

Instantly a Hawkeye™ Promotion Rules

The Instantly a Hawkeye™ Promotion from the Iowa Lottery is a VIP Club™ web-based Play It Again® promotion offering 20 football prize packages for games at Kinnick Stadium™. The promotion, which can be entered by members of the VIP Club with eligible Iowa Hawkeyes™ InstaPlay tickets begins at 10:00 a.m. Central Time (CT) Friday, August 14, with entries accepted through 9:59 a.m. CT on Monday, November 16, 2026. There are four entry deadlines for the prize packages and four draw dates.

Promotion Prize Structure

Entry Dates and Times	Draw Date	Prizes	Number of Winners
10:00 a.m. Friday, August 14, 2026, through 9:59 a.m., Wednesday, September 23, 2026	Thursday, September 24, 2026	<u>Black & Gold™ Stadium Seats – Ohio State vs Iowa™ football game, October 3, 2026</u> 4 stadium tickets, 1 parking pass, Hawkeye Village pre-game hospitality, and pre-game on field access with field passes \$1,794.28 Spending money \$500.00 State required income tax withholding \$90.63 Total prize package \$2,384.91	1
10:00 a.m. Friday, August 14, 2026, through 9:59 a.m., Tuesday, October 20, 2026	Wednesday, October 21, 2026	<u>Ironmen Suite VIP Experience – Wisconsin vs Iowa football game – October 31, 2026</u> 2 Ironmen Suite tickets with complimentary food, soda and water in the suite, and co-branded merchandise \$1,862.50 Spending money \$250.00 State required income tax withholding \$83.45 Total prize package \$2,195.95	16
10:00 a.m. Friday, August 14, 2026, through 9:59 a.m., Tuesday, October 20, 2026	Wednesday, October 21, 2026	<u>Stadium Seats – Wisconsin vs Iowa football game – October 31, 2026</u> 4 stadium tickets and 1 parking pass \$654.28 Spending money \$500.00 State required income tax withholding \$45.60 Total prize package \$1,199.88	1
10:00 a.m. Friday, August 14, 2026, through 9:59 a.m., Tuesday, November 3, 2026	Wednesday, November 4, 2026	<u>Stadium Seats – Purdue vs Iowa football game – November 14, 2026</u> 4 stadium tickets and 1 parking pass \$654.28 Spending money \$500.00 State required income tax withholding \$45.60 Total prize package \$1,199.88	1
10:00 a.m. Friday, August 14, 2026, through 9:59 a.m., Monday, November 16, 2026	Tuesday, November 17, 2026	<u>Stadium Seats – Nebraska vs Iowa football game – November 27, 2026</u> 4 stadium tickets and 1 parking pass \$654.28 Spending money \$500.00 State required income tax withholding \$45.60 Total prize package \$1,199.88	1

The Instantly a Hawkeye promotion prizes are subject to lottery rules, validation procedures, set-offs and deductions authorized by law. The Iowa Lottery will withhold all state taxes as may be required by law. The winners are responsible for all other taxes that may be due and owing.

Entry

To enter, an individual must be a current member of or join the IA Lottery VIP Club™. Entrants must legally acquire and submit a nonwinning Iowa Hawkeyes (Game #178) InstaPlay ticket.

Submission for the promotion is as follows: During the entry period, entrants first log in to their VIP Club account on the Iowa Lottery website, ialottery.com. Following login, entrants click the promotions screen and manually enter the 22-digit number from the front of the InstaPlay ticket. Entrants can also scan and enter the eligible InstaPlay tickets with the Iowa Lottery LotteryPlus mobile app after logging in to the VIP Club.

Players can enter nonwinning Iowa Hawkeyes InstaPlay tickets into the promotion beginning at 10 a.m. August 14, 2026. Each nonwinning ticket will receive one entry in the promotion. Players may enter multiple tickets, but each eligible ticket can be entered only once in a promotion. While a VIP Club member can enter multiple times during the promotion, each VIP Club member can win only one prize per ticket entered. Entrants must follow the VIP Club rules. Players must use a street address in their account information – P.O. boxes are not valid for this promotion or the VIP Club.

Eligibility

An eligible entry is any legally acquired nonwinning Iowa Hawkeyes InstaPlay ticket that has not been previously submitted on the Iowa Lottery LotteryPlus app or through the Iowa Lottery website as an entry into a promotion. All entrants must be 21 years of age or older. A player can win only football prize package per game date. If a player is selected for more than one prize, they will win the higher value prize.

Except as provided under the “Iowa Lottery Chief Executive Officer’s Discretion” section below, an eligible entry is one in which the entry information is completed and submitted electronically during the posted entry time, as specified on the Iowa Lottery website. Players may attempt to enter this promotion up to 40 times per day through their VIP Club account. Both valid entries and invalid submissions (e.g. duplicate submissions, submission of ineligible tickets, submissions containing incorrect information, etc.) count toward the 40-entry-per-day limit. The Iowa Lottery is not responsible for otherwise eligible entries that are entered inaccurately, incorrectly, or arrive after 9:59 a.m. Monday, November 16, 2026.

Players who have signed up for the Iowa Lottery self-exclusion program are not eligible to participate in this promotion. Members of the Iowa Lottery Commission, Iowa Department of Revenue officers and employees, other employees of the State of Iowa who provide services in support of the Iowa Lottery Division and who have access to confidential information that may compromise the integrity of the Iowa Lottery, and their immediate families, as defined by statute, are not eligible to participate in this promotion. Further, officers, employees, agents or subcontractors of any vendor who have access to confidential information that may compromise the integrity of the Iowa Lottery, and their immediate families, as defined by statute, are not eligible to participate in this promotion.

Drawings

The drawings for the Instantly a Hawkeye promotion will be held on Thursday, September 24, 2026, Wednesday, October 21, 2026, Wednesday, November 4, 2026 and Tuesday, November 17, 2026. The Lottery will use a random-number generator to select the winners and alternates. The Iowa Lottery drawings will be held in accordance with the schedule posted to the Iowa Lottery’s website (ialottery.com) and listed in the Instantly a Hawkeye promotion rules.

The drawings will be held under the supervision of an independent auditor. All drawings of the Iowa Lottery are public events. Persons interested in observing drawings are invited to receive detailed information by contacting the Iowa Lottery Security Division by telephone at (515) 725-7900, by TTY Relay Iowa at (800) 735-2942, or by email directed to WMaster@ialottery.com. A request to observe a drawing must be received by the Iowa Lottery no later than seven days in advance of the drawing. All drawings are recorded.

The winners’ names will be posted on the Lottery’s website by the end of the day following the draw day or as soon as practicable following the determination of the winners. The winners will be sent an email to their VIP Club member email address with instructions for claiming their prize. Entrants are not required to personally attend the drawings or be present at the time of the drawings to win. Each of the selected numbers will be verified against the numbers entered in the promotion. A sufficient number of entries will be randomly selected to ensure there are valid winners for the prizes to be announced.

In order to claim their prize, winners must complete and sign an Iowa Lottery Winner Claim Form, along with appropriate tax documentation, and present those documents with a legible copy of their government-issued photo identification to the Iowa Lottery by 4 p.m. on the claim deadline. The winners may present the completed claim documents at any Iowa Lottery regional office open Monday through Friday from 8:00 a.m. to 4:00 p.m., through the Iowa Lottery’s digital promotion prize claim process, or by mail to the Iowa Lottery main office at 13001 University Avenue, Clive, IA 50325. Iowa Lottery offices are closed on weekends and state holidays.

The claim deadlines for the Promotion prizes are by 4:00 p.m. on the following dates: September 30, 2026 for the Iowa vs Ohio State football game, October 28 for the Iowa vs. Wisconsin football game, November 10 for the Iowa vs Purdue football game and November 20, 2026 for the Iowa vs Nebraska football game.

If a winner of an Instantly a Hawkeye promotion prize does not claim their prize by the claim deadline the prize will be awarded to the next valid entrant in the order drawn. If an alternate is required for a prize package, an email notification will be sent to the alternate's VIP Club email address and their name will be posted on the Iowa Lottery website and mobile app. If an alternate is required for a football prize package, they must present a fully executed Iowa Lottery Winner Claim Form and required documents to the Iowa Lottery by the deadline date listed in the notification email.

By submitting an entry into the promotion and claiming a prize, the entrant certifies they are the owner of the entry, the entrant is at least 21 years old, the ticket was not stolen or acquired illegally, and the entrant is not disqualified from receiving a prize. By entering the promotion, the entrant agrees to indemnify and hold harmless the Iowa Lottery, the Iowa Department of Revenue, and the State of Iowa, its elected officials, apprentices, employees, agents, and volunteers. In consideration for participating in the promotion, the entrant waives any and all claims the entrant may have or ever claim to have against the Iowa Lottery, the Iowa Department of Revenue, and the State of Iowa, its employees, agents, or commission members, relating in any way to the promotion. The player also consents to the use by the Iowa Lottery and the Iowa Department of Revenue of their name or likeness for advertising, trade, or promotional purposes without further compensation.

By accepting an Instantly a Hawkeye promotion prize, the winner and their heirs, legal representatives, and assigns agree to indemnify, defend, release, and discharge the Iowa Lottery, the Iowa Department of Revenue, and the State of Iowa, and each of their employees, officers, and directors from and against any loss, claim, damage, suit, or injury arising out of or relating to the promotion or any action taken pursuant to these rules. The Iowa Lottery, Iowa Department of Revenue, and the State of Iowa are not responsible or liable, in any way, for any personal injuries, illness, death, property damage, or other damages or expense resulting from or arising out of acceptance, fulfillment, use, or misuse of the promotion prize or any element thereof.

Odds

The odds of winning an Instantly a Hawkeye promotion prize will vary depending on the number of entries.

Iowa Lottery Director's Discretion

If the Iowa Lottery Director, or the Director's designee, determines that an otherwise valid entry has been foiled by the intervention of an Iowa Lottery employee, Iowa Lottery retailer, or Iowa Lottery vendor processing error, the Director may authorize the replacement of an eligible entry. This shall be the player's only recourse against the Iowa Lottery or its personnel.

Force Majeure

If the Iowa Lottery is hindered from providing the prizes due to riots, acts of God, shortages of labor or materials, war, acts of terrorism, government laws, regulations, or restrictions or any other causes of any kind whatsoever which are beyond the reasonable control of the Iowa Lottery, then the Iowa Lottery, the Iowa Department of Revenue, and the State of Iowa shall not be liable or responsible for its inability to provide some or all of the prizes discussed herein.

Choice of Law and Forum

The laws of the State of Iowa shall govern and determine all matters arising out of or in connection with this promotion. Any and all litigation commenced in connection with this promotion shall be brought and maintained solely in Polk County District Court for the State of Iowa, Des Moines, Iowa, or in the United States District Court for the Southern District of Iowa, Central Division, Des Moines, Iowa, wherever jurisdiction is appropriate. This provision shall not be construed as waiving any immunity in state or federal court, which may be available to the Iowa Lottery, the Iowa Department of Revenue, or the State of Iowa.

Technical Disclaimer

The Iowa Lottery, the Iowa Department of Revenue, and the State of Iowa are not responsible for and shall not be liable for:

- Any damage to an entrant's computer system or device that is directly or indirectly caused by accessing or downloading content from <https://www.ialottery.com> or otherwise participating in this promotion; or
- Any computer system, phone line, hardware, software, cell phone, application, or program malfunctions; or
- Other errors, failures, dropped or delayed computer transmissions or network connections that are human or technical in nature.

- Without limiting the generality of the foregoing, the Iowa Lottery, the Iowa Department of Revenue, and the State of Iowa are not responsible for incomplete, illegible, misdirected, late, lost, damaged, or stolen entries, lost, interrupted inaccessible, or unavailable networks, satellites, Internet Service Providers (ISPs), website, or other connections miscommunications; failed, jumbled, scrambled, delayed, or misdirected computer, telephone, or cable transmissions; or any technical malfunctions, failures, or difficulties; printing errors; clerical, typographical, or other errors in the offering or announcement of any prize or in any prize notification documents; the incorrect or inaccurate capture of information or the failure to capture information; or other errors of any kind or nature.

Caution: Any attempt to deliberately damage any website related to the Iowa Lottery, the Iowa Department of Revenue, or the State of Iowa, or to undermine the legitimate operation of the promotion may be in violation of criminal and civil laws and will result in disqualification if the individual is an entrant. If such an attempt is made, the Iowa Lottery, the Iowa Department of Revenue, and the State of Iowa reserve the right to seek remedies and damages from any such person to the fullest extent of the law, including criminal prosecution. The Iowa Lottery, the Iowa Department of Revenue, and the State of Iowa, in each entity's sole discretion, reserve the right to cancel the promotion if the system through which the promotion is operated has become technically corrupted or if the integrity of the promotion has in any way been compromised.