

Pop-Tarts 2026 NFL Super Bowl Activation - Shopper

Pop Tarts Short Terms & Conditions for Side of Pack & KV

GB only. 18+. Opens 01.06.26 and closes 30.09.26. Purchase necessary. Only includes Strawberry Sensation and Chocotastic flavours. Retain receipt as proof of purchase. Internet access, smartphone and registration for Kellogg's account required. To enter, scan the QR code on pack or visit www.PopTartsNFL.com, register/sign into your Kellogg's account and enter your details. Once signed in, enter the last 4 digits of the barcode on pack. Prizes are date-specific and non-transferable. 61 prizes available in total. Tier 1 prize: 1x trip for 2 people to the NFL Super Bowl 2027 in Inglewood, California (taking place on 14 February 2027), including general admission tickets, return flights, US transfers, 3-nights 4 accommodation, 2x NFL jerseys of the winner's choice (subject to availability), and £1,000 spending money paid via BACS transfer to a UK bank account. Tier 1 prize winner must be available to travel and stay between 13-16 February 2027. Tier 2 prizes: 20x NFL jerseys, 20x NFL caps and 20x NFL t-shirts. Tier 2 winners will be asked for their team preference for merchandise when contacted, subject to availability. Winners will be contacted by email within 14 days of the close date and must respond within 14 days, or their prize may be forfeited. Winners will be contacted via phone call if they have not responded within 7 days. Max 1 entry per person. Max 1 prize per household. For full T&C's visit: https://www.kelloggs.co.uk/en_GB/offers-and-promotions.html.

Promoter: Kellogg Europe Trading Limited, Three, Dublin Airport Central, Dublin Airport, Dublin, Ireland, K67 Y7E5

Long Terms & Conditions

1. These terms and conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry instructions are deemed to form part of the Terms and Conditions and by participating, all entrants will be deemed to have accepted and be bound by the Terms and Conditions. Please retain a copy for your information.
2. This ("**Promotion**") is open to GB residents only (England, Scotland & Wales) aged 18 and over.
3. The Promoter and Data Controller is **Kellogg Europe Trading Limited** and the registered address is Three, Dublin Airport Central, Dublin Airport, Dublin, Ireland, K67 Y7E5 ("**Kellogg**").
4. The Data Processor and entity responsible for Winner Selection is **LTIMindtree**, corporate Office at Technology Tower 1, Gate No.5, Saki Vihar Road, Powai, Mumbai – 400072, India. ("**MindTree**")
5. The Third Party Prize Fulfilment Agency is **Cloud Nine Incentives Ltd**, Market House, Silver End, Olney, Bucks, MK46 4AL ("**CloudNine**").

6. Employees of Kellogg Europe Trading Limited, its subsidiaries, other group companies, its agents or anyone else associated with the administration of this Promotion may not enter the Promotion.
7. Purchase necessary of either a Pop-Tarts Strawberry Sensation or Choctastic pack. Retain receipt.
8. The promotion is open from 00:00 on 01.06.26 and closes at 23:59 on 30.09.26 (the 'Promotional Period'). Any entries received outside this period will not be accepted.
9. Maximum 1 entry per person (enforced via Kellogg's account), for the duration of the Promotion. Maximum 1 prize per household.
10. To enter prize draw:
 - i) Scan the Promotional QR code or visit www.PopTartsNFL.com
 - ii) Click Enter Prize Draw on the Pop-Tarts x NFL promotion landing page;
 - iii) Login to or register for a Kellogg's account;
 - iv) Agree to the Pop Tarts x NFL Promotional Terms and Conditions
 - v) Enter the last 4 digits of the barcode on the promotional pack to validate your entry
 - vi) Receive a 'Thanks for Entering' on screen notification
11. Internet access, smart phone, Kellogg's account, full name, email address and mobile number are required for entry. Mobile phone required to contact the winner if no response is received via initial e-mail contact. Entrants who make an entry on someone else's behalf will be disqualified, at the Promoter's discretion.
12. Please ensure all personal details are up to date as they will be used for contact, verification and fulfilment of merch prizes if you are winner. If your personal details (full name, mobile number and address) change during the promotional period since entry, they can be updated on your Kellogg's account profile.
13. Entries (bulk or otherwise) made from trade, syndicates, consumer groups or third parties will not be accepted. If it becomes apparent that an entrant has entered multiple times or is using a computer(s) to circumvent this or any other condition by, for example, the use of 'script', 'brute force' or any other automated means, that person's entries will be disqualified and any prize award will be void.
14. Incomplete, illegible, invalid or misdirected entries will not be accepted. Entrants will receive a 'Thanks for entering' page which is recognition of their entry. The Promoter takes no responsibility for entries delayed, incomplete or lost due to technical reasons or otherwise.

Prize Details – 2027 Super Bowl LXI Trip Prize Package

15. There is a total of 1 x trip to the **Super Bowl LXI in Inglewood, California for 2 people** available to be won, which includes:
- i) 2x general admission tickets to the Super Bowl LXI, in Inglewood California (taking place on 14th February 2027);
 - ii) Return flights from the United Kingdom to Los Angeles, flying out on the 13th February 2027 and returning 16th February 2027;
 - iii) Transfers from airport to accommodation in Los Angeles;
 - iv) 3-nights stay in 4* accommodation, sharing a twin/double room on a room only basis and including resort fees;
 - v) £1,000 spending money, paid via BACS transfer to winner's UK bank account;
 - vi) 2x NFL Jerseys of winner's team preference (subject to availability).

Important Prize Conditions: The prize excludes travel insurance, visas, meals, additional transport, vaccinations and personal expenses, all of which are the responsibility of the winner and their guest. The winner and guest must hold valid passports and be eligible to travel to the USA (see clause 24).

16. The Super Bowl LXI prize package is valid for a maximum of 2 adults (18+).
17. All NFL Super Bowl tickets are subject to applicable terms and conditions, which are as set out here: <https://www.nfl.com/super-bowl/ticketback-terms/>
18. The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Productions, LLC, NFL International, LLC, NFL International Licensing, Inc., NFL International Limited, NFL Players Association, NFL Players Incorporated, and each of their respective direct and indirect subsidiaries, affiliates, direct and indirect shareholders (and their direct and indirect subsidiaries), officers, directors, agents, members, representatives, and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this promotion or any prize awarded. The NFL Entities have not offered or sponsored this promotion in any way. Employees of the NFL Entities are not eligible to enter this promotion.

Prize Details – NFL Merchandise

19. There are a total of 60x merchandise prizes available to be won, as follows:
- i) 20x NFL Jerseys
 - ii) 20x NFL Caps
 - iii) 20x NFL T-Shirts
20. Preference of NFL Team and Jersey/T-Shirt Size will be obtained at point of contacting winners, however these are subject to availability and there is no guarantee that winners will receive their preference. If the winner's choice is not available, the Promoter will endeavour to work with the winner to minimise any undue disappointment.

Prize Draws, Winner Notification and Claiming – NFL Super Bowl Prize Package

21. The Super Bowl LXI 1x prize winner will be drawn at random by the MindTree from all valid entries received during the Promotional Period and verified by them, by 05.10.26.
22. The winner will be contacted within 14 days of the draw date via email, using the registered email address used to enter the promotion. A follow-up call will be made to the mobile phone number used to enter the promotion in the event the winner cannot be contacted via email. To claim, the winner must reply to the e-mail providing their full name, proof of ID including age to acknowledge their prize and confirm permission for their details to be provided to the Third Party Prize Fulfilment Agency, CloudNine. Once the winner has given their permission for their details to be transferred, provided the details requested and the completion of the verification process, they will be contacted by CloudNine via email.
23. All reasonable effort will be made to contact the winners using the e-mail address they provide upon entry, however, if their prize is not claimed within 14 days of first notification or the winner is ineligible or rejects their prize, Kellogg's reserves the right to draw an alternative winner (using the same mechanism as for the original winner) and the original winner will forfeit any rights to the prize. The process will repeat until an eligible winner is able to claim the prize, or until 31.10.26 (which is earlier). It is the responsibility of the entrant to ensure that they respond to the winner notification email and provide the details requested to the email address provided. Entrants are encouraged to monitor their connections during this time in case they are the winner.
24. The Winner of the NFL Super Bowl Prize Package must hold a valid UK bank account and is responsible for providing correct, up-to-date bank account details when accepting the prize. The Promoter cannot be held responsible for winners failing to supply accurate information which affects prize acceptance or delivery of their prize.
25. The Winner of the NFL Super Bowl Prize Package must download and register for the 'NFL OnePass' app onto their smartphone to receive their tickets. Registration requires email address, full name, date of birth, country of residence and postal code.
26. Once the winner has successfully confirmed all details for prize fulfilment, including bank details for the cash prize, their prize will be fulfilled. The tickets to Super Bowl LXI will be delivered as e-tickets via Ticketmaster on the NFL One Pass App, up to 2 weeks prior to the date of the event and the cash prize will be delivered via **BACS transfer up to 4 weeks prior to departure**. If tickets are forfeited the cash prize can not be claimed. If a prize Winner does not receive their tickets within 5 working days of their game, please contact us here: https://www.kelloggs.co.uk/en_GB/contact-us.html.
27. The prize will be booked by CloudNine and the winner must provide all reasonable assistance to CloudNine for such purposes. A valid credit or debit card may be required from the winner as a security deposit when checking into accommodation.
28. The winner and their guest must procure their own travel insurance and any necessary vaccinations, immunisations or similar and supply proof of adequate insurance to cover the trip to the Fulfilment Agency upon request. Both the winner and their guest must be legally able to

travel to USA on the date booked for travel and obtain all necessary visas and other documentation for travel. Copies of valid passports will also be required.

29. It is the responsibility of the winner and their guest to ensure that their passport will remain valid for a sufficient amount of time to permit entry to USA on the date of travel and have all necessary and relevant visas. If unsure of the requirements, the winner and their guest are advised to consult the guidance issued by HM Passport Office on the GOV.UK website.
30. It is the responsibility of the Winner to plan and arrange transportation to and from Super Bowl LXI. All costs of transportation, except from transfers to and from Los Angeles Airport to accommodation, are also the sole responsibility of the Winner, although the Winner will receive £1,000 cash spending money via BACS transfer to contribute towards costs. All other costs including but not limited to meals, additional transport, insurance, visas and personal expenses are the responsibility of the Winner.
31. The winner must be aged 18 years or older. MindTree reserves the right to verify the age of the winner and their guest by requesting copies of valid photo identification. If such identification shows that the winner is under 18 years old, the prize will be forfeited. If identification provided for a winner's guest shows that the guest is under 18 years old, the winner will be asked to nominate a replacement guest who is aged 18 or older. Any failure by the winner to respond to requests for guest nomination or identification may result in the prize being forfeited.
32. The winners and guest are responsible for all expenses not expressly stated in these terms and conditions as being included as part of the prize. All other costs and expenses incurred including, but not limited to additional travel, transfers, excursions, accommodation, meals and drinks as required, spending money, tips and other gratuities are the winner's and their guests' own responsibility.
33. The NFL 2027 Super Bowl Prize Package is for fixed travel dates (13 – 17 February 2027) and non-transferable. No alternative prize will be provided, except that in the event of circumstances outside of its control, the Promoter reserves the right to substitute a similar prize of equal or greater value. If the Winner cannot attend due to availability, the prize will be forfeited and a new Winner will be drawn.
34. Kellogg's and its fulfilment agency, CloudNine, will use reasonable endeavours to assist the winner and their guest in the event of travel disruption outside of their control (including but not limited to flight delays or cancellations). Any compensation, accommodation or assistance in such circumstances will be subject to the relevant airline or provider's terms and conditions.
35. If the winner and/or their guest misses any scheduled departure or is unable to travel due to reasons within their control (including but not limited to failure to arrive on time, failure to present valid documentation, or inappropriate behaviour), the Promoter reserves the right to treat the prize as forfeited in whole or in part and any additional costs incurred will be the responsibility of the winner and/or their guest.

36. The winner is responsible for the behaviour of themselves and their guest whilst taking the prize. Kellogg's reserves the right in its absolute discretion to exclude the winner and/or their guest from participation in any aspect of the prize if any party fails to comply with the directions of the Promoter or any companies associated with the prize or if the winner and/or their guest act in a manner that is dangerous to themselves or to the public or is, in the opinion of the Promoter, anti-social in any manner or which causes a disturbance or nuisance to others. Failure to comply with these Terms and Conditions may result in the prize being retracted.

Prize Draws, Winner Notification and Claiming – NFL Merchandise

37. The 60x prize winners will be drawn at random by MindTree, from all valid entries received during the Promotional Period and verified by them, by 05.10.26.
38. The winner will be contacted by Kellogg's within 14 days of the draw date via email, using the registered email address used to enter the promotion. A follow-up call will be made to the mobile phone number used to enter the promotion in the event the winner cannot be contacted via email. To claim, the winner must reply to the e-mail providing their full name, proof of ID including age to acknowledge their prize and confirm permission for their details to be provided to CloudNine. Once the winner has given their permission for their details to be transferred, provided the details requested and the completion of the verification process, they will be contacted by CloudNine, the Third Party Prize Fulfilment Agency via email.
39. All reasonable effort will be made to contact the winners using the e-mail address they provide upon entry, however, if their prize is not claimed within 14 days of first notification or the winner is ineligible or rejects their prize, the Promoter reserves the right to draw an alternative winner (using the same mechanism as for the original winner) and the original winner will forfeit any rights to the prize. The process will repeat until an eligible winner is able to claim the prize, for a period of 3 months after the closing date, after which the prize will be null and void. It is the responsibility of the entrant to ensure that they respond to the winner notification email and provide the details requested to the email address provided. Entrants are encouraged to monitor their connections during this time in case they are the winner.
40. The Promoter will endeavour to deliver NFL Merchandise prizes within 28 days of the delivery address being confirmed. NFL Merchandise prizes will be delivered via courier by the Third Party Prize Fulfilment Agency. All NFL merchandise prizes are subject to availability.
41. No cash or other alternative prize will be provided in whole or in part, except in the event of circumstances outside its control, in which case the Promoter reserves the right to provide an alternative prize, or part of the prize, of equal or greater value.

General

42. It is the responsibility of the winner to provide their correct, up-to-date details when confirming acceptance of their prize in order for the prize claim to be processed. The Promoter cannot be held responsible for the winner failing to supply accurate information which affects prize

acceptance or fulfilment of their prize.

43. The decision of the Promoter is final.
44. Under no circumstances will the Promoter and its associated agencies be liable (unless such liability cannot be lawfully excluded) for any losses, damages, costs or expenses arising from or in any way connected with the promotion except for any liability which cannot be excluded by law (including personal injury, death and fraud) in which case that liability is limited to the minimum allowable by law.
45. The prize winner's surname and county of residence will be available for 3 months after the closing date by contacting Kellogg's https://www.kelloggs.co.uk/en_GB/contact-us.html. We reserve the right to refuse such requests. Entrants can object to disclosure, or request that disclosure be limited in scope by contacting. We may nevertheless disclose the information to the Advertising Standards Authority if required to do so.
46. Winners may be requested, but is not obliged, to enter into publicity as a result of the promotion.
47. The Promoter reserves the right to verify all entries including but not limited to asking for proof of purchase and ID (passport, driving licence or equivalent). The Promoter reserves the right to refuse to award the prize or withdraw prize entitlement and/or refuse further participation in the promotion and disqualify the entrant where there are reasonable grounds to believe there has been a breach of these Terms and Conditions, the spirit of the promotion, any instructions forming part of this promotion's entry requirements or otherwise where an entrant has gained unfair advantage in participating or won using fraudulent means.
48. If for any reason any aspect of this promotion is not capable of running as planned, including by reason of infection by computer virus, network failure, traffic congestion, bugs, tampering, unauthorised intervention, fraud, technical failures or any other cause beyond the control of the Promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter may in its sole discretion cancel, modify or suspend the promotion or invalidate any affected entries.
49. If an act, omission, event or circumstance occurs which is beyond the reasonable control of the Promoter and which prevents the Promoter from complying with these Terms and Conditions (including but not limited to global or regional health crises, weather conditions, fire, flood, strike, hurricane, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, epidemic, pandemic, famine, plague or other natural calamities and acts of God), the Promoter will not be liable for any failure to perform or delay in performing its obligation but will always endeavour to minimise the effect to entrants in order to avoid undue disappointment.
50. The Promoter has no control over internet or communication networks and is not liable for any problems associated with them due to traffic congestion, technical malfunction or otherwise.

The Promoter will not be held liable to any individual for any fraud committed by any third party nor for any event beyond its control including, but not limited to, user error and any network, computer, hardware or software failures of any kind which may restrict, delay or prevent an entrant's entry to the promotion.

51. We are committed to protecting your privacy. Kellogg's will only process your Information to administer this promotion in line with the terms and conditions. Entrants may separately opt-in to receive marketing communications. We will never sell your data to third parties but may combine your data with data from other sources in order to build anonymised/pseudonymised profiles for targeted advertising. Your data will be processed and held on servers located in the United States. The Promoter has ensured that any processors we use are obligated under EU Standard Contractual Clauses to ensure data protection compliance. We will hold your data as long as your consent is valid and you wish to receive marketing communications. You have the right to access your data, withdraw your consent, or to have your data erased. You also have the right to contact a data protection supervisory authority. For further questions on how we use your data, please see our Privacy Policy www.kelloggs.ie/en_IE/privacy-notice.html . You can request access to your personal data, or have any inaccuracies rectified, by sending an email to DataPrivacyOfficer@kellanova.com.
52. By participating in the promotion, you agree to the use of your personal data as described above.
53. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable then it shall be severed and deleted from these Terms and Conditions and the remaining clauses shall survive and remain in full force and effect.
54. These Terms and Conditions shall be governed by English law. However, if you are a resident of Scotland, you will also benefit from any mandatory provisions of Scottish law. You may bring legal proceedings in respect of these Terms and Conditions in either the Scottish courts or the courts of England and Wales. If you are not a resident of Scotland, the courts of England and Wales shall have exclusive jurisdiction.