

**The GEICO Sturgis Sidecar Promotion
Official Rules**

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

Promotion Description: The GEICO Sturgis Sidecar Promotion (“Promotion”) runs from August 7, 2026 at 10:00 am Mountain Time (“MT”) to 6:00 pm MT on August 15, 2026 (“Promotion Period”) and is intended solely for participants in attendance at the GEICO Sturgis Sidecar Event (“Event”) located at the Sturgis Motorcycle Rally 2026, 999 Main St, Sturgis, SD 57785 and at the Pappy Hoel Campground, 19942 SD-79, Vale, SD 57788 (collectively the “Event Location”).

This Promotion consists of 7 separate Instant Win Games (each, a “Game”) and 9 separate premium offer giveaways (each, a “Giveaway”) held during the Promotion Period on the following dates (each, a “Game Period”) and (each an “Offer Period”):

Game Periods:

Game Period	Game Date	Game Times (All Times MT)
1	August 7, 2026	10:00 am to 6:00 pm
2	August 8, 2026	10:00 am to 6:00 pm
3	August 9, 2026	10:00 am to 6:00 pm
4	August 10, 2026	10:00 am to 6:00 pm
5	August 11, 2026	10:00 am to 6:00 pm
6	August 12, 2026	10:00 am to 6:00 pm
7	August 13, 2026	10:00 am to 6:00 pm

Giveaway Periods:

Giveaway Period	Giveaway Date	Giveaway Times (All Times MT)
1	August 7, 2026	10:00 am to 6:00 pm
2	August 8, 2026	10:00 am to 6:00 pm
3	August 9, 2026	10:00 am to 6:00 pm
4	August 10, 2026	10:00 am to 6:00 pm
5	August 11, 2026	10:00 am to 6:00 pm
6	August 12, 2026	10:00 am to 6:00 pm
7	August 13, 2026	10:00 am to 6:00 pm
8	August 14, 2026	10:00 am to 6:00 pm
9	August 15, 2026	10:00 am to 6:00 pm

Each participant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, which will be final and binding in all respects. Government Employees Insurance Company is the Sponsor (“Sponsor” or “GEICO”). Momentum Worldwide, 575 8th Avenue, New York, NY 10018, is the administrator (“Administrator”).

Eligibility: Only legal U.S. residents residing in the 50 United States and Washington D.C., who are at least 18 years of age or the age of majority in their state of residence, whichever is greater, are eligible to participate. To be eligible, you must be present at the Event Location to enter and win. Employees (including, but not limited to, consultants, independent contractors, “temporary employees,” former employees, and interns) of GEICO, Administrator, and of each of their respective parents, subsidiaries, affiliates, authorized agents, retailers, sales representatives, distributors, suppliers, advertising agencies, promotion agencies, and any other entities involved in the development or administration of this Promotion (collectively, the “Released Parties”) and immediate family members of each such individual, and all individuals (including, but not limited to, consultants, independent contractors, so-called “temporary employees,” former employees and interns) who have, within the past six months, performed services for Sponsor or its agencies are not eligible to participate or win. “Immediate family members” include spouses, grandparents, parents, children, and grandchildren, whether by marriage, past marriages, remarriage, adoption, cohabitation, or other family extension. Non-eligibility will result in disqualification if discovered by Sponsor.

Registration: To register for a Game and Giveaway, visit the Event location, locate the registration QR code (QR code located on a lanyard worn by a brand ambassador), and scan the QR code to access the registration website (“Website”). Once you have accessed the Website, accurately complete and submit the Promotion registration with your first name, last name, email address, address, phone number, and confirm if you are or are not a current GEICO customer (“Registration”). Once you have completed the foregoing, you must agree to the Official Rules and Privacy Policy. Click the “submit” button, and you will receive a Game play (“Game Play”). Game Play must be used same day and will not roll over into subsequent Game Periods. Limit one Game Play Game Play per person per Game Period. Data rates may apply to scanning QR codes. All requested information on the Website must be completed to participate and to be eligible to win, and the information must be accurate.

How to Play the Game: Complete the Game Play above, the screen will reveal whether you have won a Game prize, subject to verification of eligibility and compliance with these Official Rules, and while supplies last. You must claim your prize within 15 minutes of Game play. All Game plays must be completed by the end of the Game Period for the Game in which the Game Play was received. Game Play does not carry over from one Game to the next. Winning Game plays will be determined by an algorithmic computer randomization program. Prizes will be awarded and must be claimed immediately. Odds of winning a particular prize depend on the total number of game plays and the number of total prizes remaining at the time a Game play is completed.

Prizes: Total 4 Prizes available each Game Period

Game Period	Prize Description	Quantity per Game	Approximate Retail Value (“ARV”)
1	Two VIP Tickets to Sammy Hagar concert on 8/8/2026 located at Full Throttle Saloon 19950 SD-79, Vale, SD 57788 and a \$100 Uber Gift Card for transportation to the concert.	4	\$438 each
2	Two VIP Tickets to concert to Jamey Johnson on 8/9/2026 located at Full Throttle Saloon 19950 SD-79, Vale, SD 57788 and a \$100 Uber Gift Card for transportation to the concert.	4	\$438 each

3	Two VIP Tickets to 38 Special concert on 8/10/2026 located at Full Throttle Saloon 19950 SD-79, Vale, SD 57788 and a \$100 Uber Gift Card for transportation to the concert.	4	\$438 each
4	Two VIP Tickets to Miranda Lambert concert on 8/11/2026 located at Full Throttle Saloon 19950 SD-79, Vale, SD 57788 and a \$100 Uber Gift Card for transportation to the concert.	4	\$438 each
5	Two VIP Tickets to Rob Zombie concert on 8/12/2026 located at Full Throttle Saloon 19950 SD-79, Vale, SD 5778 and a \$100 Uber Gift Card for transportation to the concert.	4	\$438 each
6	Two VIP Tickets to Jackyl concert on 8/13/2026 located at Full Throttle Saloon 19950 SD-79, Vale, SD 88 and a \$100 Uber Gift Card for transportation to the concert.	4	\$438 each
7	Two VIP Tickets to Insane Clown Posse concert on 8/14/2026 located at Full Throttle Saloon 19950 SD-79, Vale, SD 5778 and a \$100 Uber Gift Card for transportation to the concert.	4	\$438 each

Total ARV of each Game Period: \$1,752.

General Prize Conditions: Limit one prize per person per Game Period. Gift cards are subject to terms and conditions specified thereon. Prizes cannot be bartered, sold, auctioned, or otherwise transferred, with no substitutions or cash redemptions by winners. If gift card purchase is less than the stated prize value, difference between actual prize value and stated ARV will not be awarded. Prize details and availability are subject to change, in which case Sponsor may substitute a prize (or portion thereof) of equal or greater value. Winner may not substitute, assign, or transfer prize or redeem prize for cash. Prize details are at the sole discretion of Sponsor. Prizes offered are provided “as is” with no warranty or guarantee either express or implied by Sponsor. Any federal, state, and local taxes are the responsibility of the winner. All other costs associated with prize acceptance and use not specified herein as being provided, including but not limited to, in the case of Race prize winner, any additional ground transportation, parking fees, luggage fees, meals, souvenirs, and gratuities are the sole responsibility of the winner. The Released Parties have not made any warranty, representation, or guarantee, express or implied, in fact or in law, with respect to any prize and specifically disclaim all such warranties, including, without limitation, the implied warranties of merchantability and fitness for a particular purpose. All properly claimed prizes will be awarded provided a sufficient number of eligible prize claims are received in a Game, but in no event will more prizes be awarded than are provided for in these Official Rules. Unclaimed prizes will not be awarded and will not roll over from one Game to the next. If a printing, programming, or other error leads to more prize claims in a Game than there are prizes provided for in the Official Rules, prizes will be awarded in a random drawing from among all eligible prize claims received for the corresponding prize.

How to Receive a Giveaway: Complete the registration above, to receive a GEICO premium item (Premium) first come, first served and while supplies last. Premium selection at sponsor sole discretion. ARV of the Premium ranges from \$1.50 - \$4.50 each. Limit one Premium per person per Giveaway Period. You must claim your Premium with the BA immediately after registration.

General: By participating in the Promotion, participants agree to release, waive, and hold harmless Released Parties, from all injuries, claims, damages, losses, costs, or expenses of any kind (including without limitation attorney’s fees) resulting from the participants’ participation in this Promotion, their acceptance, use, or misuse of any prize or element thereof, and any event-related activity in connection with the Game. The Released Parties assume no responsibility for any damage to an participant’s or any other person’s computer system that is occasioned by accessing the Website or otherwise participating in the Promotion, or for any

computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, the Released Parties are not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, or stolen registrations, Game plays, or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, web sites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, or difficulties, printing errors, faulty QR codes, clerical, typographical or other error in the offering or announcement of the prizes or in any prize notification documents, or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. If, for any reason, a Game is not capable of running as planned, including because of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, cancellation of the Event, or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity or proper conduct of a Game, Sponsor reserves the right in its sole discretion to cancel, terminate, modify, suspend or extend the Game and, in the event of any termination or cancellation, honor prize claims completed prior to termination or cancellation if it is possible to do so, but Sponsor will not award Game prizes or allow Game plays thereafter. Sponsor will announce its action on the Website and at the Event. Any attempt by an Participant or any other individual to damage the Website or undermine the legitimate operation of the Promotion, or to annoy, abuse, threaten or harass any other person in connection with the Promotion, is in violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to disqualify the applicable individual and seek damages and other remedies from any such person to the fullest extent permitted by law. If any provision of these Official Rules is determined to be invalid or unenforceable, these Official Rules will otherwise remain in effect and will be construed in accordance with their terms as if the invalid or unenforceable provision were not contained herein. If a dispute arises regarding compliance with these Official Rules, Sponsor may consider, in its sole discretion, data reasonably available to Sponsor through information technology systems in Sponsor's control, but Sponsor will not be obligated to consider any data or other information collected from any other source.

GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF PARTICIPANTS OR SPONSOR IN CONNECTION WITH THE GAME WILL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MARYLAND WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS. THE STATE AND FEDERAL COURTS LOCATED WITHIN THE STATE OF FLORIDA WILL HAVE EXCLUSIVE JURISDICTION OF THE SAME. EACH PARTICIPANT WAIVES ANY OBJECTIONS TO SUCH JURISDICTION AND HEREBY IRREVOCABLY SUBMITS TO THE VENUE OF THOSE COURTS. As a condition of participating, participants agree (a) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (b) all causes of action arising out of or related to this Promotion, or any prize awarded, will be resolved individually, without resort to any form of class action; and (c) all claims, judgments and award will be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

Use of Participant Information for Marketing Purposes: Any personally identifiable information collected during a participant's participation in this Promotion will be collected by Sponsor and used by GEICO, its affiliates, agents, and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's Privacy Policy, available at <https://www.geico.com/privacy/>. Opting-in to specific offers and/or requests to receive further communication from GEICO does not improve one's chances of winning.

General Conditions: By accepting a prize, the winner grants to the Sponsor the right to use winner's name, likeness, image, voice, hometown, and biographical information in advertising for the Game and any other commercial purpose, including on the Internet or via wireless application protocol, without further notice, compensation, or permission, except where prohibited by law. Government employees who win a prize may be subject to ethics and gift rules of their jurisdiction. Neither the failure of Sponsor to insist upon or enforce strict performance of any provision of these Official Rules nor the failure, delay, or omission by Sponsor in exercising any right with respect to any term of these Official Rules, will be construed as a waiver or relinquishment to any extent of Sponsor's right to assert or rely upon any such provision or right in that or any other instance. If there is a conflict between any term of these Official Rules and any entry or marketing materials used in connection with this Game, the terms of the Official Rules will govern.

WINNER'S LIST: The winner list will be posted after winner confirmation is complete following the conclusion of the Promotion Period, and available for 60 days thereafter. For a list of prize winners, visit <http://winners.twelvethirty.promo/geicosturgis>.

Sponsor: Government Employees Insurance Company, 7272 Wisconsin Ave, 18th Floor, Bethesda, MD 20814.

Sturgis has not offered or sponsored this Promotion in any way. All other trademarks used herein