



United Soccer League

“Best Western® Journey to the Finals” Sweepstakes

NO PURCHASE NECESSARY TO ENTER OR WIN.

The **Best Western® Journey to the Finals Sweepstakes** (the “Sweepstakes”) is sponsored by United Soccer League, LLC (“Sponsor” or “USL”) and governed by these official rules (the “Official Rules”). By participating in the Sweepstakes, each Entrant agrees to abide and be bound by these Official Rules, including all eligibility requirements and Entrant understands that the results and decisions of the Sweepstakes, as determined by the Sponsor and its agents, are final in all respects. The Sweepstakes is subject to all federal, state, and local laws and regulations and is void in Alaska, Hawaii, and where otherwise prohibited.

SWEEPSTAKES PERIOD

Beginning on [September 2, 2025 at 9:00 am EST] and ending on [October 23, 2025 at 11:59 pm EST] (“Sweepstakes Period”).

ENTRANTS

Individuals who are eighteen (18) years of age or older and who are legal residents of the contiguous 48 United States and the District of Columbia may enter. Employees and immediate families of employees of the Sponsor and its member clubs are not eligible to enter. Sponsor reserves the right to verify the eligibility of each entrant (“Entrant”).

HOW TO ENTER

You can enter Sweepstakes by registering via uslsoccer.com/bestwesternsweeps as a new user or login to Fan Compass to enter the campaign. There is also an option to enter via QR code directing users to the USL Fan Zone Platform. Following the login process, to enter the sweepstakes you will answer the following questions:

- Question 1: What is your favorite USL club?
- Question 2: Who is your favorite USL player?
- Question 3: What is your favorite away stadium to visit?

Maximum limit of one entry per Entrant per Fan Compass account, regardless of method of entry. There is an option to share on the Entrant’s social media for ten (10) extra entries (“Extra Entry Feature”). The Entrant shall not receive credit for the Extra Entry Feature unless and until one or more persons clicks on the Entrant’s unique shared link and completes the registration through the link. All entries must be received by the end of the Sweepstakes Period to be valid. Incorrect or incomplete entries are void. Any attempt to obtain more than one (1) entry (other than using the Extra Entry Feature”) by using multiple/different email addresses, identities, registrations or logins, or any other methods may void the entries, and Entrant may be disqualified from the Sweepstakes. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not



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limited to, sweepstakes entry services) will void all entries by Entrant. In the event of a dispute as to any online entry, the authorized account holder of the email address used to enter will be deemed to be the Entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

By participating in this Sweepstakes, the Entrant agrees that Sponsor is authorized to contact the Entrant regarding this Sweepstakes. Consenting to any available opt-in opportunities to receive promotional emails is optional and is not required for participation in the Sweepstakes and will not improve Entrant's chance of winning.

WINNER SELECTION

[8] winner(s) will be chosen by random drawing of all eligible entries during the Sweepstakes Period. Winner's 1-8 will be chosen weekly on each Friday of the campaign period. The dates the winners will be notified will be as follows:

- **Winner 1:** Notified via email on Friday, September 5th
- **Winner 2:** Notified via email on Friday, September 12th
- **Winner 3:** Notified via email on Friday, September 19th
- **Winner 4:** Notified via email on Friday, September 26th
- **Winner 5:** Notified via email on Friday, October 3rd
- **Winner 6:** Notified via email on Friday, October 10th
- **Winner 7:** Notified via email on Friday, October 17th
- **Winner 8:** Notified via email on Friday, October 24th

Odds of winning will depend on the total number of eligible entries received for the applicable drawing. Winners will be notified by Sponsor via email on or about [Every Friday during the Sweepstakes Period by 5:30 PM EST]. Each Entrant is responsible for monitoring their email account for prize notification and receipt or other communications related to this Sweepstakes. Decisions of the Sponsor in the selection and determination of the prize winner and all matters relating to this Sweepstakes are final and binding.

Winners may be required to sign an Affidavit of Eligibility or Release and Prize Acceptance Form as well as other terms and conditions as designated by the USL and consent to the use of his/her likeness to collect the prize.

PRIZE

Winners 1-7 will receive [25,000 Best Western Rewards® Points] with an approximate retail value of \$250. The final winner (8) will receive [Premium Tickets and a VIP experience to a marquee USL match. This will include flights (two coach tickets), 2-night hotel stay at a local Best Western® branded hotel, and \$1,000 in Visa e-vouchers] with an approximate retail value of \$3,900. If the



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winners are unable to attend either the USL Championship or USL League One Final, they will receive regular season tickets for the 2026-27 USL Championship or USL League One season. If the winner declines the original prize (Premium Tickets and VIP experience to a marquee USL match in the 2025 USL Season (e.g. Championship/League One Final)), travel and hotel stay will not be provided. Prizes (in order) that the winners will receive them will be as follows:

- **Winner 1:** 25,000 Best Western Rewards Points
- **Winner 2:** 25,000 Best Western Rewards Points
- **Winner 3:** 25,000 Best Western Rewards Points
- **Winner 4:** 25,000 Best Western Rewards Points
- **Winner 5:** 25,000 Best Western Rewards Points
- **Winner 6:** 25,000 Best Western Rewards Points
- **Winner 7:** 25,000 Best Western Rewards Points
- **Winner 8:** Premium Tickets and VIP experience to a marquee USL match in the 2025 USL Season (e.g. Championship/League One Final). This will include coach airfare, 2- night stay accommodation, and \$1,000 in Visa e-vouchers.

ALL FEDERAL, STATE, AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNER.

PUBLICITY

Except where prohibited by law, by registering for this Sweepstakes, each participant grants permission for the Sponsor to use the Entrant's name, photograph, likeness, statements, biographical information, voice, address (city and state), and prize information (if any) for any and all purposes, including promotional and advertising purposes and for inclusion on a winners list.

PRIVACY POLICY

The information Entrant provides in connection with this Sweepstakes is subject to the USL Family Privacy Policy (<https://www.uslsoccer.com/usl-privacy-policy>) and Best Western International, Inc.'s Privacy Policy (https://www.bestwestern.com/en_US/legal/privacy-policy.html).

ADDITIONAL LIMITATIONS

Prizes are non-transferable and non-assignable. No substitution or cash equivalent of the prize is permitted. Sponsor and its respective parent, affiliate, and subsidiary companies, agents, and representatives are not responsible for any damage to the Prize occurring before, during, or after the shipping or mailing of the prize.



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Sponsor reserves the right to terminate, suspend or amend the Sweepstakes, without notice, and for any reason, including, without limitation, if Sponsor determines that the Sweepstakes cannot be conducted as planned or should a virus, bug, tampering or unauthorized intervention, technical failure or other cause beyond Sponsor's control corrupt the administration, security, fairness, integrity, or proper play of the Sweepstakes. In the event of early termination of the Sweepstakes, Sponsor reserves the right to determine winners from among all eligible, non-suspect entries received as of the time/date of such termination.

Sponsor and its respective parent, affiliate and subsidiary companies, agents, and representatives, and any telephone network or service providers, are not responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunction, lost or delayed data transmission, omission, interruption, deletion, line failure or malfunction of any telephone network, computer equipment or software, the inability to access any website, mobile application or online service or any other error, human or otherwise.

INDEMNIFICATION AND LIMITATION OF LIABILITY

BY ENTERING THE SWEEPSTAKES, EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS SPONSOR AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES, ADMINISTRATOR, ADVERTISING AND PROMOTIONAL AGENCIES, BEST WESTERN INTERNATIONAL, INC., AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS FROM ANY LIABILITY, DAMAGES, LOSSES OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THAT ENTRANT'S PARTICIPATION IN THE SWEEPSTAKES AND THE ACCEPTANCE, USE OR MISUSE OF ANY PRIZE THAT MAY BE WON. SPONSOR AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES AND BEST WESTERN INTERNATIONAL, INC. DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE. SPONSOR AND ITS PARENTS, SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTIONAL AGENCIES, BEST WESTERN INTERNATIONAL, INC., AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AND AGENTS DISCLAIM ANY LIABILITY ARISING OUT OF OR RELATED TO THE SWEEPSTAKES, INCLUDING FOR DAMAGE TO ANY COMPUTER SYSTEM RESULTING FROM ACCESS TO OR THE DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE SWEEPSTAKES.

DISPUTES AND GOVERNING LAW

All issues and questions concerning the construction, validity, interpretation and enforceability of these rules, or the rights and obligations of any Entrant or the Sponsor in connection with the Sweepstakes, shall be governed by and construed in accordance with the laws of the State of Florida without giving effect to any choice of law or conflict of law rules or provisions which would cause the application or the laws of any jurisdiction other than the State of Florida. Any action or litigation



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concerning this Agreement shall take place exclusively in the federal or state courts sitting in Hillsborough County, Florida, and Entrant expressly consents to the jurisdiction of and venue in such courts and waive all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. All disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action. You agree to service of process by mail or other method acceptable under the laws of the State of Florida. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS PROMOTION. ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, IDENTIFIABLE PERSONS, OR THIRD-PARTY PARTICIPANTS, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

WINNERS LIST

Winners list can be obtained by writing “Best Western Journey to the Finals Sweepstakes” c/o Digital Solutions, 1715 N. Westshore Blvd., Suite 825 Tampa, FL 33607.

Winners’ list requests must be received by January 22, 2026, 90 days after the final winners been selected.