

Official Rules for the 2026 Heard Museum Membership VIP Day

Agreement to Official Rules: Participation in the “2026 Heard Museum Membership VIP Day” (the “Sweepstakes”) constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of Sponsor (as defined below), which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Sweepstakes is sponsored by the Heard Museum, Phoenix, 2301 North Central Avenue, Phoenix, AZ 85004 (“Sponsor”).

Odds: The odds of winning a prize will depend on the number of memberships purchased and the number of eligible entries received.

Eligibility: The Sweepstakes is open only to individuals who at least eighteen (18) years of age or older as of entry. All directors, officers and employees of Sponsor, and its parent company, subsidiaries, affiliates, sales representatives, distributors, licensees, agents, advertising and Sweepstakes agencies, and each of their immediate family members (spouses, parents, children, and siblings and their respective spouses), and those living in the same household as each, are not eligible to participate in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

Entry Period: The entry period begins February 26, 2026 and runs up to the drawing on April 12, 2026 .

Entry Period Number	Start Date and Time	End Date and Time	Drawing Date
1	February 26, 2026 @ 9:30 AM, MST	April 12, 2026 @ 11:59 pm, MST	April 13, 2026

How to Enter. To enter the Sweepstakes, entrant must purchase, complete and submit one or more Sweepstakes memberships, including the entrant’s legal name, and telephone phone number.

Winner Notification. One (1) winner will be selected. The winner will be notified by phone. If the potential winner declines in writing to accept the prize, or the Sponsor is unable to contact a potential winner within a reasonable time period, or a potential winner is not otherwise in compliance with these Official Rules, the prize will be forfeited and, at the Sponsor’s sole discretion and time permitting, it may select an alternate winner from all remaining eligible entries. There will be up to three (3) alternate drawings after which the prize will remain unawarded. Prizes will be fulfilled within approximately ten (10) business days after the conclusion of the drawing. The decisions of Sponsor are final and binding on all matters relating to this Sweepstakes

Prize. The winner will receive one (1) VIP Day for 8. **Approximate retail value (“ARV”) is \$600.** Prize will be awarded “as is” with no warranty, guarantee or representations, either express or implied by Sponsor. If required by law, Sponsor reserves the right to withhold and remit to the appropriate taxing authorities the amount of any taxes due. The winner is fully responsible for any and all applicable federal, state, and local taxes. All costs and expenses associated with prize acceptance and use not specified herein as being provided are the sole responsibility of the winner. Prizes are non-transferable and non-assignable, with no cash redemptions or substitutions except at Sponsor’s sole discretion. Sponsor reserves the

right to substitute a prize with one of comparable or greater value at their sole discretion. Other restrictions may apply.

Release and Limitations on Liability. By participating in the Sweepstakes, entrants agree to release and hold harmless Sponsor, and its parent company, subsidiaries, affiliates, sales representatives, distributors, licensees, agents, advertising and Sweepstakes agencies, and all directors, officers and employees of any of the foregoing entities (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes, or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) lost, late, misdirected, incorrect, garbled, or incompletely received entries; (e) errors in the administration of the Sweepstakes, the processing of entries, or the notification of winners (including notifications that are treated as "spam" by entrant's email service); (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or acceptance, receipt, use, or misuse of any prize; or travel to any Sweepstakes-related events; and (g) any claims based on publicity rights, copyright/trademark infringement, intellectual property rights, defamation or invasion of privacy and merchandise delivery. Entrant further agrees to release the Released Parties and their designees and assigns from any liability whatsoever, and waive any and all causes of action, for any claims, costs, injuries, losses and damages of any kind arising out of or in connection with the Sweepstakes or acceptance, possession, or use of any prize (including, without limitation, attorneys' fees, claims, costs, personal injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. Sponsor is not responsible if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

Miscellaneous. The decisions of Sponsor are final with respect to all aspects of this Sweepstakes. The Sweepstakes and these Official Rules will be governed, construed and interpreted under the laws of the State of Arizona, without regard to choice of law principles. Entrants specifically agree that (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Arizona or the appropriate Arizona state court; (2) 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 (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problems, or any condition caused by events beyond the reasonable control of Sponsor that may cause the Sweepstakes to be disrupted or corrupted, Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the prize from among the non-suspect, eligible entries received up to the time of the impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process, the operation of the Sweepstakes, to be acting in violation of these Official Rules or any applicable laws relating to the Sweepstakes, or in an unsportsmanlike or disruptive manner, and to resolve all disputes in its sole discretion. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Official Rules. For a copy of these Official Rules, send a self-addressed, stamped envelope to: Heard Museum, Phoenix, Attn: 2026 Heard Museum Membership VIP Day, 2301 North Central Avenue, Phoenix, AZ 85004. © 2026 Heard Museum. All rights reserved.