

TEXT US YOUR TAKE CONTEST

Frequently Asked Questions

For complete details please refer to the Official Rules available at <http://broadwayfanfare.com/rules.pdf>.

Q: How long does the “Text Us Your Take” Contest run?

A: Contest begins at 12:01 a.m. Eastern Time on June 2, 2025 and ends at 11:59 p.m. ET on June 8, 2025 (“Contest Period”).

Q: Where can I read the Official Rules?

A: You can visit <http://broadwayfanfare.com/rules.pdf> to read the Official Rules.

Q: Who is eligible to participate in the Contest and how old do you have to be?

A: The Sweepstakes is open to legal U.S. residents of the 50 United States, the District of Columbia, Puerto Rico, and all other U.S. territories and possessions who are at least 18 years of age or the age of majority in their jurisdiction of residence, whichever is older. Void where prohibited.

Q: Who is not eligible to participate in the Contest?

A: Employees, officers and directors and their immediate family members (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, of American Express Travel Related Services Company, Inc. (“Sponsor”), [Tony Award Productions], and their respective parent, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win. Individuals who are an official, officer, employee, or agent of a government or any department, agency, or instrumentality of a government at any level (national, state, provincial, or local), in any branch of a government, individuals listed on the OFAC Specially Designated Nationals and Blocked Persons (SDN) List, individuals who are located in or operating from a comprehensively sanctioned country or territory (“Sanctioned Territory”), and individuals working for or on behalf of the government of a Sanctioned Territory are not eligible to enter or win.

Q: How do I Enter the Contest?

A: There are two methods of entry.

- 1) Text Entry Method: Text FANFARE to 1-445-BWAYFAN then follow the directions to complete the entry process, which will include answering the prompt: If you could trade places with any character from a 2025 Tony-nominated show, who would it be and why (and from which show)? To enter via the Text Entry Method, you consent to and understand that you will receive multiple automated texts from American Express Travel Related Services Company, Inc. in connection with the Promotion to your mobile number and that you must respond to those texts to the Promotion via the Text Entry Method. Consent is not required to make a purchase/participate. Message & data rates may apply. To opt-out, text/reply STOP. For info, text/reply HELP.
- 2) Online Entry Method: To enter without texting, visit broadwayfanfare.com and follow the directions provided to complete and submit the entry form, including your answer to the prompt: If you could trade places with any character from a 2025 Tony-nominated show, who would it be and why (and from which show)? and click submit.

Q: What are the entry requirements?

A: Answer to prompt cannot exceed 240 characters. Entry must be the original work of the entrant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity.

Q: What is unacceptable content.

A: Entry may not contain, as determined by the Sponsor, in its sole discretion, any content that: unacceptable content. Entry may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- is obscene or offensive; endorses any form of hate or hate group;
- appears to duplicate any other submitted entries;
- defames, misrepresents or contains disparaging remarks about other people or companies;
- contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission; contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without permission, to the extent permission is required;
- contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission, to the extent permission is required;
- contains look-alikes of celebrities or other public or private figures, living or dead;
- communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or
- violates any law.

Q: How do I enter without a messaging data plan or mobile device?

A: Online Entry Method: To enter without texting, visit broadwayfanfare.com and follow the directions provided to complete and submit the entry form, including your answer to the prompt: If you could trade places with any character from a 2025 Tony-nominated show, who would it be and why (and from which show)? and click submit.

Q: What's the latest day I can enter?

A: All entries regardless of entry method must be received by 11:59 p.m. ET on June 8, 2025.

Q: How many times can I enter?

A: There is a limit of one (1) entry per person for the entire Contest Period.

Noting: Multiple entries from any person will be void. Entries generated by script, macro or other automated means, or any means which subvert the entry process are void. All entries become the property of Sponsor and will not be acknowledged or returned.

Q: When will the judging take place?

A: Following the conclusion of the Contest Period, all eligible Entries received will be judged by a panel of qualified judges.

Q: What are the judging criteria and associated scoring criteria?

A:

- (1) Creativity & Originality (0-300 points),
- (2) Theatrical Language & Literary Devices (0-200 points), and
- (3) Integration of 2025 Tony Award Nominees (0-250 points)

Q: How are the Eligible entries judged?

A: Entries received will be judged by a panel of qualified judges based on the weighted criteria above.

Q: How is the winner determined?

A: The entrant who submits the Entry that receives the highest score will be deemed the potential Contest Winner. In the event of a tie, a tie-breaker judge will judge the tied entries using the Criteria to determine the potential Contest winner. Sponsor reserves the right to not award the Contest Prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries. All decisions of the Sponsor and judges are final and binding. Sponsor will not reveal the judging scores for any entry.

Q: How many winners will there be?

A: One.

Q: When will winners be determined?

A: Potential Contest winner be determined after all eligible entries have been judged and a tie, if any, has been broken.

Q: How and when will winners be notified?

A: Potential Contest winner will be notified by email and/or telephone. Potential Contest winner will be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within a time period to be specified by Sponsor. If the potential Contest winner cannot be contacted within a reasonable time period, any required documents are not returned within the specified time period, or the potential Contest winner is not in compliance with these rules, Contest Prize will be forfeited and, at Sponsor's discretion, an alternate Contest winner selected.

Q: How will I know if my entry will be read on broadcast?

A: Sponsor does not guarantee that any entry will be selected. Entries will be selected by Sponsor, in its sole and absolute discretion. If Sponsor selects your entry, it may decide to modify, edit, or only use part or portions of your entry. Sponsor makes no guarantee that all entries submitted during the Submission Period will be reviewed in connection with the Submission Program. Sponsor also does not guarantee that all entries initially selected will ultimately be read on-air during the 2025 Tony Awards. If your entry is selected, you will be notified by text message and/or email. No other communications will be sent from Sponsor in connection with the Submission Program.

Q: What is the Contest Prize?

A: Contest Prize package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to New York, NY; three (3) nights' accommodations at a Sofitel (or comparable) hotel, to be determined by Sponsor in its sole discretion (one (1) room, double occupancy); two (2) 3rd mezzanine tickets to the 2026 Tony Awards (including red carpet and dress rehearsal access); two (2) tickets to two Amex-sponsored Broadway shows on Broadway in June 2026, a \$100 Uber gift card, a \$100 Amex gift card, a reservation at a Resy restaurant (meal not to exceed \$300), one (1) Broadway merchandise bundle (a \$150 value), one (1) Broadway show poster signed by the cast of the show (for the winner only), and a \$4,760 check which Contest winner can use towards the tax liability associated with acceptance and use of the Contest Prize (collectively, "Contest Prize"). Approximate Retail Value ("ARV"): \$13,170 Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and ARV. Exact details of all Contest Prize components will be determined by Sponsor, including, but not limited to, the Broadway shows. Gift cards and tickets are subject to terms and conditions specified by issuer. Winner and guest travel companion be 21 to consume alcohol.

Please see Official Rules available at <http://broadwayfanfare.com/rules.pdf> for complete prize information.

Q: What is the travel/prize requirements and restrictions?

A: All travel arrangements will be made through Sponsor's agent. Winner must travel on the dates determined by Sponsor in its sole discretion or Contest Prize will be forfeited. Trip must be booked at least sixty (60) days prior to departure. Travel and accommodations are subject to availability. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Contest, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. Winner is responsible for all federal, state and local taxes as well as all expenses and incidental travel costs associated with Contest Prize acceptance and use not expressly stated in the Contest Prize package, including but not limited to, ground transportation, meals, incidentals, gratuities, baggage fees, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses. Winner and travel companion are solely responsible for obtaining all documents required for travel, including, a REAL ID. Travel restrictions, conditions and limitations may apply. Contest Prize is awarded "as is" with no warranty or guarantee, either express or implied. Winner is not permitted to transfer, assign or substitute a Contest Prize or redeem a Contest Prize for cash.

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Q: What is the travel companion requirements and restrictions?

A: Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity release prior to issuance of travel documents.