



2026 Dawg of the Year

National Championship - Official Rules

Effective September 3, 2026. Entrants must review and accept these Official Rules before entering.

1. Sponsor and competition

Dawg of the Year LLC ("Sponsor") runs the 2026 Dawg of the Year National Championship ("Competition"). The Competition is a free NFL pick'em competition. It is not a wager, sportsbook, gambling product, or lottery, and Sponsor does not accept an entry fee, purchase, deposit, or payment to enter or win. Questions about these Rules may be sent through the support form at dawgoftheyear.com/support.

2. Entry period and competition period

Registration opens at 12:01 a.m. Eastern Time ("ET") on September 1, 2026, and closes at 12:59:59 p.m. ET on September 13, 2026 (the "Entry Period"). Competition scoring begins with Week 1 of the 2026 NFL regular season and ends after the final scheduled regular-season game. Entrants who complete registration after an early-game lock may make their three Week 1 picks only from teams whose applicable game group remains unlocked. Playoffs and preseason games do not count. Sponsor's server records control for all timestamps.

3. Eligibility

The Competition is open to legal residents of the 50 United States and the District of Columbia who are at least 18 years old at entry, and to legal residents of Canada who are at least 19 years old at entry. Void where prohibited. Sponsor's members, officers, employees, and contractors are not eligible for cash prizes. Entrants must provide truthful registration information and comply with these Rules. Sponsor may require reasonable proof of eligibility before awarding a prize.

4. How to enter

During the Entry Period, sign in with a verified email link or Google account and complete the Championship registration flow, including mobile verification and the required eligibility confirmations. Entrants must agree to receive essential Competition communications. Consent to optional promotional email is not required to enter and may be withdrawn at any time. Registration remains available until the Entry Period closes even if the Week 1 early-game group has locked; only teams in the still-unlocked game group may be selected afterward. One entry per natural person applies regardless of the number of accounts, phone numbers, devices, or identities available to that person. There is no alternate paid entry method because entry is already free. Entries are not transferable, saleable, or shareable.

5. Three picks a week

Each week, pick three NFL teams across three categories. Straight-Up Winner (SU): pick a team to win its game outright; a correct pick earns 2 points and a tied game earns 1 point. Against the Spread (ATS): pick a team to cover; a correct pick earns 3 points and a push earns 1.5 points. Dog to Win Outright (DOG): pick an underdog to win outright; a correct pick earns the posted spread plus 2 points, capped at 12 points. A 1-point dog earns 3 points, a 5-point dog earns 7 points, and a 17-point dog earns 12 points. A DOG tie earns half points. Pick'em teams are not eligible for DOG.

6. Each team, once per category

Once you pick a team in a category, you cannot pick that team in that category again during the regular season. You may use the same team in a different category. The app blocks reused teams. Your one Dawg of the Year pick may use a team already selected in the DOG category.

7. Deadlines

All games scheduled before Sunday 1:00 p.m. ET, including Wednesday openers, Thursday, Friday, Saturday, and Sunday morning games, lock at the earlier of Thursday 8:15 p.m. ET or the first scheduled kickoff among those games. For example, a Wednesday 8:20 p.m. ET season opener locks early picks at 8:20 p.m. ET Wednesday, and Thanksgiving games lock at the first Thursday kickoff. Sunday games from 1:00 p.m. ET onward and Monday games lock at Sunday 1:00 p.m. ET sharp, not at the start of each later game. You may edit unlocked picks as often as you like; the last saved pick counts. All submissions are timestamped.

8. Spreads and visibility

Sponsor posts spreads on Tuesday using Circa odds. Once posted, spreads do not change for injuries, line movement, or other later events. Everyone's picks become visible once their game group locks. Until then, only the entrant can see their picks.

9. Dawg of the Year

Once a season, you may declare a DOG pick your Dawg of the Year (DOTY). You may select a team already used in the DOG category. If the DOTY wins, it earns double DOG points; for example, a 7-point dog earns 18 points. Select the DOTY option when submitting the pick.

10. Prizes and tiebreakers

Entry is free; no purchase is necessary. The total prize pool is \$2,000: \$1,000 for first place, \$500 for second place, \$250 for third place, \$150 for fourth place, and \$100 for fifth place. Season-end tiebreakers are, in order: (1) largest single DOG win by spread; and (2) total SU, ATS, and DOG wins. If a tie remains after both tiebreakers, the tied entrants split the combined prizes for the tied places equally.

11. Official game information and scoring adjustments

The official result of an NFL game is the result recognized by the NFL. If a game is postponed, cancelled, or materially affected by an official correction or technical failure, Sponsor may set a fair procedure for affected picks, including voiding them, awarding zero points, or rescheduling the scoring decision. Sponsor will announce any material procedure before finalizing affected standings when reasonably possible.

12. Winner verification and payment

Five prizes are awarded based on final standings. No prize is awarded by random drawing, and the likelihood of winning depends on the number and skill of eligible entrants. Potential winners must respond to Sponsor's notice and complete identity, age, residency, eligibility, and tax verification within the time Sponsor states in that notice. United States prizes are paid in U.S. dollars by Venmo, PayPal, or Zelle to a verified account in the winner's name, or by a reasonable alternative selected by Sponsor when necessary. Canadian prizes are paid in U.S. dollars through PayPal to an account capable of receiving the payment. Sponsor sends the stated prize amount in U.S. dollars; each winner is responsible for currency conversion, intermediary or account fees, and all applicable taxes. Sponsor may collect a Form W-9, Form W-8BEN, or other documentation required for payment or tax reporting. A Canadian potential winner may be required to correctly answer, without assistance, a time-limited mathematical skill-testing question as a condition of receiving a prize.

13. Disqualification and administration

Sponsor may disqualify an entry for false information, duplicate or shared entry, automation, tampering, interference with the Competition, violation of these Rules, or failure to complete winner verification. A shared household, device, or network alone is not grounds for disqualification. Sponsor's good-faith decisions on eligibility, scoring, administration, and interpretation of these Rules are final except where prohibited by law. Sponsor may cancel, suspend, or modify the Competition only when a technical failure, fraud, disaster, legal requirement, or similar event materially impairs fair administration; any remedy will be limited to what is reasonably necessary to preserve fairness.

14. Privacy, publicity, and general terms

Registration and Competition data are handled under the Privacy Policy at dawgoftheyear.com/privacy. Entrants acknowledge that personal information may be processed and stored in the United States by Sponsor and its service providers. Sponsor may publish a winner's public Competition handle, rank, and prize amount; it will not publish a winner's legal name without permission unless legally required. By entering, each entrant releases Sponsor and its service providers from claims arising out of participation or prize use, except to the extent a release is not permitted by applicable law. These Rules, the Terms of Service, and the Privacy Policy are the complete rules for the Competition. If material Competition advertising conflicts with these Rules, these Rules control. NFL team names are used only to identify games; the Competition is not sponsored, endorsed, or administered by the National Football League or any NFL team.