



Prize Draw Terms and Conditions

- The Prize draw is open to customers residing United Kingdom, Ireland, Denmark, Norway, Finland & Sweden.
- The prize draw promotion is run by Sony Europe B.V., a company registered in the Netherlands (registered office: Taurusavenue 16, 2132 LS Hoofddorp, the Netherlands), operating in the United Kingdom from The Heights, Weybridge, Brooklands, Surrey, KT13 0XW, UK.
- Entrants must be aged 18 or over and must not be affiliated with Sony. Only private individuals are eligible to participate.
- To enter the prize draw by purchasing and registering an eligible product, customers must purchase eligible Sony Headphone, Speaker or Digital Imaging products* from selected retailers ([in Denmark](#), [in Finland](#), [in Ireland](#), [in Norway](#), [in Sweden](#), [in the UK](#)) and register by 16th September 2026. To be eligible for the purchase-and-registration route, the product must be purchased between 1st January 2026 and 16th September 2026. Products purchased online must be delivered to, and in your possession of, the entrant by the registration deadline, as purchase-and-registration entries require photos of the product and its serial number during registration. This requirement does not apply to participants who enter through the alternative free entry route. MySony login is required for purchase-and-registration entries. A product registered for the NFL London 2026 prize-draw campaign may also be eligible for another concurrently running Sony registration campaign on the applicable local Sony site such as Digital Imaging Cashback provided that all eligibility requirements and conditions for each campaign are met. Participation in another Sony campaign does not increase the number of entries permitted for this prize draw.
- **Alternative free entry (Denmark, Finland, Ireland, Norway & Sweden only):** Residents of Ireland, Denmark, Norway, Finland and Sweden may also enter the prize draw without making a purchase by sending a postcard with their full name, address, email address and date of birth to: the applicable country-specific Sony address listed under "Sony Addresses for alternative free entry" below. Postal entries must be received by Sony at the applicable address by, 16th September 2026. No purchase is necessary for residents of these countries to enter. All entries (whether by purchase-and-registration or by post) will be included in the same random draw on equal terms.
- **Prize:** Winners will receive two (2) tickets to the NFL London Games 2026 (Philadelphia Eagles vs. Jacksonville Jaguars) in London, England, taking place on the 11th October 2026 at Tottenham Hotspur Stadium. Winners will be selected through a random draw. A total of 6 (six) winners will be selected across the Northern European region, each receiving 2 (two) tickets (12 tickets in total). If winner resides outside the United Kingdom, the prize includes return flights from winner's country and one night hotel stay in central London. If winner is based in United Kingdom, but located outside greater London area, the prize will include one night's accommodation in London and reasonable travel arrangements within the UK (which may be via air, rail, or coach, depending on the winner's location). For all winners, any other personal costs inter alia for food/drinks are not included in the prize and need to be borne by the participant.
- For entries made by purchasing and registering an eligible product, only one eligible product may be registered per person. A product serial number is required for purchase-and-registration entries. Incomplete purchase-and-registration entries that do not include all required supporting documents (such as serial number photo)



are not eligible to be selected as winners. Fraudulent claims will be disqualified from campaign. Sony may request that a winner who entered by purchasing and registering an eligible product provides proof of purchase, such as a purchase receipt or VAT invoice. The serial number, supporting documentation and proof of purchase requirements do not apply to participants who enter through the alternative free entry route, although Sony may request reasonable evidence of identity, age and country of residence to verify eligibility.

- Only one entry per person is permitted, regardless of whether the person enters by purchase-and-registration or through the alternative free entry route.
- The prize draw will take place within three (3) working days after the close of the campaign on September 16th, 2026, whereby the winners will be chosen randomly by a computer process.
- A total of 12 Tickets (awarded to 6 winners, each receiving 2 tickets) will be awarded in the Northern European region via a randomly run raffle. Northern European region means United Kingdom, Ireland, Denmark, Norway, Finland & Sweden. Two tickets (i.e., one winner) are initially reserved per country, but Sony reserves the right to amend country ticket allocation based on campaign engagement on a country level relative to total region, provided that the total prize value awarded to winners in Ireland shall not exceed €2,500 in aggregate.
- Winners will be contacted via email within three (3) working days of the draw taking place.
- If a winner does not respond within three (3) days of being contacted, the prize will be forfeited. In such cases, Sony reserves the right to select an alternative winner using the same random selection process.
- The prize is non-exchangeable, non-transferable and no cash alternative is offered.
- Sony is not responsible for realisation of the game for which tickets were raffled. Any disruption, postponement or cancellation of game is not under the responsibility/liability of Sony.
- Customers who have returned the product to its dealer within the legal return period will not be eligible for participation in the prize draw promotion.
- It is necessary to have access to the internet with sufficient broadband speed and download capability in order to complete the claim form. Sony will not be held liable for any technical, hardware, software, server, website or internet connection issues which prevent or otherwise obstruct you from participating in the Promotion.
- By purchasing and registering your product and entering this competition, you agree to these Terms of Participation and also that any personal information provided by you with your entry may be held and used by Sony or its agents and suppliers to administer this competition.
- Sony is committed to protecting and respecting your privacy and will only use your personal information in accordance with these Terms and Conditions and for the fulfilment of the prize draw and Sony's legitimate interests in administering the prize draw. For full details of how your data is used, stored and your rights, please see [Sony's Privacy Policy applicable to your country of residence, accessible via the campaign site for your country listed below.](#)
- Participant agrees that the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") shall have no liability or responsibility for any claim arising in connection with the NFL Entities' involvement in or association with this promotion, the



provision of the prizes, or the NFL London Games 2026 event itself. The NFL Entities have not offered or sponsored this promotion in any way.

Employees, officers, directors, agents and representatives of the NFL Enterprises LLC (hereafter, "Sponsor"), The NFL Parties (defined as NFL Properties LLC, National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL International LLC, NFL Productions LLC, and each of their respective affiliates, owners, subsidiaries, shareholders, officers, directors, agents, representatives and employees, both individually and collectively) and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies (hereafter collectively, "Released Parties"), and each such individual's immediate family members (mother, father, sister, brother, any child, husband, wife and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to participate or win a prize.

- **Governing Law:** These Terms and Conditions are governed by the laws of England and Wales. Nothing in these Terms and Conditions affects the statutory rights of participants under the mandatory consumer protection laws of their country of residence, including (without limitation) the laws of Ireland, Denmark, Norway, Finland and Sweden, which shall apply to the extent required by those laws.

Campaign sites:

- Denmark: www.sony.dk/promo/nfl-europe
- Finland: www.sony.fi/promo/nfl-europe
- Ireland: www.sony.ie/promo/nfl-europe
- Norway: www.sony.no/promo/nfl-europe
- Sweden: www.sony.se/promo/nfl-europe
- United Kingdom: www.sony.co.uk/promo/nfl-europe

Sony Addresses for alternative free entry:

The following addresses are provided solely for the submission of alternative free postal entries. Sony Europe B.V. remains the promoter of the prize draw.

- **Denmark:** Sony Nordic (Denmark), Filial af Sony Europe B.V. NL, Rued Langgaards Vej 6-8, 2300 København S, Denmark
- **Finland:** Sony Europe B.V., Suomen sivuliike, c/o Toimistohotelli HUUDI, Huopalahdentie 24, 00350 Helsinki, Finland
- **Ireland:** Sony Europe B.V., Ireland Office, The Link Business Centre, G1, Calmount Park, Ballymount, Dublin 12, D12 TH56, Ireland
- **Norway:** Sony Nordic (Norway), a Branch of Sony Europe B.V. , Lysaker Torg 25, 1366 Lysaker, Norge
- **Sweden:** Sony Nordic (Sweden), Filial till Sony Europe B.V. (NL), Torshamnsgatan 44, SE-164-40 Kista, Sverige



***Eligible Model List:**

WH1000XXB.CE7	SRSULT50B.CE7
WH1000XXS.CE7	SRSULT50W.CE7
WH1000XM6B.CE7	SRSULT30B.CE7
WH1000XM6S.CE7	SRSULT30W.CE7
WH1000XM6L.CE7	SRSULT90B.CE7
WH1000XM6T.CE7	SRSULT900AC.CEL
WH1000XM5B.CE7	SRSULT1000.CEL
WH1000XM5S.CE7	SRSULT70B.EU8
WH1000XM5L.CE7	SRSXV800B.CEL
WH1000XM5P.CE7	SRSXV500B.CEL
WH1000XM4B.CE7	ILCE6700LB.CEC
WH1000XM4S.CE7	ILCE6700KB.CEC
WH1000XM4L.CE7	ILCE6700MB.CEC
WHULT900B.CE7	ILCE6700GBDI.EU
WHULT900G.CE7	ILCE7CM2B.CEC
WHULT900W.CE7	ILCE7CM2S.CEC
WF1000XM6B.CE7	ILCE7CM2LB.CEC
WF1000XM6S.CE7	ILCE7CM2LS.CEC
WF1000XM5B.CE7	ILCE7CRB.CEC
WF1000XM5S.CE7	ILCE7CRS.CEC
WF1000XM5P.CE7	ILCE7M4B.CEC
WFLC900B.CE7	ILCE7M4MB.CEC
WFLC900C.CE7	ILCE7M4GBDI.EU
WFLC900V.CE7	ILCE7M5B.CEC
WFLC900G.CE7	ILCE7RM5B.CEC
	ZVE1BDI.EU
	ZVE1LBDI.EU
	ZVE10M2B.CEC
	ZVE10M2KB.CEC
	DSCRX10M5B.CEC
	DSCRX100M7AB.CE3