Houston Texans Chili Kickoff presented by H-E-B

Official Contest Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.

1. **Entry Period:** The Houston Texans Chili Kickoff Contest (the “Contest”), sponsored by HEB Grocery Company, LP (“H-E-B” or “Sponsor”), begins on November 3, 2010 at 12:00:01 a.m. Central Time (“CT”) and ends on November 19, 2010 at 11:59:59 p.m. CT (the “Contest Period”). Registration in the Contest must be completed by, and all entries must be received by, 11:59:59 p.m. CT on November 19, 2010. The computer clock of Sponsor’s webmaster is the official timekeeping device of the Contest. Video submissions must be received by November 19, 2010.

2. **Eligibility:** The Contest is open only to legal residents of Texas at least 21 years of age at time of entry. Employees of HEB Grocery Company, LP (“H-E-B”), the National Football League (“NFL”), NFL Entities (as defined below), Silver Eagle Distributors, L.P., their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production or distribution of promotion materials and persons who are immediate family or who reside in the same household as persons in the preceding categories are not eligible. By participating in the contest, entrants agree to be bound by these Official Rules, and the decisions of the Sponsor, which are final. The Contest is subject to all applicable federal, state and local laws and regulations, and is void outside Texas and where prohibited by law.

3. **How to Enter:** Upload an original video no larger than 2 GB in size at [https://houstontexans.com/chilikickoff](https://houstontexans.com/chilikickoff) in .WMV, .AVI, .MOV, MPEG or .MP4 formats and complete the online entry form to include: your first and last name, your complete address, daytime phone number, date of birth, and email address (if available). In your video, describe in under 5 minutes or less why your chili is the best and why you should be selected to as a finalist to compete for the grand prize. Your video may include preparation or images of your prepared chili, but those items are optional and will not increase chances of winning. Hereinafter, the completed entry form, video portion will be referred to as the “Entry”. Entry must be in English. By submitting an entry you acknowledge that you have read the Official Rules of the Contest and that you agree to be bound by all of them.

**ENTRY GUIDELINES:** Recipes in Entries must be original (an original recipe is the product of one’s own mind and is not a copy or imitation of a recipe published elsewhere).

Your video must contain audio, and it must be in English. By entering, contestant represents that each submission is his or her original work; that neither the submission itself nor the act of preparing the submission infringes or infringing on the property or other rights of any third party; and that the submission has not been submitted in any other contest or won any award in any contest. Modifying, enhancing or altering a third party’s preexisting work does not qualify as entrant’s original creation. The Sponsor reserves the right to disqualify any submission that it determines (in its sole discretion) to contain any content that is obscene; defamatory; dangerous; discriminatory; infringing; or otherwise inappropriate or unsuitable for publication to general audiences; or that contains any third party trademarks other than those of Sponsor. All entrants must use caution and common sense in creating their entries.

All entries become the property of the Sponsor and will not be returned.

4. **Judging:**

**SELECTION OF FINALISTS:** Entries will be reviewed by judges selected by Sponsor using such criteria as they may deem appropriate, including creativity and quality of oral presentation of recipe, to determine the ten Finalists.
FINALIST PARTICIPATION: Each Finalist will be invited to prepare his/her chili for entry into the Second Round of Contest Judging (the “Cook-Off”) to occur at Reliant Stadium, located at One Reliant Park, Houston, TX 77054 on December 13, 2010. Chili is to be prepared in accordance with Section 8 below and must be prepared as stated in the original Entry; no recipe modifications, additions or any changes can be made. If Finalist cannot participate in the Cook-Off or does not appear at the Cook-Off, he/she forfeits his/her Finalist status and an alternate Finalist may be selected, if time allows, in Sponsor’s sole discretion.

*Sponsors and the NFL Entities game, event and exhibition dates and times are determined at the sole discretion of the Sponsor and may be subject to change. Finalist agree to comply with all applicable stadium regulations in connection with the Cook-Off. Sponsor and the applicable NFL Entities reserve the right to remove or to deny entry to any Finalist and/or his/her guest(s) who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Sponsor and promotional parties involved with the Contest will not 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 or postponement of any NFL game, event or exhibition.

SECOND ROUND OF CONTEST JUDGING/COOK-OFF: Each Finalist’s prepared chili will be judged by four (4) individuals selected by Sponsor, in Sponsor’s sole discretion. Chili will be judged on the following equally-weighted criteria: (a) Taste; (b) Positive reflection of quality, taste, and value of H-E-B branded products; (c) Houston Texans team spirit (as exhibited by Finalists during Cook-Off or by creation of recipe reflecting the unique flavors of Houston and Texas); (d) Consistency; (e) Aroma; (f) Appearance; and (g) Creativity. The Winner of the Cook-Off will be determined by the highest cumulative points for all criteria awarded by the Cook-Off panel of judges. The Winner will be announced at the Cook-Off on December 13, 2010 at Reliant Stadium in Houston, Texas. In case of a tie, the tied Finalist with the highest cumulative points awarded for Taste shall be declared the winner. If tie continues, then tie(s) will be broken by adding the cumulative points awarded for the remaining categories in the following order (Positive reflection of H-E-B branded products; then Houston Texans team spirit; then Consistency; then Aroma; then Appearance), and if after adding a category, the tie is broken, then the Finalist with the highest total shall be the winner. If the tie remains after each category is added, the tie shall be broken by the drawing of lots.

5. Prizes:

FINALIST (10 Finalist Places Available): Each finalist will be notified on or around December 1, 2010 to participate in the Houston Texans Chili Kickoff on December 13, 2010 at Reliant Stadium in Budweiser Plaza. Each finalist will receive two (2) tickets to the Monday night NFL game on December 13, 2010. Approximate retail value: $146.00. Any costs or expenses associated with prize or redemption not specified in these Official Rules associated with the prize, including all applicable taxes and fees, travel, or accommodations are the sole responsibility of the winner. Seating location will be chosen by Sponsor in its sole discretion and is subject to limitations/changes in availability or scheduling. Prize is non-transferable, non-substitutable, and may not be redeemed for cash.

All prizes will be awarded provided a sufficient quantity of qualifying entries is received, and prizes are claimed properly in accordance with these rules.

- GRAND PRIZE (1 available): Winner and guest will receive a certificate on December 13, 2010 to host “The Ultimate Backyard party for the Big Game” on February 6, 2011. The prize includes His and hers Bud Light Bowl Jersey (4 male/4 female), Bud Light Football Toss Game, Bud Light Tailgate Tent, Bud Light Helmut Grill, and Beverages for Game Day. Approximate retail value: $700. Any costs, including all applicable taxes and fees, travel, accommodations, and any expenses
not stated in these Official Rules associated with the prize are the sole responsibility of the winner. Prize is non-transferable, non-substitutable, and may not be redeemed for cash.

All prizes will be awarded provided a sufficient quantity of qualifying entries is received, and prizes are claimed properly in accordance with these rules.

6. Rights: By submission of video of your chili recipe, you warrant that it is your wholly original creation and does not infringe any copyright, trademark, publicity, privacy or other proprietary right of any third party, union or guild. Entrants further warrant that they have received consent from anyone other than entrant who appears within the submitted video for their inclusion in the submission, and may be required to provide proof of such consent. Submission of an entry grants Sponsor and its agents the right, in their discretion, to publish, use, adapt, edit and/or modify the entry in any way, in commerce and in any and all media worldwide now known or hereinafter developed, without limitation and without notice or consideration to the entrant. By submitting an entry, entrants in the Contest further agree that their entry constitutes an assignment of all rights, title and intellectual property rights in and to their Entries to Sponsor as a condition of competing for a prize, including the right to make any derivative version of the entrant’s submission, and absolute discretion to alter the entrant’s submission in any way, including without limitation editing, cropping, reformatting, title changes, and removal or addition of any element. Sponsor may require Winner to execute documents to confirm this transfer of rights, or prize will be forfeited and an alternate winner selected based in the criteria stated herein. Although rights to publish, produce and use entries are granted as described herein, Sponsor is under no obligation to publish, produce or use any entry in any way.

Entrants and/or anyone who appears within the submitted video (or their parents or legal guardians if such individuals are minors) grant permission to Sponsor and its designees to use their submissions, any derivatives/portions thereof, names, likenesses, and biographical information for promotional or advertising purposes in all media worldwide, without notice or further compensation, unless prohibited by law. By participating, entrants hereby agree to release and hold harmless Sponsor, its affiliates, subsidiaries, each of their respective directors, officers, shareholders, employees, agents, advertising and promotional agencies, and prize suppliers (collectively the “Releasees”) from and against any and all liability, or loss, damage, harm, injury, cost or expense which may occur resulting from participation, their preparation for or participation in the Contest or preparation of any submission, or from their acceptance, possession use/misuse of a prize.

FINALIST/WINNER NOTIFICATION: Finalists will be notified by phone or email. If attempted notification is returned as undeliverable, if Finalist/Winner cannot be verified, if any mail is returned to Sponsor as undeliverable mail without a forwarding address, or if Finalist/Winner is otherwise unable to accept the prize as stated, prize will be forfeited and may be awarded to an alternate Finalist/Winner. Winners may be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release within ten (10) days of prize notification. In the event of noncompliance within this time period, prize may be forfeited and an alternate winner may be selected at Sponsor’s sole discretion.

7. Entry Errors: Sponsor is not responsible for: (i) electronic or digital transmissions or entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation of transmission, communication failures, destruction or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software or telephone transmissions, damage to entrants’ or any person’s computer and/or its contents, or causes beyond Sponsor’s reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Contest; (iv) any entries submitted in a manner that is not expressly allowed under these rules; (v) incorrect or inaccurate entry information
whether caused by entrants or by any of the equipment or programming associated with or utilized in the Contest, (vi) any typographical or other error in the printing or advertising of the offer, administration or execution of the Contest, or in the announcement of prizes/prize winners; or (vii) malfunctions or interference resulting from illicit, malicious or injurious code (including but not limited to viruses, worms, and denial of service attacks). If for any reason the Contest cannot be executed as planned, including but not limited to transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Contest, or if the Contest is compromised or becomes technically corrupted in any way, electronically or otherwise, Sponsor reserves the right to cancel, modify or terminate the Contest and reserves the right, but not the obligation, to select winners from among all non-suspect entries received as of the date/time of such termination/cancellation or modification.

Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR OTHERWISE CORRUPT THE CONTEST OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

8. Regulations for the Chili Cooks: (1) Chili recipes submitted in Entries and prepared at the Cook-Off shall be “traditional red chili” or “chili verde.” Traditional red chili is defined by the International Chili Society as any kind of meat or combination of meats, cooked with red chili peppers, various spices and other ingredients, with the exception of BEANS and PASTA which are strictly forbidden. Chili Verde is defined by the International Chili Society as any kind of meat or combination of meats, cooked with chili peppers, various spices and other ingredients, with the exception of BEANS and PASTA which are strictly forbidden. (2) Finalists must be available at least one hour prior to the official start time of the Cook-Off for a contestant’s meeting, at which time the Sponsor or its designee shall issue final instructions and additional rules for the Cook-Off. The times for the contestant’s meeting and cooking period will be provided to the Finalists prior to the Cook-Off date. (3) During the Cook-Off, the Finalist and no more than one other person selected by the Finalist shall participate or assist in the preparation of chili. The selected assistant may be the Finalist’s guest for the game or may be another ticketed attendee. All food preparation will be conducted by the Finalist and his/her assistant in their sole discretion without assistance, participation, or oversight by the Sponsor. (4) Contestants will be provided with a work area equipped with an electrical connection for one standard slow-cooker. Contestants will be responsible for providing all materials, ingredients, utensils, or other items used in the preparation of their chili. (5) Each contestant must cook a minimum of 2 quarts of competition chili for judging, which may be warmed in a slow-cooker at the Cook-Off. Chili for judging must be entirely cooked and prepared by the Finalist prior to arrival at the Cook-Off. (6) A designee of the Sponsor shall assign to each Finalist a participant number and provide the Finalists with four bowls or cups, each holding approximately 4 ounces of chili, marked with that Finalist’s participant number.

9. Disputes/Choice of Law: Except where prohibited, each entrant agrees that this Contest shall be governed by the laws of the State of Texas and that any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved by arbitration in accordance with the rules of the American Arbitration Association.

10. Winners’ List: For the names of the winners and/or a copy of the Official Rules, visit the https://houstontexans.com/chilikickoff site after December 13, 2010. The Winners’ names will be posted
after December 13, 2010 following the verification of all winners and the awarding of all prizes. The Houston Texans reserve the right to remove the Official Rules and winners list at any time after December 31, 2010.

11. Sponsor: This Contest is sponsored by HEB Grocery Company, LP, 646 South Main Avenue, San Antonio, Texas 78204

By entering the Contest, you agree that the NFL, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, NFL International LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the “NFL Entities”) will have no liability or responsibility for any claim arising in connection with participation in this sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.