

2026 American Family Insurance Summerfest Giveaway (The “Giveaway”)

Official Rules

THESE OFFICIAL RULES ARE A CONTRACT—READ THIS CAREFULLY BEFORE PARTICIPATING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES A RELEASE AND LICENSE FROM YOU, AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

NO PURCHASE, PAYMENT OF ANY KIND, OR INSURANCE QUOTE IS NECESSARY TO PARTICIPATE IN THE GIVEAWAY.

Participation in the 2026 American Family Insurance Summerfest House Giveaway constitutes Participant’s (as defined below) full and unconditional agreement to these Official Rules. Participant is free to refuse any giveaway and status as Participant, and as a result will not be eligible to receive a Prize.

SPONSOR

This Giveaway is sponsored by American Family Mutual Insurance Company, S.I. and its Affiliates, 6000 American Parkway, Madison, WI 53783 (“American Family” or “Sponsor”).

ADMINISTRATOR

The Administrator of this Giveaway is rEvolution Marketing, LLC, 210 N Carpenter St, Floor 9, Chicago IL, 60607 (“Administrator”).

The Administrator is responsible for the collection, submission, processing of information, and giving out the Prizes. Sponsor is responsible for the overall execution of the Giveaway. Participants should look solely to Sponsor with any problems related to the Giveaway. To contact the Sponsor please email your questions or comments to: eventquestions@amfam.com. To help us properly identify your email please enter “2026 American Family Insurance Parking Lot Patio Giveaway” in the subject line.

All decisions related to, as well as all interpretation of, these Official Rules by Sponsor are final and binding.

GIVEAWAY PERIOD

The Giveaway commences on Thursday, June 18, 2026 ending on Saturday, July 4 2026 or when all Prizes are given out, whichever occurs first (“Giveaway Period”).

This Giveaway is first-come, first-serve.

ELIGIBILITY

This Giveaway is open to legal US residents attending the event at Milwaukee World Festival, Inc. (Summerfest) who are age 18 or older at the time of registration. FL, NY, NJ, and RI residents are not eligible.

HOW TO ENTER

This Giveaway is limited to the first 15,150 eligible Participants who successfully complete and submit the entry form during the Giveaway Period. By participating in the Giveaway in any way you will become a "Participant." Each Participant who enters using the below method of registration will receive one Prize.

During the Giveaway Period visit the American Family Insurance activation at Milwaukee World Festival, Inc. (Summerfest) to complete the Giveaway form. Participants must fully complete and submit all non-optional data requested on the online registration form to obtain a Prize. By successfully transmitting a completed registration form as directed, you will be provided with a Prize.

CONDITIONS OF REGISTRATION

Participants may receive only one (1) Prize. No substitutes for the official registration form may be used to obtain a Prize, and Sponsor ****will not accept registrations**** by U.S. Mail, email, fax, or any other way other than the methods listed above.

By registering and obtaining a Prize, Participant agrees to be bound by these Official Rules and the decisions of Sponsor and its authorized representatives, which are final and binding in all matters concerning this Giveaway. Registrations not legitimately submitted in accordance with these Official Rules are void. Only qualified Participants received by Sponsor during the Giveaway Period are eligible for participation.

Participants may be required to provide the following information to be eligible to obtain a giveaway: first, middle, and last name, email address, complete mailing address, and phone number (collectively or individually, "Personal Information"). All requested Personal Information must be provided to register and obtain a Prize. Unintelligible registrations; registrations with incomplete, invalid, incorrect, or noncurrent information; counterfeit, damaged, or tampered with in any way; and printing, production, or typographical errors will not receive a Prize. Neither Sponsor or the Milwaukee World Festival, Inc. (Summerfest) are responsible for printing or typographical errors in any Giveaway-related materials. Participants will be deemed made by the holder of the Participant's email account. Sponsor is not responsible if a Participant does not receive a Prize because erroneous, expired, canceled, fraudulent, or fake information was provided during the registration.

Sponsor may, in its sole discretion, disqualify any individual it finds to be in violation of these Official Rules, tampering with the registration process or the operation of the Giveaway (including without limitation, tampering with websites or email addresses), or acting in a non-sportsmanlike or disruptive manner. Any attempt to undermine the operation of the Giveaway may be a violation of criminal or civil law, and Sponsor may seek damages to the fullest extent permitted by law from any person it finds to have made such an attempt.

The Giveaway is subject to all applicable federal, state, local laws, and regulations. Void where prohibited or restricted by law. Sponsor's decisions are final and binding on all matters relating to Giveaway. By participating in this Giveaway, Participants agree to be bound by these Official Rules and

by the interpretations of these Official Rules by the Sponsor and by the decisions of the Sponsor. Participation in Giveaway and acceptance of the Prize constitutes each winner's permission for Sponsor to use his/her name, address (city and state only), likeness, photograph, picture, portrait, voice, biographical information, or any statements made by each Prize recipient regarding the Giveaway or Sponsor for advertising or promotional purposes without notice or additional compensation. Please read the Privacy Policy for more information about information collection and use practices found at (<https://www.amfam.com/privacy-security>).

Prizes:

- Fanny Packs
- Bucket Hats
- Tote Bags

There will be 15,150 Prizes given away.

The value of each prize varies between \$4 – \$8. Participants select their Prize.

DISCLAIMER

WAIVER OF LIABILITY/PUBLICITY RELEASE: By participating in the Giveaway and submitting an entry, each entrant agrees to (a) be bound by these Official Rules, including all entry requirements, and (b) waive any and all claims against Sponsor, Administrator, Milwaukee World Festival, Inc. (Summerfest), Facebook, Inc. ("Facebook"), X Corp. ("X"), and each of their respective parents, affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Giveaway, and all of their respective officers, directors, employees, agents and representatives (collectively, "Released Parties") for any injury, damage or loss that may occur, directly or indirectly, in whole or in part, from the participation in the Giveaway or from the receipt or use of any Prize (or any portion thereof) or any travel or activity related to the receipt or use of any Prize (or any portion thereof). By entering this Giveaway, each entrant gives his/her express permission to be contacted by Sponsor and/or Milwaukee World Festival, Inc. (Summerfest) by telephone, email and/or postal mail for Giveaway purposes.

The Winner, by acceptance of the Prize, grants to Sponsor, Milwaukee World Festival, Inc. (Summerfest) and each of their respective designees the right to publicize such Winner's name, address (city and state), photograph, voice, statements and/or other likeness and Prize information for advertising, promotional, trade and/or any other purpose in any media or format now known or hereafter devised, throughout the world, in perpetuity, without limitation and without further compensation, consideration, permission or notification, unless prohibited by law.

All individuals who are accompanying the Winner may be required to execute and return a Release of Liability to the Sponsor prior to ticketing (unless the attendee is a minor in which case the minor's parent/legal guardian shall execute the release on his/her behalf).

GENERAL CONDITIONS: Released Parties are not responsible for stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due or garbled entries, transmissions, email or mail; or for lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider (ISP), wireless network, website, or other connections including those through and/or by any website, availability or accessibility or miscommunications or failed computer, satellite, telephone, cable or wireless transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; wireless service congestion; failures or malfunctions of phones, phone lines or telephone systems, wireless towers or cellular tower equipment; any error, omission, interruption, defect or delay in wireless or other transmission, processing, or communication; non-delivery; misdirected, blocked, or delayed email notifications; printing, typographical or other errors appearing within these Official Rules, in any Giveaway-related advertisements or other materials; or any other errors, problems or difficulties of any kind whether human, mechanical, electronic, network, computer, telephone, wireless service, mail, typographical, printing or otherwise relating to or in connection with the Giveaway, including, without limitation, errors or difficulties which may occur in connection with the administration of the Giveaway, the processing of entries, the announcement of the Prize or in any Giveaway-related materials, or the cancellation or postponement of any Major League Baseball game, event or exhibition. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Giveaway. Released Parties are not responsible for injury or damage to entrants' or to any other person's computer and/or wireless device related to or resulting from participating in this Giveaway or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Giveaway or website or attempt to undermine the legitimate operation of the Giveaway by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or any representative of Sponsor, Administrator, and/or Milwaukee World Festival, Inc. (Summerfest) or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Any attempt to deliberately damage the content or operation of this Giveaway is unlawful and subject to legal action by Sponsor, Milwaukee World Festival, Inc. (Summerfest) and/or their respective agents.

Sponsor and Milwaukee World Festival, Inc. (Summerfest) shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Giveaway, and to resolve all disputes in its sole discretion. Released Parties (a) make no warranty, guaranty or representation of any kind concerning any Prize (or any portion thereof), and (b) disclaim any implied warranty. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor and Milwaukee World Festival, Inc. (Summerfest) reserve the right, in their sole discretion, to modify, suspend, extend, or cancel the Giveaway (or any portion thereof) in the event Sponsor is prevented from executing the Giveaway as contemplated herein by any event beyond Sponsor's control, including but not limited to: fire; flood; earthquake; explosion; public health epidemic or crisis (including COVID-19); labor dispute or strike; act of God or public enemy; network or equipment failure; riot or civil disturbance; terrorist threat or activity; war (declared or undeclared); court order; or federal, state, or local government law, order, or regulation. Sponsor and Milwaukee World Festival, Inc. (Summerfest) also reserve the right, in their sole discretion, to cancel or suspend the Giveaway (or any portion thereof) should virus, bugs, unauthorized human intervention, or other causes corrupt

administration, security, fairness, integrity or proper operation of the Giveaway (or any portion thereof). In the event of cancellation, Sponsor may elect to identify the Winner and award the Prize by way of random drawing from among all non-suspect, eligible entries received up to the time of such cancellation. Sponsor and Milwaukee World Festival, Inc. (Summerfest) also reserve the right, in their sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Giveaway.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS GIVEAWAY OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS GIVEAWAY MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY ENTRANT RESPONSIBLE FOR THE ATTEMPT, AND SPONSOR, Milwaukee World Festival, Inc. (Summerfest) AND THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Entries generated by a script, macro or other mechanical or automated means will be disqualified. In the event of dispute as to the identity or eligibility of any potential winner based on an email address, the winning entry will be declared made by the Authorized Account Holder of the email address submitted at the time of entry provided he/she is eligible according to these Official Rules. The "Authorized Account Holder" is defined as the natural person to whom the applicable Internet service provider or other organization (such as a business or educational institution) has assigned the email address for the domain associated with the submitted email address.

As a condition of entering this Giveaway, each entrant agrees that (i) any and all disputes, claims, controversies or causes of action arising out of or relating to this Giveaway, or the Prize awarded (each, a "Claim"), shall be (1) arbitrated on an individual basis only, and shall not be consolidated or joined with or in any arbitration or other proceeding involving a Claim of any other party, and (2) settled by binding arbitration in Dane County, Wisconsin before a single arbitrator appointed by the American Arbitration Association in accordance with its then governing rules and procedures, and judgment on the award rendered by the arbitrator may be entered by any court having jurisdiction thereof; and (ii) under no circumstance will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses. These Official Rules shall be governed by and construed and interpreted in accordance with the laws of the State of Wisconsin, U.S.A, applicable to contracts entered into and performed exclusively in that State.

PRIVACY: By entering this Giveaway, Entrant agrees to Sponsor's manner of collection, use, retention and disclosure of Entrant's Personal Information submitted in connection with the Giveaway. Personal Information collected from Entrant is subject to Sponsor's privacy policy, which can be found at <https://www.amfam.com/privacysecurity> and may additionally be disclosed by Sponsor in connection with a public list of Giveaway Winners, or pursuant to any license granted to Sponsor by Entrant under these Official Rules or the Release. Entrants have the option on the entry form to receive commercial communications from Sponsor; however, choosing to receive such communications is not necessary to enter or win and will not increase chances of winning. If, at any time, you no longer wish to receive

commercial or promotional emails from Sponsor please use the following link
<https://www3.dncsolution.com/DNESolution/OptOutCode/OptOut.aspx?el=5>.

The Administrator is responsible for the collection, submission, processing of information, and giving out the Prize. The Administrator is responsible for the overall execution of the Giveaway.

All decisions related to, as well as all interpretation of, these Official Rules by Administrator and Sponsor are final and binding. While this Giveaway may be promoted via social media websites, such websites are not affiliated with Sponsor, Administrator, or this Giveaway. This Giveaway is in no way sponsored, endorsed or administered by, or associated with Facebook, X, Instagram, Snapchat or any other third-party website or application that might host content where information about this Giveaway is published (collectively "Content Hosts"). Entrant is providing information only to Sponsor and not to Content Hosts. This Giveaway is in no way sponsored, administered, or produced by any of the Milwaukee World Festival, Inc. (Summerfest) Entities. Milwaukee World Festival, Inc. (Summerfest) trademarks and copyrights are used with permission of Milwaukee World Festival, Inc. (Summerfest).