

**H-E-B SOCCER WATCH PARTY GIVEAWAY
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. OPEN TO TEXAS RESIDENTS, 18+ ONLY. ENDS 7/19/26. SEE OFFICIAL RULES AT WWW.HEB.COM/JERSEYGIVEAWAY. VOID WHERE PROHIBITED.

No purchase necessary. Ends 7/19.

TX residents, 18+. See rules [here](#).

1. SWEEPSTAKES PERIOD. The H-E-B Soccer Watch Party Giveaway (the “Sweepstakes”) sponsored by H-E-B, LP (“H-E-B” or “Sponsor”) begins June 11, 2026, at 12:00:01 p.m. Central Time (“CT”) and ends on July 19, 2026, at 11:59:59 p.m. CT (the “Sweepstakes Period”). Sponsor’s computer is the official time keeping device for the Sweepstakes. The Sweepstakes Period will be separated into four (4) entry periods (each an “Entry Week”) as follows:

Entry Week
June 11, 2026 through June 18, 2026
June 19, 2026 through June 26, 2026
June 27, 2026 through July 4, 2026
July 5, 2026 through July 12, 2026
July 13, 2026 through July 19, 2026

2. HOW TO ENTER. During the Sweepstakes Period, entrants must either go to H-E-B’s Instagram page at <https://www.instagram.com/HEB>, or go to H-E-B’s TikTok page at <https://www.tiktok.com/@heb> (or search for ‘@HEB’ in the Instagram or TikTok apps) ; set their Instagram or TikTok profile settings to ‘Public’; then like and comment on the Soccer Watch Party Giveaway post on the respective platform with at least one (1) picture from their soccer watch party showing how H-E-B helps you cheer on your team during your watch party (each an “Entry”, and collectively “Entries”). Entrants may not use multiple Instagram or TikTok accounts to enter multiple times. Sponsor, in its sole discretion, may remove an Entry from any Sponsor-related pages or collections and disqualify the entrant from the Sweepstakes if Sponsor believes, in its sole discretion, that the Entry fails to conform to these Official Rules. Proof of submission is not proof of receipt. All decisions by Sponsor are final and binding. By submitting an Entry, entrants acknowledge that they have read these Official Rules of the Sweepstakes, and they agree to be bound by them.

3. LIMIT. Limit one (1) Entry per person per Entry Week during the Sweepstakes Period. Any attempt by any entrant to obtain more than one (1) Entry by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's Entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Multiple entrants are not permitted to share the same Instagram or TikTok account to enter. In the event of a dispute as to any registration, the authorized account holder of the Instagram or TikTok account will be deemed to be the entrant.

The "authorized account holder" is the natural person assigned an account. Potential winners may be required to show proof of being the authorized account holder.

4. ELIGIBILITY. To participate in the Sweepstakes, an entrant must: (a) be a legal resident of the State of Texas; and (b) at least eighteen (18) years of age at the time of Entry. Free Internet access is available at many public libraries, and entrants can create an Instagram or TikTok account for free. Employees of Sponsor and its respective officers, directors, parents, subsidiaries, affiliates, agents, distributors, vendors, sales representatives, advertising, and promotion agencies (collectively, the "Sweepstakes Entities"), and the immediate family and household members of each are not eligible. This Sweepstakes is void outside the State of Texas and where prohibited by law. This Sweepstakes and any website pages and advertisements relating thereto are intended for viewing only within the State of Texas.

5. FOR ALL ENTRIES. Entries must be personally executed or submitted by entrants; use of script, macro-automated entry devices, or programs to enter or subvert the Entry process is prohibited, and all such Entries will be void. Proof of submission is not proof of receipt. Sponsor's computer is the official timekeeping device for the Sweepstakes. Released Parties (as defined below) are not responsible for lost, late, misdirected, damaged, incomplete, delayed, undelivered, garbled, or inaccurate Entries, all of which will be void. To be eligible, photos (i) must not contain any content that is obscene, defamatory, threatening, or otherwise inappropriate for general audiences; (ii) must not depict any trademarks other than H E B's trademarks; (iii) must not depict or include any person without their consent; (iv) must not contain any content that infringes on the intellectual property or privacy rights of a third party; and (v) must not violate the policies or terms of service of the hosting platform.

6. PRIZES (Twenty (20) available). For each Entry Week during the Sweepstakes Period, four (4) winners will each receive one (1) custom H-E-B soccer jersey and one (1) \$500 H-E-B gift card. Approximate retail value of each prize is five hundred, fifty dollars (\$550.00). Gift cards are subject to applicable terms and conditions including dormancy fees, if any, and may not be used for the purchase of alcohol or tobacco. Sponsor reserves the right to substitute the prize for one of comparable or greater value, at its sole discretion. Jerseys will be selected at Sponsor's sole discretion. Winner is responsible for all federal, state, and local taxes, and all other costs associated with acceptance of prize. Prize is non-transferable, non-substitutable, and may not be redeemed for cash. Prize will be shipped to address provided by winner within four (4) to six (6) weeks after drawing. Sponsor is not responsible for inability of winner to accept or use prize and prize may be forfeited if winner cannot accept or use prize. Sponsor is not responsible if prize is lost, stolen, damaged, or destroyed.

4. RANDOM DRAWINGS. Sponsor will select winners from among the entries posted and received by Sponsor in each Entry Week. Prize drawings will be conducted in San Antonio, Texas by Sponsor or its designee, whose decisions will be final and binding in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received by Sponsor during each Entry Week.

5. **WINNER NOTIFICATION.** Entrant selected as potential winner in the drawing (“Selectee”) will be notified via the Instagram or TikTok account used to post the Entry on or about the day after each Entry Week. Selectee will be asked to respond to Sponsor within forty-eight (48) hours for confirmation. If Selectee does not respond within forty-eight (48) hours, the Selectee will be disqualified, and an alternate Selectee will be drawn. Only a Selectee who timely responds to the notification as instructed will be deemed a “Potential Winner”. Potential Winner may be required to sign, notarize, and return an affidavit of eligibility, a liability release, and publicity release within seven (7) days of prize notification or the prize will be forfeited in its entirety and an alternate Selectee will be drawn. Any unclaimed prize will be forfeited to Sponsor.

6. **SWEEPSTAKES CONDITIONS.** This Sweepstakes is subject to these Official Rules and all applicable federal, state, and local laws and regulations (collectively “Rules and Laws”). Except where prohibited by law, a winner’s acceptance of any prize constitutes permission of such entrant for Sponsor and its designees to use, without notice, permission or further compensation, worldwide, and in perpetuity, in any and all forms of media, now known and hereafter devised, including, without limitation, on the Sponsor website and social media profiles, winner’s first name, last name, city and state, photograph, likeness, voice, and/or likeness for purposes of advertising, trade, promotion, and publicity. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the Entry process or the operation of the Sweepstakes; to be acting in violation of these Official Rules, or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person; and all associated Entries will be void. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DAMAGE ANY WEBSITE RELATED TO THE ADMINISTRATION OF THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY’S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, AND TO NOTIFY LAW ENFORCEMENT AUTHORITIES WHO MAY PURSUE CRIMINAL PROSECUTION. In the event Sponsor is prevented from continuing this Sweepstakes (or any portion thereof), or if the administration, integrity, fairness, proper play, and/or feasibility of the Sweepstakes is undermined by virus, bugs, unauthorized human intervention, technical difficulties, or any event or cause (each a “Force Majeure” event), Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes without notice or further obligation. In the event Sweepstakes is cancelled, Sponsor reserves the right, but shall have no obligation, to award prizes from among all non-suspect eligible Entries up to the time of such Force Majeure event.

7. **LIMITATIONS OF LIABILITY.** By participating, entrants agree to (i) abide by and be bound by these Official Rules and the decisions of Sponsor and judges, which shall be final and binding in all matters relating to this Sweepstakes and (ii) to RELEASE AND HOLD HARMLESS Sponsor and its parents, affiliates, subsidiaries, and advertising and promotion agencies, Bytedance Ltd., Meta Platforms, Inc., and their respective directors, officers, members, employees, agents, and assigns, and all other Sweepstakes Entities (collectively, the “Released Parties”) against any and all claims and liability, including injuries, losses or damage of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly from acceptance, use, misuse, or

redemption of prize or participation in this Sweepstakes, including claims and liability associated with any infringement of third party rights caused by the entrant's Entry. Released Parties are not responsible for technical, hardware, software, or telephone problems or malfunctions of any kind, lost or unavailable network server, Internet service provider, cable, satellite website, or other connections, or failed, incorrect, incomplete, inaccurate, lost, stolen, misdirected, mutilated, undelivered jumbled, scrambled, garbled, or delayed Entries; or other electronic communications; or for any errors, problems or malfunctions of any kind whether caused by computer, network, technical, mechanical, printing, typographical, seeding or human error, or otherwise, relating to or in connection with this Sweepstakes, including, without limitation, errors, problems, or malfunctions which may occur in connection with the administration of the Sweepstakes, the processing of Entries, the announcement of a prize or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes.

8. **USE OF INFORMATION.** Information collected by Sponsor from entrants is subject to Sponsor's privacy policy at the following address: <https://www.heb.com/privacy>.

9. **WINNER'S LIST.** To obtain the winners list, send a self-addressed, stamped envelope by October 1, 2026, to: H-E-B Soccer Watch Party Giveaway, Attn: Advertising Department, 714 South Santa Rosa Avenue, San Antonio, Texas 78204.

10. **SPONSOR.** H-E-B, LP, 646 South Flores Street, San Antonio, Texas 78204.

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