

For the Win: Honoring Coaches Sweepstakes Official Rules

NO PURCHASE, PAYMENT OR DONATION IS NECESSARY TO ENTER. A PURCHASE, PAYMENT OR DONATION OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility

The For the Win: Honoring Coaches Sweepstakes (the “Sweepstakes”) is open to legal residents of the 50 United States (and the District of Columbia) who are eighteen (18) years of age or older and are a parent or legal guardian of a child who is between the ages of 5 and 14 at the time of entry. Employees, officers, directors, and agents of New York Life Insurance Company (“New York Life”), the American Museum of Natural History (“AMNH”), and each of their respective parent companies, subsidiaries, and affiliates, as well as members of their immediate families and households, are not eligible to participate.

To be eligible to receive a prize (as defined in Section 7), entrants must fully comply with these Official Rules. By submitting an entry, you represent and warrant that you have read, understand, and agree to be bound by these Official Rules. The Sweepstakes is governed by these Official Rules and is subject to all applicable federal, state and local laws and regulations. Void where prohibited.

2. Sponsor

New York Life, 51 Madison Avenue, New York, NY 10010.

3. Timing

The Sweepstakes begins May 11, 2026, at 12:00 a.m. Eastern Time and ends July 31, 2026, at 11:59 p.m. Eastern Time (“Sweepstakes Period”). Sponsor is the official timekeeper for the Sweepstakes.

4. How to Enter

During the Sweepstakes Period, there are two (2) ways to enter:

(a) On-Site Entry:

Eligible individuals may visit the American Museum of Natural History (“AMNH”) and scan a QR code available on-site in connection with the “For the Win: Objects of Sports Excellence” exhibit to access the online entry form. Completion of the entry form requires:

- Parent/guardian name
- Minor child’s name (age 5–17)
- Email address
- Name of a coach the child wishes to recognize

(b) Alternate Method of Entry

To enter without visiting AMNH, you can go to [NYL for the Win](#) or scan the QR code and complete the entry form. Completed entry forms must be submitted within the Sweepstakes Period.

Limit one (1) entry per child during the Sweepstakes Period, regardless of method of entry. Mechanically reproduced entries, bulk submissions, or entries submitted by automated means are void. All entries, regardless of method, will be treated equally and will have an equal chance of winning.

5. Winner Determination

There will be a total of twenty (20) prizes awarded randomly at the conclusion of the Sweepstakes Period. The prize descriptions, quantities and values are stated below in section 7. Winners will be contacted via email and will have forty-eight (48) hours from the time of the first notification to respond or the winner will automatically forfeit the prize and an alternate winner may be selected. Potential winners will be required to complete, sign, and return an Affidavit of Eligibility, Liability and, where lawful, Publicity Release within seven calendar (7) days of notification, or else the prize will be forfeited and an alternate potential winner selected from remaining entries received. Additional documents may be required to collect the Prize as determined by Sponsor.

6. POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR. SPONSOR'S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE ADMINISTRATION, OPERATION, SELECTION OF THE WINNER AND OTHER MATTERS RELATED TO THE PRIZE.

7. Prizes

A total of twenty (20) prizes will be awarded. Each prize winner will receive an invitation for the winner and up to two (2) guests (which may include the winning guardian/parent's child and the nominated coach) to attend a special event at the American Museum of Natural History's "For the Win: Objects of Sports Excellence" exhibit scheduled for September 22, 2026.

Approximate Retail Value ("ARV"): \$60, including event access and light refreshments. Additional items such as museum passes, memberships, or promotional items may be provided at Sponsor's discretion.

No transportation, lodging, parking, meals, gratuities, or any other expenses are included. Winner is solely responsible for all costs and expenses associated with prize acceptance and use, including but not limited to travel to/from the venue, hotel accommodations, meals, parking, and any other incidental expenses. Sponsor will not provide any travel arrangements or reimburse any such expenses. Use of invitation is subject to all venue and event operator rules, regulations, and policies. Sponsor is not responsible if the event is delayed, rescheduled, or canceled, and no substitution or compensation will be provided except as required by law. If winner cannot attend the event the prize will be forfeited. Tickets or passes will be sent to winner before the event.

No cash equivalent for the prize, prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the listed prize for one of equal or greater value for any reason. Recipient is responsible for all taxes and fees associated with prize receipt and/or use. All federal, state, and local tax liabilities, as well as any other costs and expenses not specified herein as being awarded are the sole responsibility of the winner. Winner may be required to complete and return an IRS W-9 form (i.e. Request for Taxpayer Identification Number and Certification). Prize will be awarded only if the winner fully complies with these Official Rules. Total ARV of all prizes is \$3,600.

8. Entry Conditions and Release

Each submitter agrees to: (a) comply with and be bound by these Official Rules and the decisions of Sponsor which are binding and final in all matters relating to this prize; (b) defend, indemnify, release and hold harmless the Sponsor, AMNH, and each of their respective parents, subsidiaries, and affiliated companies, and any other person and organization responsible for sponsoring, fulfilling, administering, advertising or promoting the Prize, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all

claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, acceptance, possession, attendance at, defect in, delivery of, inability to use, use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry. Each winner acknowledges that prize is as-is without warranty of any kind.

9. Publicity/Privacy

Except where prohibited or restricted by law, winner's acceptance of the prize constitutes the recipient's agreement and consent for Sponsor and any of its designees to use and/or publish recipient's entry, full name, city and state of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by recipient regarding the prize or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval.

New York Life is committed to safeguarding the privacy of participating families. Personal information will be used only in accordance with these rules and applicable law. Public-facing materials will use only the child's first name and age unless otherwise agreed.

By accepting a prize, the winning parent or legal guardian grants to Sponsor the right to:

- Use their and their child's name, image, likeness, voice, performance, biographical data, personal story, and related content for promotional purposes;
- Reproduce, distribute, transmit, publicly display, publicly perform, create derivative works of, and otherwise use the submission; and
- Share the submission across New York Life's marketing channels, including digital, print, social media, PR and internal communications.
- Request that the child and parent/guardian share a story or testimonial about the nominated coach and their impact.
- Use such stories, along with names, likenesses, and submitted content, for editorial, marketing, promotional, and publicity purposes, in any media, worldwide, unless prohibited by law.

No additional compensation beyond the prize, if won, will be provided for such usage.

10. General Conditions

Sponsor, AMNH and their respective parents, subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation or responsibility, including any responsibility to award any prize to entrants, with regard to: (a) entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) entrants who have committed fraud or deception in entering or participating in the Sweepstakes or claiming the prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the winner to accept the prize for any reason; (f) if the prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or

losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Sweepstakes or any promotion or prize related activities. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be (a) tampering with the entry process or the operation of the Sweepstakes, or with any Website promoting the Sweepstakes; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Contest multiple times through the use of multiple email addresses or the use of any robotic or automated devices to submit entries. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Sweepstakes, Sponsor reserves the right to void the entries at issue, and/or terminate the relevant portion of the Sweepstakes, including the entire Sweepstakes, and/or modify the Sweepstakes and/or award the prize from all eligible entries received as of the termination date.

11. Limitations of Liability

The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by applicants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Sweepstakes; (d) technical or human error in the administration of the Sweepstakes or the processing of registrations; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from submitter's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason a submitter's registration is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, submitter's sole remedy is another entry in the Sweepstakes. No more than the stated number of each prize will be awarded.

12. Disputes

Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or the prize awarded, shall be resolved individually, without resort to any form of class action; (b) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or the prize awarded, shall be resolved exclusively by the United States District Court or the appropriate New York State Court located in New York County, New York; (c) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (d) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

13. Sweepstakes Results

For Sweepstakes results, send a hand-printed, self-addressed, stamped envelope to: New York Life Insurance Company – Winners List - For the Win: Objects of Sports Excellence Sweepstakes, 51 Madison Avenue, New York, NY 10010. The request for the winners list must be received by October 1, 2026.

