

**THE LEGENDARY FAMILY VACATION SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE, WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. Subject to all federal, state and local laws.**

1. **Sweepstakes Entry Period:** The Legendary Family Vacation Sweepstakes (the "**Sweepstakes**") begins at 9:00 A.M. Eastern Time ("**ET**") on March 15, 2026 and ends at 11:59 P.M. ET on March 31, 2026 (the "**Sweepstakes Period**"). Administrator's (defined below) computer is the official time keeping device for this Sweepstakes.
2. **Eligibility:** The Sweepstakes is open only to legal residents of the 50 United States and the District of Columbia, who are 18 years of age and the age of majority in their state/jurisdiction of residence or older as of date of entry ("**Entrant**"). Void where prohibited by law. Employees of GEICO ("**Sponsor**"), Omnicom, BluePixel, Jack Morton Worldwide, Don Jagoda Associates, Inc. ("**Administrator**"), and each of their parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies (collectively, "**Released Parties**"), their immediate and extended family members (including but not limited to spouses, domestic partners, parents, children, and siblings and their respective spouses, regardless of where they reside) and household members of each (whether related or not) are not eligible to participate or win. All federal, state and local laws and regulations apply. Entry constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein.
3. **How to Enter:** During the Sweepstakes period, Entrants must visit the Sweepstakes website at [GEICOLEgendarysweeps.com](http://GEICOLEgendarysweeps.com) ("**Website**") and complete the registration form to earn one (1) entry into the Sweepstakes ("**Entry**"). Limit one (1) Entry per Entrant during the Sweepstakes Period. Any attempt by any Entrant to enter by using multiple/different email addresses, mailing addresses, identities, registrations, or any other methods will void such Entries and that Entrant may be disqualified. Use of any automated or computer system to participate is prohibited and will result in disqualification. The authorized account holder is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider, or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The winner may be required to show proof of being the authorized account holder of the e-mail address associated with the Entrant.
4. **RANDOM DRAWING/ODDS:** On or about April 1, 2026, one (1) Grand Prize winner will be randomly selected from among all eligible Entries received during the Sweepstakes Period. The drawing will be conducted by the Sponsor, whose decisions are final and binding on all matters relating to the Sweepstakes. The odds of winning depend on the total number of eligible Entries received during the Sweepstakes Period.
5. **Winner Notification:** The Grand Prize winner will be sent via email/email link a Declaration of Compliance and Liability & Publicity Release (where legal) ("**Declaration**") and will be required to complete, sign and return Declaration via email within five (5) days of being notified in order to claim



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their prize. Administrator will make up to three (3) attempts to award the prize, time permitting, and if after three attempts no prize winner is confirmed, the prize will go unawarded.

Noncompliance with winner notification/verification/prize redemption process may result in disqualification and an alternate eligible Entrant may be selected and notified, time permitting. **Sponsor and Administrator assume no responsibility for undeliverable prize notification for any reason, including any form of active or passive filtering by any Entrant's email account or email settings or for insufficient space in an Entrant's email account to receive emails.** Return of prize or prize notification as undeliverable may result in disqualification and an alternate winner may be selected (as outlined above), time permitting. The potential winner is subject to verification by Sponsor or Administrator, and verification of the potential winner is final and binding in all matters related to the Promotion.

6. **Prize and Approximate Retail Value ("ARV"): One (1) Grand Prize:** A Trip for the Grand Prize winner and one (1) travel companion to a location in the 50 United States or D.C., awarded as a \$10,000 travel voucher ("**Travel Voucher**"). Grand Prize Winner is solely responsible for any and all applicable federal, state, and local taxes and all other costs and expenses associated with their prize not specified herein as being awarded. At Sponsor's discretion, the winner may elect to allocate up to \$2,500 of the Travel Voucher value as spending money, which will be awarded in the form of a check made payable to the winner. Any amount elected as spending money will reduce the remaining Travel Voucher balance. The combined total value of the Travel Voucher and any spending money will not exceed \$10,000. The Grand Prize winner will be issued a 1099 tax form for the actual value of the prize for the year the prize is awarded. No transfer, resale, cash, or other substitution of prize except Sponsor may substitute prize in whole or in part for one of comparable or greater value for any reason.

No transfer, assignment, substitution or cash equivalent for prize will be permitted, except Sponsor may substitute an alternate prize of greater or comparable value and Sponsor's obligation to the winner will be fulfilled, and no other additional compensation will be provided. Resale of prize is prohibited. In no event will more than the stated prize be awarded. All prize details are at Sponsor's sole discretion. Acceptance of the prize constitutes permission for the Sponsor and the Released Parties to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law.

- (a) Travel Voucher must be used within one (1) year of Grand Prize winner confirmation.
- (b) If actual trip value exceeds the Travel Voucher amount, no additional compensation will be provided.
- (c) If actual trip value is less than the Travel Voucher amount, no cash refund will be made for the difference.
- (d) The Grand Prize winner and their travel companion, as applicable, must possess valid travel documents (i.e., REAL ID-compliant driver's license or REAL ID-compliant non-driver identification, passport or passport card, etc.) in order to travel domestically. Failure to obtain required travel documents by the Grand Prize winner and their travel companion may result in forfeiture of prize and alternate potential winner selection by random drawing, time permitting, from among all remaining eligible Entries.
- (e) Certain restrictions and blackout dates may apply.
- (f) Seat selection and timing is subject to availability and confirmation of reservations.



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- (g) The Grand Prize winner and/or their travel companion, if applicable, must have/present at least one major credit card in good standing in order to check into any hotel that is booked. No refunds or credit for changes are allowed.
- (h) Airline carrier's regulations and conditions apply.
- (i) Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles.
- (j) Travel companion (or Grand Prize winner on behalf of their minor travel companion who is their child/charge) of the Grand Prize winner (if applicable) may be required to execute a Release of Liability prior to departure.
- (k) Air transportation must be reserved 30 days in advance
- (l) Full voucher amount must be used for one single trip, not multiple trips and if full amount is not used at one time, any additional funds will be forfeited.
- (m) Travel voucher is redeemable for air transportation, hotel, rental car, RV rental or ground transfers only.
- (n) Grand Prize winner and their travel companion, as applicable, must travel on the same date(s) and on the same itinerary.
- (o) Administrator will coordinate all travel.
- (p) No refunds or credit for changes are allowed.
- (q) In the event the Grand Prize winner and/or their travel companion engage in behavior during travel that (as determined by Sponsor in its sole discretion) is obnoxious or threatening, illegal, or that is intended to threaten or harass any other person, or that in any way disparages or adversely affects the reputation, image, and/or customer goodwill of Sponsor, or any of Sponsor's services, products, trademarks, service marks, or logos, Sponsor reserves the right to terminate their travel and send the Grand Prize winner and travel companion home with no obligations or compensation to the Grand Prize winner.
- (r) Grand Prize winner and their travel companion must follow any applicable protocols in place at time of travel.
- (s) If utilizing a rental car, rental car is subject to additional age and other restrictions set forth by car rental contract. Grand Prize winner will be responsible for returning the car with a full tank of gas.
- (t) If utilizing an RV rental, the Grand Prize winner or travel companion must be at least twenty-five (25) years of age, possess a valid U.S. driver's license held for a minimum of one (1) year prior to rental, and meet all eligibility requirements imposed by the applicable RV rental provider. Additional documentation, including a valid credit card and proof of insurance, may be required at the time of rental.
  - Rental Provider: RV rentals shall be arranged through a provider designated by Administrator, subject to availability and provider restrictions. All reservations must be approved by Sponsor or its designated travel agency prior to booking.
  - Travel Period: RV rental must be used as part of one (1) continuous trip and must be completed within twelve (12) months of winner verification, unless otherwise agreed upon in writing by Sponsor. Blackout dates and other travel restrictions may apply.
  - Covered Costs: Sponsor shall cover the base RV rental fee, applicable taxes, and a limited mileage allowance (as determined by Sponsor or provider). All other costs are the sole responsibility of the Grand Prize winner, including but not limited to:



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- a. Fuel
  - b. Mileage exceeding the included allowance
  - c. Insurance upgrades
  - d. Campground fees
  - e. Tolls, parking, and traffic violations
  - f. Cleaning or damage fees
  - g. Optional add-ons or equipment rentals
  - h. Insurance & Liability: Grand Prize winner is solely responsible for complying with all insurance requirements and terms of the rental provider. Sponsor assumes no responsibility for any injuries, damages, losses, or expenses incurred as a result of the RV rental or travel associated therewith. Sponsor strongly encourages the Grand Prize winner to purchase additional liability or collision coverage if not included.
- Non-Transferability: RV rental benefits are non-transferable and may only be used by the verified Grand Prize winner (or a household member with prior written approval by Sponsor). No substitution or cash equivalent will be provided, except at Sponsor's sole discretion.
  - Substitution: Sponsor reserves the right, in its sole discretion, to substitute an alternate travel experience or cash equivalent of equal or greater value in the event the RV rental is unavailable, or if the Grand Prize winner does not meet the rental provider's requirements.

No refund or compensation will be made in the event of the cancellation or delay of any flight except at the sole discretion of Sponsor. Sponsor shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by any air carriers or other transportation companies or any other persons providing any of these services to passengers including any results thereof such as changes in services or accommodations necessitated by same. The passenger contracts in use by the airlines or other transportation companies shall constitute the sole contracts with respect to winner's transportation and such contracts shall be solely between the winner and such transportation companies. Any activities are offered subject to availability and depend on Grand Prize winner's final, approved itinerary. Sponsor will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage, pandemics or any natural disaster outside their control that may cause the cancellation of the trip and ultimately these Official Rules will govern in any of these cases.

7. **GENERAL CONDITIONS, RELEASE AND LIMITATION OF LIABILITY:** The Released Parties are not responsible for lost, late, incomplete, misdirected, invalid, stolen, inaccurate, garbled or unintelligible Entries, which will be disqualified. In exchange for the right to participate in the Sweepstakes, Entrants/winner/winner's travel companion agree to release, discharge and hold harmless Released Parties from and against any and all liability (including, but not limited to, damages caused or claimed to be caused, losses, or injury or even death) arising out of participation and/or acceptance/use or misuse of the prize, and agree to be bound by these Official Rules and Sponsor's decisions, which are



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final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the Official Rules, the Official Rules shall prevail, govern and control. Released Parties are not responsible for other errors or difficulties of any kind, whether human, mechanical, electronic, computer, network, typographical, printing or otherwise, relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, in the selection/announcement of the winner, the announcement of the prize, or in any Sweepstakes-related materials. NOTICE: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. The Released Parties are not responsible for faulty, incorrect, undeliverable email transmissions, incorrect announcements of any kind, technical hardware or software failures of any kind including any injury or damage to any person's computer, phone or device related to or resulting from participating in or experiencing any materials in connection with the Sweepstakes, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer, device transmission, or communications of any kind that may limit a user's ability to participate in the Sweepstakes. The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims. Sponsor reserves the right to cancel or modify the Sweepstakes if fraud, misconduct or technical failures threaten the integrity of the Sweepstakes; or if a computer virus, bug, or other technical problem corrupts the administration or security of the Sweepstakes as determined by Sponsor, in their sole discretion. In the event of termination, the random drawing will be conducted from among all among all non-suspect, eligible Entries received during the Sweepstakes Period prior to termination or prize will be awarded as otherwise deemed fair and appropriate by Sponsor. Any damage made to Website by an Entrant will be the responsibility of the Entrant and/or the authorized email account holder of the email address associated with the Entry. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

8. **Disputes:** Except where prohibited, Sponsor reserves the right to make all decisions in its sole discretion arising out of or relating to the Sweepstakes, and the decisions by Sponsor are final and binding on all matters relating to the Sweepstakes. Except where prohibited, you agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with the Sweepstakes or prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate courts located in the State of New York; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participation in



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the Sweepstakes, but in no event attorneys' fees; and (c) notwithstanding the foregoing, you waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the United States of America and the State of New York without giving effect to any choice of law or conflict of law rules (whether of the laws 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.

9. **Privacy:** Any personal information that an Entrant provides in connection with the Sweepstakes shall be used by Sponsor and Administrator to administer this Sweepstakes, contact Entrants, and for the other purposes set forth in the Sponsor's privacy policy located at <https://jackmorton.com/privacy-policy/>. By entering this Sweepstakes, you agree to and accept this privacy policy.
10. **Winner's Name:** For the name of the winner, available for ninety (90) days after June 15, 2026, send a stamped, self-addressed envelope to: The Legendary Family Vacation Sweepstakes (01-3014-01) PO Box 7760, Dept. Ops, Melville, NY 11775-7760. The name of the winner will be sent after the winner has been confirmed.
11. **Sponsor/Administrator:** The Sponsor of this Sweepstakes is Government Employees Insurance Company ("GEICO"), 5260 Western Ave, Chevy Chase, MD 20815. The Administrator of this Sweepstakes is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.



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