

OFFICIAL RULES & RESTRICTIONS

Nexford University “Back-to-School AI Giveaway” Sweepstakes

#NexfordAIGiveaway

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. Sponsor

This Sweepstakes (the “Promotion”) is sponsored by Nexford University, Inc., 1015 15th Street NW, Suite 631, Washington, DC 20005 (“Sponsor” or “Nexford”).

2. Promotion Period

The Promotion runs from August 1, 2026, at 12:00:00 AM Eastern Time (“ET”) through August 31, 2026, at 11:59:59 PM ET (the “Promotion Period” or “Entry Period”). The online entry form described in Section 4(a) opens at the start of the Promotion Period and accepts entries continuously through its close. Sponsor's records and computer/server are the official timekeeping method for the Promotion.

Sponsor will publicly announce the overall Promotion concept and share the entry-form link across the channels listed in Section 4(b) on August 3, 2026. Entries submitted through the online form between August 1 and August 3, 2026 are accepted and are fully eligible, even though the public announcement follows a few days after entries first become possible.

Weekly Prize Announcement and Drawing Schedule

This Promotion features three (3) prize tiers, each announced and drawn on its own date during the Promotion Period, as follows:

Date	Milestone
August 1, 2026	Promotion Period opens at 12:00:00 AM ET; online entry form goes live and begins accepting entries.
August 3, 2026	Sponsor publicly announces the overall Promotion concept and shares the entry-form link across the web and social channels listed in Section 4(b).
August 10, 2026	Sponsor announces Prize 1 — Tier 1 (Nexford Course) — via web and social media.
August 17, 2026	Tier 1 winners are drawn. Sponsor announces Prize 2 — Tier 2 (Claude Pro) — via web and social media.
August 24, 2026	Tier 2 winners are drawn. Sponsor announces Prize 3 — Tier 3 (AI Content-Creation Tool) — via web and social media.
August 31, 2026	Promotion Period closes at 11:59:59 PM ET. Tier 3 winners are drawn.

Each weekly announcement is a marketing reveal of the prize an entrant could win that week and does not create a separate or additional entry method. A single online entry submitted at any point during the Promotion Period, is automatically considered for the applicable drawing(s) as described below.

Eligible-Entry Pool for Each Drawing

The entrant pool for each weekly drawing consists of all eligible entries received from the start of the Promotion Period through 11:59:59 PM ET on the day immediately preceding that drawing. For the Tier 3 drawing on August 31, 2026, the pool consists of all eligible entries received through the close of the Promotion Period that same day.

An entrant already selected as a winner in an earlier weekly drawing is removed from, and is not eligible to win, any later weekly drawing during the Promotion Period, consistent with the one-prize-per-entrant limit described in Section 5.

3. Eligibility

The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia who have reached eighteen (18) years of age, or the age of majority in their jurisdiction of residence if older, at the time of entry. Residents of Canada and all other countries are not eligible.

Employees, officers, and directors of Nexford University, Inc. and the immediate family members (spouse, parent, child, sibling, and their respective spouses, regardless of where they live) and household members of each such employee, are not eligible to enter or win.

This Promotion is subject to all applicable federal, state, and local laws and regulations. Void where prohibited or restricted by law. Sponsor reserves the right, in its sole discretion, to disqualify any entrant it believes has tampered with the entry process or violated these Official Rules or any applicable law.

4. How to Enter

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN.

a. Primary Method — Online Entry Form

During the Entry Period, visit <https://hub.nexford.edu/nexford-ai-giveaway> and complete the official entry form, providing your full name, valid email address, state of residence, and confirmation that you meet the eligibility requirements in Section 3. The form also presents a separate, unticked marketing-communications checkbox; checking this box is optional and has no effect on entry or eligibility to win. Limit one (1) entry per person through the online form, regardless of how many email addresses or devices are used, except as described in Section 4(c). The form will also include an optional field for you to provide your social media handle, to help us monitor your bonus entry.

b. Social Media — Awareness Only, Not an Entry Method

Sponsor may promote the Promotion on Instagram ([@nexford_university](#)), X ([@nexford](#)), LinkedIn ([Nexford University](#)), Facebook ([Nexford University](#)), Tiktok ([@nexforduniversity](#)) and YouTube ([@NexfordUniversity](#)). Liking, following, commenting on, or sharing a Nexford social media post is NOT required and does NOT, on its own, create an entry. These channels exist only to point entrants to the official entry form in Section 4(a).

c. Optional Bonus Entry

An entrant who has already submitted a valid entry under Section 4(a) may earn one (1) additional bonus entry by tagging a friend in the comments of a designated Nexford Instagram ([@nexford_university](#)) or Facebook ([Nexford University](#)) post identified during the Entry Period. This bonus entry is optional, is never a condition of entering, and does not require posting to, or sharing, your own timeline or story. Limit one (1) bonus entry per entrant regardless of how many posts are tagged. Entrants intending to submit a bonus entry must include their

social media handle in the optional section of the online entry form for their bonus entry to be counted and tracked. Failure to complete this field will nullify your bonus entry.

d. Entry Limit

Regardless of entry method, each individual may submit only one (1) qualifying entry into the Promotion, plus the one (1) optional bonus entry in Section 4(c). Entries in excess of this limit, from the same person, household, or email address, will be void.

5. Prizes and Approximate Retail Value (“ARV”)

Ten (10) winners total will be selected across three (3) prize tiers, drawn on a weekly cadence during the Promotion Period as detailed in the schedule in Section 2:

Prize Tier	Description	Winners	ARV (each)
Tier 1 — Nexford Course	Introduction to AI course seat, or choice of one of three master's-level courses (level-matched to winner's education — see Section 5)	3	\$490 – \$500
Tier 2 — Claude Pro	One-year Claude Pro membership	5	\$200
Tier 3 — AI Content-Creation Tool	One-year membership to an AI content-creation tool, winner's choice (e.g., Canva Pro, Descript, CapCut)	2	up to \$200
Total		10	~\$2,870–\$2,900

Tier 1 Detail — Nexford Course Prize

The Nexford Course prize will be awarded as a seat in a course matched to the winner's highest qualifying education level, as verified by Nexford at the winner-confirmation stage:

- Winners holding a high school diploma, GED, or Nexford-recognized equivalent will receive a seat in Nexford's AIA 2100 Introduction to AI course (ARV \$490).
- Winners holding a bachelor's degree or Nexford-recognized equivalent can choose to receive a seat in Nexford's AIA 2100 Introduction to AI course (ARV \$490) OR their choice of one of three Nexford master's-level courses: AIA 6600 Artificial Intelligence, AIA 6700 AI Strategy for Business Transformation, or ECM 6700 Leading AI-Driven Transformation (ARV \$500 each).

Winners must meet Nexford University's standard admission requirements for the applicable course level to receive this prize. If a selected winner does not meet the minimum requirement for either course level, that prize will be forfeited and awarded to an alternate winner selected from the remaining eligible entries for that prize tier.

A winner of the Nexford Course prize who wishes to enroll in a certificate or degree program, and who qualifies for admission, may instead redeem this prize as a one-time \$500 tuition reduction, applied to the learner's account as a promotional credit, regardless of which degree program the learner enrolls in.

This tuition reduction functions like an account credit or excess-payment balance: it is applied automatically toward the learner's invoices, in order, until the full \$500 has been used. For example, if a learner's program fee is billed monthly at \$450, the first month's invoice is fully covered by \$450 of the credit, leaving \$50 in remaining

credit; that \$50 is then applied to the second month's invoice, and the learner is responsible for paying the remaining \$400 balance on that invoice. Any unused portion of the credit carries forward from one invoice to the next until it is fully applied, but the credit cannot be redeemed for cash, reapplied after it is exhausted, or renewed.

Tier 2 Detail — Claude Pro

Five (5) winners will each receive one (1) one-year Claude Pro membership (ARV \$200 each), fulfilled by Sponsor via direct purchase or redeemable code to the winner's account.

Tier 3 Detail — AI Content-Creation Tool

Two (2) winners will each receive their choice of one (1) one-year membership to an AI content-creation tool from a list provided by Sponsor at notification (for example, Canva Pro, Descript, or CapCut) (ARV up to \$200 each), fulfilled by Sponsor via direct purchase, gifting, or redeemable code, up to a limit of \$200 per prize.

Limit and Substitution

Limit one (1) prize per entrant across all three tiers. If an entrant is randomly selected as a winner in more than one prize-tier drawing, that entrant will receive only the first prize drawn, will be removed from consideration for any other tier, and Sponsor will draw an alternate winner for the remaining tier(s).

Except as expressly provided in the Tier 1 Detail above, no cash alternative or substitution of prizes is permitted by winners. Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater value if any listed prize becomes unavailable for any reason.

All prizes are awarded “as is,” without warranty of any kind, express or implied, including any implied warranty of merchantability or fitness for a particular purpose. Acceptance or use of a prize is at the winner's own risk.

6. Winner Selection; Odds

Winners will be selected by Sponsor, or its designated representative, in a random drawing from the eligible-entry pool applicable to each tier, as described in Section 2, according to the following schedule:

- Tier 1 (Nexford Course): drawn August 17, 2026
- Tier 2 (Claude Pro): drawn August 24, 2026
- Tier 3 (AI Content-Creation Tool): drawn August 31, 2026

Each drawing will use a documented and auditable random selection method. If a scheduled drawing date falls on a day Sponsor's offices are closed, or is otherwise delayed for operational reasons, Sponsor will conduct that drawing as soon as practicable thereafter.

ODDS OF WINNING DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED FOR THE APPLICABLE PRIZE TIER'S DRAWING.

7. Winner Notification

Because each tier is drawn on a weekly cadence only seven (7) days apart, potential winners will be notified by email, using the address supplied at entry, within two (2) business days of the applicable drawing. A potential winner must respond within three (3) calendar days of the date notification is sent and must provide any information reasonably requested by Sponsor to confirm eligibility, which may include a signed Affidavit of Eligibility, Liability Release, and, where applicable, the optional Publicity Release described in Section 8.

Winners of this Promotion will be notified only by email from an official nexford.edu address or by direct message from Sponsor's official social media accounts listed in Section 4(b). This Promotion is at no cost to enter, and Sponsor will never ask a winner for payment or financial account information to claim a prize.

If a potential winner cannot be reached, does not respond within the required period, declines the prize, or is found ineligible or in violation of these Official Rules, the prize may be forfeited. Given the compressed weekly schedule, Sponsor may, in its sole discretion: (a) select an alternate winner from that tier's eligible-entry pool if time permits before the next scheduled drawing; or (b) if time does not permit, carry the forfeited prize forward into the eligible-entry pool for the Tier 3 drawing on August 31, 2026 and award it as an additional prize in that final drawing.

8. Publicity

Except where prohibited, acceptance of a prize constitutes a winner's consent to Sponsor's use of the winner's name, city and state of residence, and statements about the Promotion for advertising and promotional purposes in any and all media, without additional compensation, unless prohibited by law. Any additional consent to a testimonial, photograph, or video appearance is entirely optional and is never a mandatory condition of accepting or receiving a prize.

9. Taxes

All applicable federal, state, and local taxes associated with the receipt or use of a prize are the sole responsibility of the winner. A winner whose total prize value from Sponsor is six hundred dollars (\$600) or more in a calendar year will be required to complete and submit IRS Form W-9 prior to fulfillment, and Sponsor will issue a Form 1099 as required by law.

10. Privacy

Personal information collected in connection with this Promotion is collected, used, and disclosed by Sponsor in accordance with the Nexford University Privacy Policy, available at <https://www.nexford.edu/privacy-policy>. By entering, you acknowledge that you have reviewed the Privacy Policy. Entrants may separately elect to receive marketing communications from Nexford by checking the optional opt-in checkbox on the entry form; this election is distinct from, and not required for, entry into the Promotion.

11. General Conditions; Release of Liability

By entering, entrants agree to be bound by these Official Rules and by all decisions of Sponsor, which are final and binding on all matters relating to the Promotion. By entering, each entrant represents that they are permitted, under any applicable employer, school, or similar policy, to accept the applicable prize if selected as a winner.

By entering, each entrant releases and holds harmless Nexford University, Inc., its parent, affiliates, subsidiaries, and each of their respective officers, directors, employees, and agents (collectively, the "Released Parties") from any and all liability, claims, or actions of any kind for injuries, damages, or losses to any person or property arising, in whole or in part, directly or indirectly, from participation in the Promotion or from the acceptance, possession, use, or misuse of any prize.

If for any reason the Promotion is not capable of running as planned — including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, or any other cause beyond Sponsor's reasonable control that affects the administration, security, fairness, integrity, or proper conduct of the

Promotion — Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Promotion in whole or in part.

12. Platform Disclaimers

This Promotion is in no way sponsored, endorsed, administered by, or associated with Meta Platforms, Inc., Instagram, Facebook, TikTok, LinkedIn, X Corp., or any platform on which the Promotion is advertised. By entering, entrants release each of these platforms from any and all liability in connection with the Promotion. Any questions, comments, or complaints about the Promotion must be directed to Sponsor at the contact information in Section 14, not to the platform.

13. Governing Law

These Official Rules, and any dispute arising from or relating to the Promotion, shall be governed by and construed in accordance with the laws of the District of Columbia, without regard to conflict-of-law principles.

14. Sponsor Contact; Requesting the Rules or the Winner List

For a copy of these Official Rules, or, after October 15, 2026, the name(s) of the winner(s), send a self-addressed stamped envelope or an email request to: Nexford University, Inc., Attn: Marketing Department — AI Giveaway, 1015 15th Street NW, Suite 631, Washington, DC 20005, or marketing@nexford.edu. Winner-list requests must be received by December 1, 2026.

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