Sweepstakes Official Rules

2026-2027 American Family Insurance University of Wisconsin Badgers Dream Day Basketball Sweepstakes

THESE OFFICIAL RULES ("OFFICIAL RULES") ARE A CONTRACT—READ THIS CAREFULLY BEFORE ENTERING. 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 ENTER OR WIN. A PURCHASE, PAYMENT, OR QUOTE WILL NOT IMPROVE THE CHANCES OF WINNING. REQUESTING INFORMATION ABOUT INSURANCE PRODUCTS OR SERVICES WILL NOT INCREASE THE CHANCES OF WINNING.

Participation in the 2026-2027 American Family Insurance University of Wisconsin Badgers Dream Day Sweepstakes (the "Sweepstakes") constitutes Entrant's (as defined below) full and unconditional agreement to these Official Rules. Entrant is free to refuse any prize and status as Entrant, and as a result will not be eligible to receive any prize.

SPONSOR

This Sweepstakes is sponsored by American Family Mutual Insurance Company, S.I. and its Affiliates, 6000 American Parkway, Madison, WI 53783 ("American Family" or "Sponsor"). To contact the Sponsor please email your questions or comments to: eventquestions@amfam.com. To help us properly identify your email please enter "2026-27 American Family Insurance University of Wisconsin Badgers Dream Day Sweepstakes" in the subject line.

ADMINISTRATOR

The Sweepstakes is administered by rEvolution Marketing, LLC, 210 N Carpenter St, Floor 9, Chicago IL, 60607 ("Administrator").

The Administrator is responsible for the collection, submission, and processing of entries, and the overall administration and execution of the Sweepstakes. Entrants should look solely to Administrator with any problems related to the Sweepstakes.

All decisions related to, as well as all interpretations of, these Official Rules by Sponsor and Administrator are final and binding. While this Sweepstakes may be promoted via social media websites, such websites are not affiliated with Sponsor or this Sweepstakes. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, Instagram, Snapchat or any other third-party website or application that might host content where information about this Sweepstakes is published (collectively "Content Hosts"). Entrant is providing information only to Sponsor and not to Content Hosts.

SWEEPSTAKES PERIOD

The Sweepstakes commences at 12:00:01 AM (CDT) on December 2, 2026 and ends at 11:59:59 PM (CDT) on January 27, 2027 (the "Entry Period"). Entries must be received by no later than 11:59:59 PM (CDT) on January 27, 2027.

ELIGIBILITY

This Sweepstakes is open to legal residents of WI who are aged 18 or older as of January 27, 2027.

Employees, contractors, directors, officers, agents, and agency employees of Sponsor, Administrator, the University of Wisconsin, and each of their respective parent, subsidiaries and affiliated companies, distributors, web design, advertising, and the immediate family members of each (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the competition), are not eligible. Legal entities are not eligible to enter. Eligibility is contingent upon agreement to, compliance with, and fulfillment of all requirements of these Official Rules. Participation in the Sweepstakes in any way, including submission of any entry or the partial completion of any act of entry or any other step taken to participate in the Sweepstakes in any manner, constitutes full and unconditional agreement with all provisions of these Official Rules.

HOW TO ENTER

NO PURCHASE, PAYMENT OF ANY KIND, OR INSURANCE QUOTE IS NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT, OR QUOTE WILL NOT IMPROVE THE CHANCES OF WINNING. REQUESTING INFORMATION ABOUT INSURANCE PRODUCTS OR SERVICES OR OPTING TO RECEIVE MARKETING MATERIALS IS NOT NECESSARY TO ENTER AND WILL NOT INCREASE THE CHANCES OF WINNING.

By participating in the Sweepstakes in any way you will become an "Entrant." Each Entrant who enters using the below method of entry will receive one entry in the Sweepstakes.

During the Entry Period visit **www.AmFam.com/Badgers** (the "Web Site") to complete the entry form. Entrants must fully complete and submit all non-optional data requested on the online entry form to be eligible. By successfully transmitting a completed online entry form as directed, you will be entered in the Sweepstakes.

CONDITIONS OF ENTRY

Entrants may enter the Sweepstakes only one (1) time. No substitutes for the official entry form may be used to enter the Sweepstakes, and Sponsor ****will not accept entries**** by U.S. Mail, email, fax, or any other way other than the methods listed above.

By entering or participating in this Sweepstakes, Entrant 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 Sweepstakes. Entries not legitimately submitted in accordance with these Official Rules are void. Only qualified entries received by Sponsor during the Sweepstakes Period are eligible for participation.

Entrants may be required to provide the following information to be eligible for a Sweepstakes prize: 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 participate in the Sweepstakes and to be eligible to win a prize. Unintelligible entries; entries with incomplete, invalid, incorrect, or noncurrent information; entries that are counterfeit, damaged, or

tampered with in any way; and entries with printing, production, or typographical errors will be disqualified. Entries that are late, lost, damaged, misdirected, stolen or not delivered are not the responsibility of Sponsor and will be disqualified. Neither Sponsor nor the University of Wisconsin Badgers are responsible for printing or typographical errors in any Sweepstakes-related materials. Entries will be deemed made by the holder of the Entrant's email account. Sponsor is not responsible if a potential winner does not receive a prize because erroneous, expired, canceled, fraudulent, or fake information was provided during the Sweepstakes.

In the event of a dispute over who submitted a winning online entry, the authorized subscriber of the mobile phone or email account, as applicable, used to participate in the Sweepstakes at the actual time of entry, will be deemed to be the Entrant. The authorized account subscriber is defined for mobile phone entries as the natural person whose name the mobile phone was issued to and to whom the services are billed, and the authorized account subscriber is defined for online entries as the natural person who is assigned an email address by an Internet access provider, online service provider or other organization (e.g. business, education, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Proof of submitting a device entry or online entry is not considered proof of delivery or receipt by the Sponsor for purposes of this Sweepstakes. If the identity of the individual who actually participated in the Sweepstakes cannot be resolved to Sponsor's satisfaction, the affected individual's entry will be deemed ineligible.

Sponsor may, in its sole discretion, disqualify any individual it finds to be in violation of these Official Rules, tampering with the entry process or the operation of the Sweepstakes (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 Sweepstakes 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 Sweepstakes is subject to all applicable federal, state, local laws and regulations. Void where prohibited or restricted by law. Sponsor decisions are final and binding on all matters relating to Sweepstakes. By participating in this Sweepstakes, Entrants 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 Sweepstakes and acceptance of 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, and/or any statements made by each Winner regarding the Sweepstakes 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).

PRIZE

One (1) prize will be awarded as listed below (the "Prize"):

- Four (4) 100-level tickets to one (1) 2027 University of Wisconsin home basketball game on March 3, 2027 versus the Nebraska Huskers
- Pre-game court access
    - Opportunity to take a picture on the court
- One (1) Badgers™ merchandise bag
- One (1) customized jersey for Winner only

- Autographed Basketball Signed by Coach Greg Gard

Approximate retail value ("ARV") starting at $1,300.00

Odds of winning depend on the total number of eligible entries received. The ARV is subject to change based on current market conditions at time of Prize fulfillment. Any difference between the ARV and the actual value, if any, will not be awarded. Arrangements for the fulfillment of the Prizes will be made by the Sponsor. **The dates for the fulfillment of the Prizes** will be on or around the 2026-2027 University of Wisconsin Basketball season, subject to programming requirements or scheduling and such dates are subject to change in the Sponsor's sole discretion. In the event more winner notifications are issued, or more winning prize claims are received, than the number of prizes set forth in these Official Rules due to computer, printing, seeding, human, or other error or problem, a random drawing will take place from all eligible prize claims for the prize at issue to award the proper number of prizes as set forth in these Official Rules. Any prize details not specified above will be determined by Sponsor in its sole discretion.

All costs and expenses not specifically listed above are solely each Winner's responsibility. The value of the Prize will be taxable to each Winner as income. Each Winner must supply the Sponsor with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of each Winner for the actual value of the Prize received. Upon entry into the sweepstakes, the Winner (as well as all other Entrants) is required to comply with any and all applicable federal, state, and local laws, rules and regulations. All federal state and local taxes, and any other costs not specifically provided for in these Official Rules, including but not limited to, meals, parking, additional transportation, gratuities and other expenses incurred by accepting the prize, are solely each Winner's responsibility. The Sponsor shall have no responsibility or obligation to a presumptive Winner or Entrant who is unable or unavailable to accept or utilize Prize as described herein.

WINNER SELECTION/NOTIFICATION

There will be one (1) grand prize winner (the "Winner"). The Winner will be selected by random drawing on or about January 28, 2027, from eligible entries received. The Winner need not be present to win. Limit one (1) prize per person, family, or household. The Sponsor will make up to (2) attempts over the twenty-four (24) hour period following the Winner's selection to contact the potential winner by telephone or email. If a potential Winner cannot be reached during the twenty-four (24) hour period in which he/she is emailed and/or called (no messages will be left on answering machines or voicemail systems), if any prize or prize notification is returned as undeliverable or, if any Winner rejects his/her prize, or in the event of noncompliance with these rules, such prize will be forfeited and an alternate Winner will be selected at random from among all remaining applicable Eligible Entries received if time permits in Sponsor's sole discretion. Upon prize forfeiture, no compensation will be given.

WINNER VERIFICATION

Winner must prove eligibility, including, without limitation, proof of age and residence within three (3) days of being notified as a potential Winner. In the event of non-compliance by a potential Winner, if he/she is found to be ineligible, if he/she cannot or does not comply with these Official Rules or if his/her Prize (hereinafter defined) or Prize notification is returned as undeliverable, such potential

Winner shall be disqualified and all privileges otherwise due as a Winner shall be terminated and an alternative potential Winner may be chosen from among all of the remaining Eligible Entries received if time permits in the Sponsor's sole discretion. Each potential Winner must sign within three (3) days of receipt of such documents from the Sponsor.

(a) An Affidavit of Eligibility and Release of American Family Mutual Insurance Company, S.I. and rEvolution Marketing LLC and their respective officers, directors, employees, agents, members, affiliated companies and subsidiaries, from any and all liability, loss, claims, demands and causes of action for personal injury, and/or damage, theft, loss or any other harm suffered in connection with this Sweepstakes or the use/misuse or acceptance of any prize or any portion thereof to be eligible for a Prize

(b) All individuals who are accompanying the Winner will 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); and

(c) Except where prohibited by law, a promotional release granting Sponsor, Administrator, and the University of Wisconsin the right to use their name and likeness, photograph, picture, portrait, voice, biographical information, and/or any statements made by each Winner regarding the Sweepstakes and Sponsor for advertising or promotional purposes without notice or additional compensation.

Entry into this Sweepstakes constitutes an agreement to sign such releases. Each potential Winner also must acknowledge that the Sponsor has not and will not obtain or provide insurance of any kind relating to the Prize and that each potential Winner will be responsible for obtaining and paying for any property or other form of insurance relating to the Prize. Each potential Winner must also complete any additional legal documents provided by the Sponsor (or third party on its behalf, if applicable) with respect to the Prize and return these documents as instructed within the timeframe specified by the Sponsor. The Sponsor, in its sole discretion, may determine whether a selected Winner has forfeited the Prize due to the selected Winner's failure to submit additional legal documents as requested by and within the timeframe specified by the Sponsor. The Sponsor expressly reserves the right to delay the announcement of the Winners for creative or technical reasons or for any other reason the Sponsor deems necessary.

If Winner is not available to attend the Game on the dates specified, Sponsor may, in its sole discretion, terminate Winner privileges, and an alternative Winner will be selected from the remaining Eligible Entries. Travel restrictions, conditions, and limitations may apply. If for any reason the Game is delayed, cancelled postponed, or in-person capacity is reduced, the Sponsor reserves the right, but is not obligated, to cancel or modify the sweepstakes in its sole discretion and may award a substitute prize of equal or greater value, which may include, but is not limited to, a cash prize equivalent to the ARV of the trip portion of the Prize as set forth in these Official Rules.

Winner's companions must be 18 years of age or older, unless traveling with a parent or guardian. The Winner is solely responsible for obtaining any and all necessary travel documents (e.g. valid photo ID, credit card, etc.) before departure. Sponsor will not be responsible for any failure by the Winner and/or

the Winner's companions to attend due to flight or travel mishaps or delays. The Game dates and times are determined in the sole discretion of those entities responsible as hosts of the Game, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as prizes will govern in the event a legal game, as defined by the National Collegiate Athletic Association, is not played due to whether an act of God, an act of terrorism, civil disturbance or any other reason. The Prize is non-transferable and non-assignable, with no cash redemptions or substitutions except at Sponsor's sole discretion in which case a prize of equal or greater value may be awarded. The Sponsor will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation of the Game.

Winner and their guests will 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).

DISCLAIMER

The Sponsor, Administrator, the University of Wisconsin, Internet server(s), Internet and cellular telephone access provider(s), and each of their respective affiliates, subsidiaries, parent corporations and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents (collectively, "Releasees") are not responsible for any incorrect or inaccurate text messaging or entry information: human error: technical malfunctions: failures, omissions, interruption, deletion or defect of any telephone/cellular network, computer online systems, computer equipment, servers, providers, or software including any injury or damage to participant's or any other persons cell phone device relating to or resulting from participation in this Sweepstakes; inability to submit or access any text message; theft, tampering, destruction or unauthorized access to, or alteration of entries: entries that are processed late or incorrectly or are incomplete or lost due to cellular device, computer or electronic malfunction or traffic congestion on the Internet or any web site and/or cellular telephone lines: printing or other errors; or theft or destruction or corruption of entries. Proof of submitting an entry is not considered proof of delivery or receipt. Illegible and incomplete entries will be disqualified. All entries become property of Sponsor and will not be returned. False and/or deceptive entries or acts shall render Entrant ineligible.

If, for any reason, in Sponsor's opinion, the Sweepstakes is not capable of running as planned, including, without limitation, changes in the Sponsor's on-air programming, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, acts of God, pandemics, governmental orders, or any other causes beyond the control of the Sponsor which corrupts or affects the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on the Web Site and the Prizes may be awarded to potential Winners to be selected from among all applicable Eligible Entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by the Sponsor. All interpretations of these Official Rules and decisions by the Sponsor are final. No software-generated, robotic, programmed, script, macro or other automated online entries are permitted and will result in disqualification of all such entries. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to have tampered with the entry process or the operation of this Sweepstakes; to be acting in violation of

these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or to have provided inaccurate information on any legal documents submitted in connection with this Sweepstakes. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE WISCONSIN COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF WISCONSIN SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS.

LIMITATION OF LIABILITY

YOU UNDERSTAND AND AGREE THAT YOU SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE SWEEPSTAKES OR SPONSOR IN NO EVENT WILL THE SPONSOR, UNIVERSITY OF WISCONSIN, FACEBOOK, TWITTER, OR THEIR PARENTS, AFFILIATES, SUBSIDIARIES, AND RELATED COMPANIES, OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AGENTS SUCCESSORS AND ASSIGNS BE RESPONSIBLE FOR ANY CLAIMS, ACTIONS, DEMANDS, LOSSES, LIABILITIES, DAMAGES, COSTS AND EXPENSES (INCLUDING ATTORNEYS' FEES) OF ANY KIND, INCLUDING WITHOUT LIMITATION DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE, ARISING OUT OF YOUR PARTICIPATION IN THE SWEEPSTAKES, THE ACCEPTANCE, POSSESSION, USE, MISUSE, LOSS OR MISDIRECTION OF THE PRIZE, PARTICIPATION IN ANY SWEEPSTAKES RELATED ACTIVITIES OR ACCESS TO AND USE OF ANY INTERNET SITE. ENTRANTS AGREE TO RELEASE, DEFEND, INDEMNIFY, DISCHARGE AND HOLD HARMLESS THE SPONSOR FROM ANY SUCH CLAIMS, ACTIONS, DEMANDS, LOSSES, LIABILITIES, DAMAGES, COSTS AND EXPENSES, INCLUDING, WIHTOUT LIMITATION FROM ANY DAMAGE, INJURY, DEATH, LOSS OR OTHER LIABILITY EITHER AT LAW OR EQUITY WHETHER KNOWN OR UNKNOWN, ASSERTED OR NOT ASSERTED THAT MAY ARISE FROM OR IN ANY WAY RELATE TO YOUR PARTICIPATION IN THE SWEEPSTAKES OR THE AWARDING, ACCEPTANCE USE OR MISUSE OF ANY PRIZE WITHOUT LIMITING THE FOREGOING, THE SWEEPSTAKES, THE PRIZE AND MATERIALS ARE PROVIDED "AS-IS" WITHOUT ANY WARRANTY OR REPRESENTATION OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

LICENSE FROM ENTRANT

To the extent allowed by law, participation in the Sweepstakes in any way or acceptance of, or participation in, any prize constitutes each Entrant's consent for, and grant of a non-exclusive, sub-licensable and assignable license to Sponsor and Administrator including but not limited to the following: use,, publish, post, or display Entrant's name, social media handles, likeness, photograph, voice, opinions, statements and prize information, regardless of whether altered, distorted, or used

alone or with other material, in Sponsor's or Administrator's sole discretion, for promotional, advertising, trade, and publicity purposes in any medium now known or later discovered, worldwide and in perpetuity, without review or approval, and without further notice, payment, or consideration of any kind.

RIGHT TO MODIFY OR CANCEL

The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event any provision is found invalid or unenforceable, these Official Rules will otherwise remain in effect in accordance with their terms as if the invalid or unenforceable provision was never included. Sponsor's failure to enforce any provision of these Official Rules does not constitute a waiver of that provision.

Sponsor may cancel, suspend or modify the Sweepstakes or any part of it, in any way, if Sponsor determines in its sole discretion that the Sweepstakes is not capable of executing as Sponsor intended, or that any error, omission, fraud, technical failure, tampering, computer virus, or other factor, technical or otherwise, beyond Sponsor's reasonable control, impairs or may impair Sponsor's ability to properly conduct the Sweepstakes, subject to any applicable law or regulation. In such event, Sponsor may, but is not obligated to, award any applicable prize by conducting a random drawing from among the eligible entries received up to the time of the cancellation, suspension, or modification of the Sweepstakes. Inclusion in such random drawing is Entrant's exclusive remedy under such circumstances.

In the event of an inconsistency between these Official Rules and any disclosure or other statement contained in any Sweepstakes-related materials, including without limitation, a Sweepstakes entry form or any point-of-sale, radio, television, print, or online advertising, these Official Rules will prevail and govern.

DISPUTES

Except where prohibited by law, Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court, Western District of Wisconsin, or Dane County Circuit Court of Madison, Wisconsin; and (b); any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

PRIVACY

By entering this Sweepstakes, Entrant agrees to Sponsor's manner of collection, use, retention and disclosure of Entrant's Personal Information submitted in connection with the Sweepstakes. Personal Information collected from Entrant is subject to Sponsor's privacy policy, which can be found at https://www.amfam.com/privacy-security and may additionally be disclosed by Sponsor in connection with a public list of Sweepstakes 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.

WINNERS LIST

For a list of winners, mail a self-addressed stamped envelope to Sponsor by April 30, 2027, at:

American Family Insurance
Partnerships Team
RE: 2026-2027 American Family Insurance University of Wisconsin Badgers Dream Day Sweepstakes
6000 American Parkway
Madison, WI 53783