the ninth grade, including individuals that attend a two-year college, until the individual officially registers and enrolls in a minimum full-time program and attends any term of a four-year collegiate institution's regular academic year. In addition, the University of Kansas ("KU") is not allowed to publicize, or arrange for publicity of, a prospective student-athlete's visit to KU. Game tickets are subject to standard rain-check policies and procedures. Winner agrees that game tickets are awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner. Winner agrees that he/she shall not sell, resell, auction, barter, assign, exchange, place in commerce, transfer, give away, donate, or otherwise convey any ticket that is received as a Prize. A violation of these restrictions shall revoke winner's license, and the game tickets will not be honored. All costs and expenses associated with Prize acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, meals, beverages, gratuities and other expenses incurred by accepting the Prize are the sole responsibility of the winner. Winner is responsible for the payment of all federal, state, and local taxes on the Prize. No substitution, cash equivalent, or transfer of Prizes permitted except at the sole discretion of FNB, who reserves the right to substitute a Prize (or portion thereof) with one of comparable or greater value, at its sole discretion.

**6. WINNER NOTIFICATION:** Each potential winner will be notified via phone approximately one (1) day after being selected. Each winner may be required to complete and sign an Affidavit of Eligibility/Liability/Release, IRS form W-9, and, where legal, a Publicity Release. If the winner does not reply to FNB within twenty-four (24) hours after receipt of notification of his/her name being drawn as the potential winner, the above documents are not received within the specified time period, or in the event of noncompliance with these Official Rules, the Prize will be forfeited and may be awarded to an alternate winner. If a winner cannot be confirmed and verified within 24 hours, the Prize may not be awarded. By entering the Sweepstakes, entrants agree to the use by FNB and its designees of their name, child's name and age, city and state, and photograph/likeness of entrant and/or child for advertising, promotional and other purposes, worldwide and in perpetuity, in any and all forms of media, now known or hereafter devised (including and without limitation, the Internet) without additional compensation, except where prohibited by law.

**7. LIMITATION OF LIABILITY:** By participating in the Sweepstakes, entrants, or, if minors, their parents or legal guardians, agree to release, indemnify and hold harmless Releasees from and against any injuries, losses, damages, claims, actions and any liability of any kind resulting from or arising from participation in the Sweepstakes or acceptance, possession, use, misuse or non-use of the Prizes that may be awarded. This Sweepstakes and these Official Rules shall be interpreted in accordance with the laws of the State of Kansas without regard to its principles of conflicts of law and jurisdiction and venue shall be solely within the State of Kansas. Releasees are not responsible for technical, computer, mechanical, printing, typographical, human or other errors relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the Prize, the Official Rules, or in any Sweepstakes related advertising or materials; or for stolen, lost, late, misdirected, damaged, incomplete, inaccurate, undelivered, delayed or illegible entries; or for electronic, computer, or telephonic malfunction or error, fail to enter into the processing system, or are processed, reported, or transmitted late or incorrectly or are lost for any reason including computer, telephone, paper transfer, or human or other error. If in FNB's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if computer viruses, bugs, unauthorized intervention,

fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, FNB at its sole discretion reserves the right to disqualify any individual who tampers with the entry process and/or void any entries submitted fraudulently, to modify or suspend the Sweepstakes, or to terminate the Sweepstakes and conduct a random drawing to award the Prize using all eligible non-suspect entries received as of the termination date. As a condition of entering the Sweepstakes, entrants, or if a minor, their parents or legal guardians agrees that: a) under no circumstances will entrants be permitted to obtain awards for, and entrants hereby waive all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; b) all causes of action arising out of or connected with this Sweepstakes or the Prize awarded, shall be resolved individually, without resort to any form of class action; and c) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred and in no event shall entrant be entitled to receive attorneys' fees or other legal costs. FNB reserves the right to modify Prize award procedures.

**8. PRIVACY POLICY/DATA COLLECTION/SECURITY:** Information provided by you under this Sweepstakes is subject to FNB's Privacy Policy and Security Statement located at [blog.firstnational.com](http://blog.firstnational.com).

**9. WINNERS' NAMES:** All winners' names will be made available on [firstnational.com/fnbk](http://firstnational.com/fnbk).

**10. SPONSOR:** First National Bank of Omaha, 1620 Dodge Street, Omaha, NE 68197.