

**TEXT US YOUR TAKE
OFFICIAL RULES**

NO PURCHASE OR TEXT ENTRY NECESSARY.

The promotion will consist of two (2) separate components: (i) the Text Us Your Take Contest (“Contest”) and (ii) Tonys On-Air Submission Program (“Submission Program,” and collectively, the “Promotion”).

ELIGIBILITY: The Promotion 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 greater. Void where prohibited. 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. By participating, entrants agree (i) to be bound by these Official Rules, (ii) the decisions of the judges and/or Sponsor, which are binding and final on matters relating to this Promotion, and (iii) to be contacted by text or email address (depending on method of entry) if their answer is selected in the Submission Program or as the potential winner of the Contest. Promotion is subject to all applicable federal, state, and local laws.

ENTRY PERIOD(S):

You can enter the Contest 12:01am ET on Monday, June 2 through 11:59pm ET on Sunday, June 8 (“Contest Period”).

Entries submitted between 12:01am ET on Monday, June 2 through 5:59pm ET on Wednesday, June 4 may have the opportunity to be reviewed as part of the Submission Program (“Submission Period”).

TO ENTER THE PROMOTION: To enter, there are two (2) ways to enter:

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.

Online Entry Form 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)?.

All entries must be received by 11:59pm ET on Sunday, June 8. Limit one (1) entry per person. 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.

REQUIREMENTS OF ENTRIES: 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.

By submitting your entry, you agree that your entry conforms to these Official Rules and that Sponsor, in its sole discretion, may disqualify your entry for any reason, including if it determines that your entry fails to conform to these Official Rules in any way or otherwise contains 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.

PUBLICITY GRANT AND LICENSE/USE OF ENTRIES : By submitting an entry, each entrant waives all moral rights in and to the entry and grants to Sponsor and its licensees, successors and assigns an irrevocable, perpetual, unlimited, royalty-free, fully paid-up license to reproduce, distribute, display, exhibit, exploit, perform, edit, create derivatives of, and otherwise use the entry and all elements of such entry, together with any other material, and the name, city and state of residence, voice, image and/or likeness of entrant, in any and all media now known or hereafter devised, in any manner, in whole or in part, worldwide, without compensation or notification to, or permission from, entrant or any third party, for any purpose whatsoever, including without limitation, for purposes of advertising or trade. Entrant agrees that, if required by Sponsor, he/she will sign documents to this effect. Released Parties (as defined below) are not responsible for any unauthorized use of entries by third parties. Sponsor has no obligation to make use of the rights granted herein.

You understand and acknowledge that Sponsor has wide access to ideas, designs, and other materials, and that new ideas are constantly being submitted to it or being developed by their own employees. You also acknowledge that many ideas may be competitive with, similar or identical to the entry and/or each other in theme, idea, format or other respects. You acknowledge and agree that you will not be entitled to any compensation as a result of Sponsor's use of any such similar or identical material. You acknowledge and agree that Sponsor does not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the copyright in and to the Submission. Finally, you acknowledge that, with respect to any claim by you relating to or arising out of Sponsor's actual or alleged exploitation or use of any entry or other material submitted in connection with the Promotion, the damage, if any, thereby caused to you will not be irreparable or otherwise sufficient to entitle you to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition or other exploitation of the entry or any material based on or allegedly based on the entry, and your rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

SUBMISSION PROGRAM: 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.

CONTEST WINNER DETERMINATION: Following the conclusion of the Contest Period, all eligible Entries received will be judged by a panel of qualified judges based on the following weighted criteria: (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) ("Criteria"). The entrant who submits the Entry that receives the highest score will be deemed the potential winner. In the event of a tie, a tie-breaker judge will judge the tied entries using the Criteria to determine the 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.

CONTEST WINNER NOTIFICATION: 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. Only three (3) alternate Contest winners will be selected, after which, such Contest Prize will not be awarded.

CONTEST PRIZE: 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.

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 package description above, 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. 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. 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. If in the judgment of Sponsor air travel is not required due to winner's proximity to

Contest Prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion and no compensation or substitution will be provided for difference in Contest Prize value. Sponsor will not replace any lost, mutilated, or stolen tickets or gift cards. Released Parties are not responsible if any Contest Prize component is delayed, postponed or cancelled for any reason in which event that portion of Contest Prize is forfeited in its entirety, no substitution will be provided except as in Sponsor's sole discretion, and winner will not be reimbursed for tickets. Seating to be determined in the sole discretion of Sponsor. Tickets may be subject to standard rain-check policies and procedures. Winner agrees to abide by any terms, conditions and restrictions provided by the ticket. Winner and travel companion agree to abide by all venue and Contest Prize component rules and regulations. Failure to do may result in forfeiture of Contest Prize.

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. Sponsor reserves the right to substitute a Contest Prize (or portion thereof) of comparable or greater value. All Contest Prize details are at Sponsor's sole discretion. All trademarks are the property of their respective owners. This Contest is not administered, sponsored or endorsed by any such owners.

GENERAL CONDITIONS: Entrants, by participating, agree to indemnify, release and hold harmless Sponsor, Tony Award Productions and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") for any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the Contest Prize or participation in this Promotion or any use by Sponsor of the entry. Released Parties are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered or garbled entries, emails, or other communications of any kind; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing or judging of entries, the announcement of the Contest Prize, or in any Promotion-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. Persons who tamper with or abuse any aspect of the Promotion or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Promotion be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Promotion and, if terminated, at its discretion, select the potential Contest winner from all eligible, non-suspect entries received using the Contest Winner Determination

procedure outlined above prior to action taken or as otherwise deemed fair and appropriate by Sponsor.

DISPUTES: This Promotion shall be governed by and interpreted under the laws of the State of New York, U.S.A. without regard to its conflicts of law provisions. Entrants hereby agree that any and all disputes, claims, causes of action, or controversies (“Claims”) arising out of or in connection with this Game or these Official Rules shall be resolved, upon the election by entrant or Sponsor, by arbitration pursuant to this provision and the code of procedures of either the Judicial Arbitration and Mediation Services, Inc. (“JAMS”) or the American Arbitration Association (“AAA”), as selected by the entrant. In addition to JAMS or AAA, Claims may be referred to any other arbitration organization that is mutually agreed upon in writing by entrant and Sponsor, or to an arbitration organization or arbitrator(s) appointed pursuant to Section 5 of the Federal Arbitration Act, 9 U.S.C. Sections 1-16, provided that any such arbitration organization and arbitrator(s) will enforce the terms of the restrictions on arbitration provision set forth below. Before beginning a lawsuit or arbitration, the parties agree to send a written notice (a claim notice) to each party against whom a claim is asserted, in order to provide an opportunity to resolve the claim informally or through mediation. Go to americanexpress.com/claim for a sample claim notice. The claim notice must describe the claim and state the specific relief demanded. Notice to Sponsor must include entrant’s name and address and be sent to American Express ADR c/ o CT Corporation System, 28 Liberty Street, New York, New York 10005. If the claim proceeds to arbitration, the amount of any relief demanded in a claim notice will not be disclosed to the arbitrator until after the arbitrator rules. IF ARBITRATION IS CHOSEN BY ANY PARTY WITH RESPECT TO A CLAIM, NEITHER PARTY WILL HAVE THE RIGHT TO LITIGATE THAT CLAIM IN COURT OR HAVE A JURY TRIAL ON THAT CLAIM. FURTHER, NEITHER SPONSOR NOR ENTRANT WILL HAVE THE RIGHT TO PARTICIPATE IN A REPRESENTATIVE CAPACITY ON BEHALF OF THE GENERAL PUBLIC OR OTHER PERSONS SIMILARLY SITUATED, OR AS A MEMBER OF ANY CLASS OF CLAIMANTS PERTAINING TO ANY CLAIM SUBJECT TO ARBITRATION. EXCEPT AS SET FORTH BELOW, THE ARBITRATOR’S DECISION WILL BE FINAL AND BINDING. NOTE THAT OTHER RIGHTS THAT ENTRANT WOULD HAVE IF ENTRANT WENT TO COURT ALSO MAY NOT BE AVAILABLE IN ARBITRATION. At entrant’s election, arbitration hearings will take place in the federal judicial district of entrant’s residence or, if entrant elects, the hearings may be conducted remotely. The arbitrator’s authority to resolve Claims is limited to Claims between Sponsor and entrant alone, and the arbitrator’s authority to make awards is limited to awards to Sponsor and entrant alone. Furthermore, claims brought by either party against the other may not be joined or consolidated in arbitration with Claims brought by or against any third party, unless agreed to in writing by all parties. No arbitration award or decision will have any preclusive effect as to issues or claims in any dispute with anyone who is not a named party to the arbitration. The arbitration proceeding and all testimony, filings, documents, and any information relating to or presented during the proceedings will be confidential. Both parties agree not to disclose the content of the arbitration proceeding or its outcome to anyone, but may notify any government authority as permitted or required by law. Notwithstanding any other provision in these Official Rules and without waiving either party’s right to appeal such decision, should any portion of this provision be deemed invalid or unenforceable, then the entire provision (other than this sentence) shall not apply.

USE OF DATA: Sponsor will be processing personal data about entrants in accordance with its privacy statement. Please review the Sponsor's privacy statement at <https://www.americanexpress.com/us/privacy-center/>.

WINNERS LIST: To receive the name of the Contest winner (first name, last initial and state of residence), send an self-addressed stamped envelope to: Winners List, Text Us Your Take, Brandmovers, Inc., 1519 Carroll Drive, Atlanta, GA 30318 to be postmarked by no later than 30 days after the end of the Contest Period.

SPONSOR: American Express Travel Related Services Company, Inc., World Financial Center, 200 Vesey Street, New York, NY 10285.