

NBA REPRESENT ON THE ROAD SWEEPSTAKES

RULES & REGULATIONS

OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

The “NBA REPRESENT ON THE ROAD SWEEPSTAKES CONNECTED BY BELL” (“The **Contest**”) is a contest which allows participants to enter for a chance to win one of the offered prizes, pursuant to these official rules (the “**Official Rules**”), which are available online at <https://nbarepresent.ca>. The sponsor of this contest is NBA Properties, Inc. (the “**Sponsor**”) and can be contacted here: fanrelations@nba.com, 16 York Street, Toronto, Ontario, M5J 0E6. The administrator of this contest is Idea Rebel Interactive Inc. (the “**Administrator**”), and can be contacted here: 501 - 1489 Marine Drive, West Vancouver, BC Canada V7T 1B8. By taking part in this Contest you accept and agree to be bound by these Official Rules and agree that all decisions of NBA Entities (as defined below) are final and binding. The Contest is subject to all applicable federal, provincial and local laws and regulations and is void where prohibited by law. These Official Rules apply only to this Contest and not to any other promotions, contests, or sweepstakes by NBA Entities.

CONTEST PERIOD:

The Contest begins on October 10, 2025 at 9:00 AM ET and ends on June 20, 2026 at 11:59:59 PM ET (the “**Contest Period**”). The Contest consists of seven (7) separate Draws for Prizes as set out in more detail below.

ELIGIBILITY, RESIDENCY AND AGE:

To enter and to be eligible to win the Contest, entrants must be a legal resident of Canada that is able to travel to the United States, Mexico, United Kingdom, and/or Germany and must have reached the legal age of majority in the province or territory in which he/she resides at the time of entry (each, an “**Entrant**”). Employees, officers and directors, and the household and immediate family members and/or those with whom such employees, officers and directors are domiciled, of NBA Properties, Inc., the National Basketball Association (the “**NBA**”), NBA member teams, NBA Media Ventures, LLC, prize suppliers, and advertising/promotion agencies and their respective parent companies, subsidiaries, affiliates (collectively, “**NBA Entities**”) are not eligible to enter or win. For the purpose of these Official Rules, “household members” means those people who share the same residence and/or mailing address at least three months per year with one or more NBA Entities and “immediate family members” means any parent, spouse, sibling or child and their respective spouses. Sponsor reserves the right to verify the eligibility of the winner.

HOW TO ENTER:

During the Contest Period, visit <https://nbarepresent.ca> the “**Website**”) and fully complete and submit the Contest entry form to enter (the “**Entry**”). Entries must be fully completed with all of the required information and received by 11:59:59 PM ET on the following deadlines: October 19, 2025 to be eligible for the First Draw and subsequent draws, November 23, 2025 to be eligible for the Second Draw and subsequent draws, December 14, 2025 to be eligible for the Third Draw and subsequent draws, January

25, 2026 to be eligible for the Fourth Draw and subsequent draws, May 24, 2026 to be eligible for the Fifth Draw and subsequent draws, June 7, 2026 to be eligible for the Sixth Draw and subsequent draws, and June 20, 2026 to be eligible for the Seventh Draw and subsequent draws. Any Entries submitted after any of the deadlines mentioned above will only apply towards Draws that occur after such deadline.

Limit of one (1) Entry per person during the seven (7) Draws (as defined below) during the Contest Period. Additional Entries received from any one person or email address thereafter will be void.

Entries by any means, which subvert the Entry process, will be void. Releasees are defined as the Administrator and the NBA Entities and each of their respective affiliates, parents, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents (collectively the “**Releasees**”). Releasees are not responsible for lost, incomplete, illegible, late, misdirected, stolen, undelivered, damaged, garbled, or mutilated Entries; lost Entries or transmissions; any error, omission, interruption, defect or delay in transmission, interrupted or unavailable network, cable, satellite, Internet Service Provider (ISP), server or other connections; miscommunications, failed computer hardware or software or technical failures; garbled, misrouted or scrambled transmissions; incomplete Entries or communications; or other errors; printing, typographical or other errors appearing within these Official Rules, the Website, in any Contest-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, computer, electronic or otherwise relating to or in connection with the Contest, including, with limitation, errors or problems which may occur in connection with the administration of the Contest, the processing of Entries, the announcement of the prizes, or the cancellation or postponement of any events or games. NBA Entities reserve the right, in their sole discretion, to void any and all Entries of an entrant who NBA Entities believe has attempted to tamper with or impair the administration, security, fairness or proper play of this Contest. The use of automated or similar devices which subvert the Entry process, including but not limited to Entries submitted using any bot, macro, script, or contest service (or any other devices intended to automate any aspect of Entry) to enter this Contest is prohibited and Entries through such devices are void.

PRIZES:

There are seven (7) sets of prizes available (each a “**Prize**” and collectively the “**Prizes**”) to be won in seven (7) separate draws as set out in more detail below. The first draw will include one (1) available Prize to be won. The second draw will include one (1) available Prize to be won. The third draw will include one (1) available Prize to be won. The fourth draw will include one (1) available Prize to be won. The fifth draw will include one (1) available Prize to be won. The sixth draw will include one (1) available Prize to be won. The seventh draw will include one (1) available Prize to be won.

Draw 1: October 10, 2025 – October 19, 2025

- 1 (one) prize consisting of;
 - Two (2) upper or lower bowl tickets to the Dallas Mavericks vs. Detroit Pistons game taking place in Mexico City, MX on November 1, 2025. Tickets (row and seat) to be chosen by the Sponsor in their sole and absolute discretion.
 - Two (2) roundtrip economy flight tickets from the winner's closest available Canadian airport to Mexico City International Airport (to be chosen by the Sponsor in their sole and absolute discretion).

- One (1) double-occupancy hotel room for three (3) nights (to be chosen by the Sponsor in their sole and absolute discretion).
- NBA Championship Trophy photo opportunity.
- A per diem of \$150 CDN, for a total value of \$600 CDN.
- Total approximate prize value: \$6,000 CDN

Draw 2: October 10, 2025 – November 23, 2025

- 1 (one) prize consisting of;
 - Two (2) upper or lower bowl tickets to the Emirates NBA Cup Championship game taking place at T-Mobile Arena in Las Vegas, NV on December 16, 2025. Tickets (row and seat) to be chosen by the Sponsor in their sole and absolute discretion.
 - Two (2) roundtrip economy flight tickets from winner's closest available Canadian airport to Las Vegas, NV (to be chosen by the Sponsor in their sole and absolute discretion).
 - One (1) double-occupancy hotel room for two (2) nights (to be chosen by the Sponsor in their sole and absolute discretion).
 - NBA Championship Trophy photo opportunity.
 - Access to an Emirates NBA Cup Chalk Talk with NBA personalities.
 - Total approximate prize value: \$4,800 CDN

Draw 3: October 10, 2025 – December 14, 2025

- 1 (one) prize consisting of;
 - Two (2) one-way economy flight tickets from winner's closest available Canadian airport to Berlin, Germany on Monday January 12 or Tuesday January 13 (to be chosen by the Sponsor in their sole and absolute discretion).
 - One (1) double-occupancy hotel room for three (3) nights or (4) four nights (to be chosen by the Sponsor in their sole and absolute discretion) in Berlin, Germany.
 - Two (2) upper or lower bowl tickets to the Memphis Grizzlies vs. Orlando Magic game taking place at UBER Arena in Berlin, Germany on January 15, 2026. Tickets (row and seat) to be chosen by the Sponsor in their sole and absolute discretion.
 - Two (2) one-way economy flight tickets from Berlin, Germany to London, England (to be chosen by the Sponsor in their sole and absolute discretion).
 - One (1) double-occupancy hotel room for two (2) nights or three (3) nights (to be chosen by the Sponsor in their sole and absolute discretion).
 - Two (2) upper or lower bowl tickets to the Memphis Grizzlies vs. Orlando Magic game taking place at O2 Arena in London, United Kingdom on January 18, 2026. Tickets (row and seat) to be chosen by the Sponsor in their sole and absolute discretion.
 - Two (2) one-way economy flight tickets from London, United Kingdom to the winner's closest available Canadian airport on Monday, January 19 (to be chosen by the Sponsor in their sole and absolute discretion).
 - A per diem of \$200 CDN, for a total value of \$1,200 CDN.
 - Total approximate prize value: \$8,500 CDN

Draw 4: October 10, 2025 – January 25, 2026

- 1 (one) prize consisting of;
 - Two (2) upper or lower bowl tickets to NBA All-Star Saturday Night taking place at the Intuit Dome in Los Angeles, CA on February 14, 2025. Tickets (row and seat) to be chosen by the Sponsor in their sole and absolute discretion.

- Two (2) upper or lower bowl tickets to the 75th NBA All-Star Game taking place at the Intuit Dome in Los Angeles, CA on February 15, 2025. Tickets (row and seat) to be chosen by the Sponsor in their sole and absolute discretion.
- Two (2) roundtrip economy flight tickets from winner's closest available Canadian airport to Los Angeles International Airport in Los Angeles, California (to be chosen by the Sponsor in their sole and absolute discretion).
- One (1) double-occupancy hotel room for three (3) nights (to be chosen by the Sponsor in their sole and absolute discretion).
- Total approximate prize value: \$7,300 CDN

Draw 5: October 10, 2025 – May 24, 2026

- 1 (one) prize consisting of;
 - Two (2) upper or lower bowl tickets to either Game 1, Game 2, Game 3 or Game 4 of the 2026 NBA Finals (location and dates are TBD). Tickets (row and seat) to be chosen by the Sponsor in their sole and absolute discretion.
 - Two (2) roundtrip economy flight tickets from the winner's closest available Canadian airport to the city/state/province hosting Game 1, Game 2, Game 3, or Game 4 of the 2026 NBA Finals (to be chosen by the Sponsor in their sole and absolute discretion).
 - One (1) double-occupancy hotel room for two (2) nights (to be chosen by the Sponsor in their sole and absolute discretion).
 - Total approximate prize value: \$4,500 CDN

Draw 6: October 10, 2025 – June 7, 2026

- 1 (one) prize consisting of;
 - Two (2) upper or lower bowl tickets to the 2026 NBA Draft taking place in New York/Brooklyn in late-June 2026 (location and date are TBD). Tickets (row and seat) to be chosen by the Sponsor in their sole and absolute discretion.
 - Two (2) roundtrip economy flight tickets from the winner's closest available Canadian airport to a New York City area airport (to be chosen by the Sponsor in their sole and absolute discretion).
 - One (1) double-occupancy hotel room for two (2) nights (to be chosen by the Sponsor in their sole and absolute discretion).
 - Total approximate prize value: \$3,600 CDN

Draw 7: October 10, 2025 – June 20, 2026

- 1 (one) prize consisting of;
 - Two (2) tickets to the NBA Summer League game taking place in Las Vegas, NV in mid-July (specific dates are TBD). Tickets (row and seat) to be chosen by the Sponsor in their sole and absolute discretion.
 - Two (2) roundtrip economy flight tickets from winner's closest available Canadian airport to Las Vegas, NV (to be chosen by the Sponsor in their sole and absolute discretion).
 - One (1) double-occupancy hotel room for two (2) nights (to be chosen by the Sponsor in their sole and absolute discretion).
 - Total approximate prize value: \$4,200 CDN

Any and all other costs and expenses associated with the acceptance and use of the Prizes are the winner's sole responsibility including, without limitation, applicable ground transportation, gratuities, merchandise, telephone calls, personal expenses of any nature for overnight layovers, meals and

beverages, service charges, in-flight meals and entertainment; costs incurred to and from the departure point to the residence of the Prize Winner, obtaining sufficient personal travel insurance prior to departure, if desired; obtaining and carrying all necessary travel documentation, such as passports and visas and complying with entry, health, customs and immigrations regulations and requirements.

Winners and their guests are responsible for obtaining and carrying all necessary travel documentation, such as passports and visas and complying with entry, health, customs and immigration regulations and requirements. An ESTA (<https://esta.cbp.dhs.gov/esta>) may be required to travel to the USA and it is the winner's sole responsibility to apply for this ahead of time if required for travel.

Prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at NBA Entities' option. NBA Entities reserve the right, in their sole and absolute discretion, to substitute the Prize or a component thereof with a prize of equal or greater value, including, without limitation, but at NBA Entities' sole and absolute discretion, a cash award. If the winner or guest experience travel issues due to unforeseen circumstances (e.g., health issues during the trip, visa issues), the Sponsor will not be responsible for any additional costs incurred.

PRIZE DRAW:

A total of seven (7) random draws will be carried out within the deadlines indicated below (each individually, a "**Draw**," and collectively, the "**Draws**"):

- a) The First Draw, through which one (1) eligible winner will be chosen from Entrants who participated in the Contest during the period from October 10, 2025 - October 19, 2025, will take place by October 20, 2025, at 10:00 AM ET in Toronto, Ontario from all eligible Entries (the "**First Draw**");
- b) The Second Draw, through which one (1) eligible winner will be chosen from Entrants who participated in the Contest during the period from October 10, 2025 – November 23, 2025, will take place by November 24, 2025, at 10:00 AM ET in Toronto, Ontario from all eligible Entries (the "**Second Draw**");
- c) The Third Draw, through which one (1) eligible winner will be chosen from Entrants who participated in the Contest during the period from October 10, 2025 – December 14, 2025, will take place by December 15, 2025, at 10:00 AM ET in Toronto, Ontario from all eligible Entries (the "**Third Draw**");
- d) The Fourth Draw, through which one (1) eligible winner will be chosen from Entrants who participated in the Contest during the period from October 10, 2025 – January 25, 2026, will take place by January 26, 2026, at 10:00 AM ET in Toronto, Ontario from all eligible Entries (the "**Fourth Draw**");
- e) The Fifth Draw, through which one (1) eligible winner will be chosen from Entrants who participated in the Contest during the period from October 10, 2025 – May 24, 2026, will take place by May 25, 2026, at 10:00 AM ET in Toronto, Ontario from all eligible Entries (the "**Fifth Draw**");
- f) The Sixth Draw, through which one (1) eligible winner will be chosen from Entrants who participated in the Contest during the period from October 10, 2025 – June 7, 2026, will take place by June 8, 2026, at 10:00 AM ET in Toronto, Ontario from all eligible Entries (the "**Sixth Draw**");
- g) The Seventh Draw, through which one (1) eligible winner will be chosen from Entrants who participated in the Contest during the period from October 10, 2025 – June 20, 2026, will take place by June 21, 2026, at 10:00 AM ET in Toronto, Ontario from all eligible Entries (the "**Seventh Draw**");

An Entry selected will be eligible to win one (1) Prize, (each a “**Prize Winner**”). The odds of winning a Prize will depend on the total number of eligible Entries received during the Contest Period.

In the event of any error of any kind whatsoever, more potential winners are selected than specified in these Official Rules, the Sponsor reserves the right to hold a random draw amongst all potential Prize claimants to award the correct number of Prizes.

WINNER NOTIFICATION AND SELECTION:

The selected entrants for the Prizes will be contacted via email or by telephone by a representative of the NBA Entities or Idea Rebel Interactive Inc. by the following dates; October 21, 2025 for the First Draw, November 25, 2025, for the Second Draw, December 16, 2026 for the Third Draw, January 27, 2026 for the Fourth Draw, May 26, 2026 for the Fifth Draw, June 9, 2026 for the Sixth Draw, and June 22, 2026 for the Seventh Draw. If the potential winner cannot be reached OR in the event a potential winner does not accept the prize or fails to comply with these rules and requirements within two (2) business days of being contacted by email or phone, the Prize will be forfeited. Upon prize forfeiture, no compensation will be given and the NBA Entities will have sole discretion to randomly select another potential winner.

Before being declared a Prize winner, the selected entrant will be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question and will also be required to sign, and in the event of a minor, have his/her parent or legal guardian sign on his/her behalf, a Declaration and Release Form (the “**Release Form**”) stating that he/she has read, understood and complied with these Official Rules (including the eligibility requirements); grants all consents required as contemplated in these Official Rules; authorizes NBA Entities and their designees and assigns to use the winner’s name, voice, city/province of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise), permission or notification; and releases the Releasees and the supplier and/or provider of prizes from any and all liability of any kind arising out of the winner’s participation in this Contest and receipt and use of the Prize. If the selected entrant fails to correctly answer the mathematical skill-testing question, fails to execute and return the Release Form within the required time period of two (2) business days, is otherwise not in compliance with the Official Rules, or is unable or unwilling to comply with these Official Rules, the selected entrant will be deemed ineligible and will forfeit his/her Prize. A new potential winner will then be selected from all remaining eligible Entries in accordance with these Official Rules.

All decisions of the NBA Entities with respect to any aspect of this Contest, including without limitation, the eligibility of Entries, are final and binding on all entrants in all matters as they relate to this Contest.

INDEMNIFICATION AND LIMITATION OF LIABILITY:

BY ENTERING THE CONTEST, EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS THE RELEASEES FROM ANY LIABILITY, DAMAGES, LOSSES OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ENTRANT’S PARTICIPATION IN THE CONTEST AND THE ACCEPTANCE OF ANY PRIZE THAT MAY BE WON. THE NBA ENTITIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE.

THE RELEASEES SHALL HAVE NO LIABILITY WHATSOEVER IN RELATION TO THIS CONTEST AND WILL BE RELEASED AND HELD HARMLESS FROM ANY CLAIM, ACTION, LIABILITY, LOSS, INJURY OR DAMAGE, INCLUDING, WITHOUT LIMITATION, PERSONAL INJURY OR DEATH TO WINNER OR ANY THIRD PARTY OR DAMAGE TO PERSONAL OR REAL PROPERTY DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, BY ANY REASON, INCLUDING THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE AND/OR PARTICIPATION IN THIS CONTEST.

IN ADDITION TO ANY OTHER LIMITATIONS OF LIABILITY CONTAINED IN THESE OFFICIAL RULES OR OTHERWISE ON SPONSOR'S WEBSITE(S), INCLUDING THE CONTEST WEBSITE, SPONSOR ASSUMES ABSOLUTELY NO RESPONSIBILITY OR LIABILITY FOR (A) ANY INCORRECT OR INACCURATE ENTRY INFORMATION, OR FOR ANY FAULTY OR FAILED ELECTRONIC DATA TRANSMISSIONS; (B) ANY UNAUTHORIZED ACCESS TO, OR THEFT, DESTRUCTION OR ALTERATION OF ENTRIES AT ANY POINT IN THE OPERATION OF THIS CONTEST/SWEEPSTAKES; (C) ANY TECHNICAL MALFUNCTION, FAILURE, ERROR, OMISSION, INTERRUPTION, DELETION, DEFECT, DELAY IN OPERATION OR COMMUNICATIONS LINE FAILURE, REGARDLESS OF CAUSE, WITH REGARD TO ANY EQUIPMENT, SYSTEMS, NETWORKS, LINES, SATELLITES, SERVERS, CAMERA, COMPUTERS OR PROVIDERS UTILIZED IN ANY ASPECT OF THE OPERATION OF THE CONTEST; (D) INACCESSIBILITY OR UNAVAILABILITY OF ANY NETWORK OR WIRELESS SERVICE, THE INTERNET OR WEBSITE OR ANY COMBINATION THEREOF; (E) SUSPENDED OR DISCONTINUED INTERNET, WIRELESS OR LANDLINE PHONE SERVICE; (F) ANY INJURY OR DAMAGE TO PARTICIPANT'S OR TO ANY OTHER PERSON'S COMPUTER OR MOBILE DEVICE WHICH MAY BE RELATED TO OR RESULTING FROM ANY ATTEMPT TO PARTICIPATE IN THE CONTEST OR DOWNLOAD OF ANY MATERIALS IN THE CONTEST (IF ANY); AND (G) ANY LOSSES WHATSOEVER, FINANCIAL OR OTHERWISE, SUFFERED BY ANY PERSON OR ENTITY IN CONNECTION WITH THE CONTEST AND THESE OFFICIAL RULES.

GENERAL CONDITIONS:

The Releasees are not responsible for lost, incomplete, illegible, misdirected, garbled, stolen, or mutilated Entries or Release Form.

Entrants in this Contest agree to be bound by these Official Rules and agree that the NBA Entities and their designees and assigns may use the entrant's name, voice, city/province of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise), permission or notification.

NBA Entities reserve the right to withdraw, amend or suspend this Contest or to amend these Official Rules, in any way, in the event of an error, technical problem, tampering, unauthorized intervention, fraud, or any other cause beyond the reasonable control of the NBA Entities that interferes with the proper conduct of this Contest as contemplated by these Official Rules. Any attempt to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, NBA Entities reserve the right to seek remedies and damages to the fullest extent permitted by law. NBA Entities reserve the right to cancel, amend or suspend this Contest, or to amend these Official Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited

to: the Contest Entry form, the Website, point of sale, television, radio, print and/or online advertising; the terms and conditions of these Official Rules shall prevail, govern and control.

PERSONAL INFORMATION PRIVACY:

Personal information of Contest participants will (i) be held by NBA Properties Inc. 3-100 Plaza Drive, Secaucus, New Jersey, USA 07094; (ii) be used for, and accessible only to employees directly involved in the Contest, internal analysis by NBA Entities and its affiliates, agents and advertising and promotional agencies; and, (iii) not be disclosed to other third parties. For more information please visit our Privacy Policy at http://www.nba.com/news/privacy_policy.html.

By entering this Contest, each Entrant consents to the NBA Entities and their agent's collection, use and disclosure of Entry information for the purposes of administering this Contest.

Any inquiry concerning the personal information held by the Sponsor should be addressed to the Sponsor at 16 York Street, Toronto, Ontario, M5J 0G6, to the attention of NBA Canada.

INTELLECTUAL PROPERTY:

All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations that appear on the Sponsor's websites and other sites in connection with this Contest, are owned or controlled by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

ACCEPTANCE OF OFFICIAL RULES:

By entering this Contest, Entrants and participants automatically agree to accept and abide by these Official Rules. All decisions of the Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of any Entries, are final and binding on all Entrants in all matters as they relate to this Contest. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Entry form, or point of sale, television, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

JURISDICTION OF LAWS:

This Contest and Official Rules are subject to all applicable federal, provincial and municipal laws and regulations.