

Buffalo Bills Ticket Giveaway – Official Rules

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

1. Sponsor

The Buffalo Bills Ticket Giveaway ("Promotion") is sponsored by **The Ideal You Weight Loss Center** ("Sponsor").

2. Promotion Overview

The Promotion consists of three (3) separate random drawings. Each drawing will award one (1) winner a prize consisting of two (2) tickets to a designated Buffalo Bills home game.

3. Entry Periods

Each giveaway has its own official entry period. Entries received outside of the applicable entry period will not be eligible.

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Game Date	Official Entry Period	Winner Announced
October 4, 2026	September 19–26, 2026	September 28, 2026
November 22, 2026	September 28–November 11, 2026	November 12, 2026
December 19, 2026	November 12–December 9, 2026	December 10, 2026

Sponsor reserves the right to modify these dates if necessary.

4. Eligibility

The Promotion is open to legal residents of the United States who are eighteen (18) years of age or older at the time of entry.

Employees of The Ideal You Weight Loss Center, their immediate family members (spouse, parents, siblings, and children), and members of the same household are not eligible to enter or win.

Void where prohibited by law.

5. How to Enter

No purchase or enrollment is required to enter or win. A purchase or payment will not increase your chances of winning. Attendance at an eligible in-person Open House is sufficient for prospective clients to receive one (1) entry. All "in-person" Open Houses are

held at The Ideal You Weight Loss Center's Clarence or West Seneca locations. Register to attend in advance at www.IdealYou.com Seating is limited.

Current Dieters

Current dieters will automatically receive one (1) entry by attending a scheduled weigh-in appointment during the applicable entry period. **Attendance at a weigh-in appointment does not require any additional payment to enter the Promotion.**

New Prospective Clients

New prospective clients will receive one (1) entry by registering for and attending one (1) eligible in-person Open House during the applicable entry period.

Attendance must occur during the applicable entry period to qualify for that specific drawing. Only one (1) entry per person is permitted for each drawing. New prospective clients may attend only one (1) eligible in-person Open House during each giveaway period to receive an entry.

Duplicate, fraudulent, incomplete, or otherwise ineligible entries may be disqualified at the Sponsor's sole discretion.

6. Prize

Each drawing winner will receive:

- Two (2) tickets to the designated Buffalo Bills home game.

The Approximate Retail Value ("ARV") of each prize will be determined by Sponsor based on the value of the tickets. The total ARV of all prizes awarded during this Promotion is less than \$5,000.

Transportation, parking, lodging, food, beverages, merchandise, and all other expenses not specifically listed are the sole responsibility of the winner.

Prizes are non-transferable, may not be redeemed for cash, and may not be substituted by the winner.

Sponsor reserves the right to substitute a prize of equal or greater value if the advertised prize becomes unavailable for any reason.

7. Winner Selection

One (1) winner will be selected in a random drawing from all eligible entries received during the applicable entry period.

Odds of winning depend on the number of eligible entries received.

An individual may win only one (1) prize during the entire Promotion. Once declared a winner, that individual will not be eligible for any remaining drawings.

8. Winner Notification

The winners will be announced on the following dates:

October 4, 2026 Game: Winner announced September 28, 2026

November 22, 2026 Game: Winner announced November 12, 2026

December 19, 2026 Game: Winner announced December 10, 2026

Winners will be announced through The Ideal You Weight Loss Center's social media channels and/or website and will also be contacted directly by telephone and/or email using the contact information provided to Sponsor.

Selected winners must respond and claim their prize within forty-eight (48) hours of notification. If a selected winner cannot be reached, fails to respond within 48 hours, declines the prize, is determined to be ineligible, or fails to comply with these Official Rules, Sponsor reserves the right to select an alternate winner by random drawing from the remaining eligible entries.

Tickets will be transferred electronically whenever possible.

9. Publicity Release

Except where prohibited by law, by entering the Promotion and accepting a prize, each winner grants The Ideal You Weight Loss Center permission to use the winner's first name, last initial, city, photograph, video, testimonial, image, likeness, and submitted game-day photographs for advertising, promotional, social media, website, email marketing, and other marketing purposes without additional compensation.

As part of the Promotion, winners are encouraged to take a photo or selfie with their guest while attending the Buffalo Bills game, share their game-day experience on social media, and tag The Ideal You Weight Loss Center. Winners are also encouraged to submit a copy of their game-day photo to The Ideal You Weight Loss Center for possible use in future marketing and promotional materials.

Any identifiable guest appearing in a submitted photograph must separately consent to The Ideal You Weight Loss Center's use of their photograph, image, or likeness for advertising or promotional purposes. If an identifiable guest does not provide such consent, Sponsor will not use that guest's image for marketing or promotional purposes.

10. General Conditions

By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which are final and binding.

Sponsor reserves the right to cancel, suspend, modify, or terminate the Promotion if fraud, technical failures, or any other factor beyond Sponsor's reasonable control impairs the integrity or proper administration of the Promotion.

Sponsor reserves the right to verify the eligibility of all entrants and to disqualify any individual who tampers with the entry process or otherwise violates these Official Rules.

11. Release of Liability

By participating, entrants agree to release and hold harmless The Ideal You Weight Loss Center, its owners, employees, agents, affiliates, and representatives from any liability arising from participation in the Promotion or the acceptance, possession, or use of any prize.

12. Taxes

Winners are solely responsible for any applicable federal, state, and local taxes associated with acceptance and use of the prize.

13. Governing Law

These Official Rules shall be governed by and construed in accordance with the laws of the State of New York, without regard to its conflict of law principles.

14. No Affiliation

This Promotion is sponsored solely by The Ideal You Weight Loss Center and is in no way sponsored, endorsed, administered by, or associated with the Buffalo Bills, the National Football League (NFL), Meta (Facebook or Instagram), or any other social media platform.

15. Winner List

To request the name of a winner, send a written request within sixty (60) days following the applicable drawing to:

The Ideal You Weight Loss Center

8241 Sheridan Dr.

Williamsville, NY 14221

16. Sponsor Contact

Questions regarding these Official Rules may be directed to The Ideal You Weight Loss Center through the contact information provided on the Sponsor's official website.