

101.7 Summerfest Giveaway

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

Contest

101.7 The Truth will execute a contest to give away general admission tickets to Summerfest 2021. In order to win, fans must listen to MKE in the Morning from 7am – 10am CST, The Truth w/ Sherwin Hughes from 10am – 1pm CST, The Tory Lowe Show from 1pm – 4pm CST, or The Truth in the Afternoon w/ Dr. Ken Harris from 4pm – 6pm CST beginning Thursday, August 26, 2021 through Wednesday, September 1, 2021 for the announcement of the cue to call. The correct caller number to get through the WGKB contest line will win (4) tickets to Summerfest 2021 upon confirmation of eligibility. There will be (20) total winners selected during the Promotion dates. The ARV of each prize is \$92.00.

1. HOW TO ENTER

- a. These rules govern the 101.7 Summerfest Giveaway promotion (the “Promotion”) being conducted by 101.7 The Truth, 720 E. Capitol Dr., Milwaukee, WI 53212 “GKB” beginning on Thursday, August 26, 2021 at 7am CST through Wednesday, September 1, 2021 at 6pm CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Cue to Call during on-air local programming as detailed below:
 - MKE in the Morning from 7-10am CST
 - The Truth w/ Sherwin Hughes from 10am-1pm CST
 - The Tory Lowe Show from 1-4pm CST
 - The Truth in the Afternoon w/ Dr. Ken Harris from 4-6pm CST
- i. To participate in the Promotion, you must listen to local on-air programming on 101.7 The Truth as outlined above beginning Thursday, August 26, 2021 through Wednesday, September 1, 2021 for the announcement of the cue to call. Upon hearing the cue to call, the designated number caller (as announced by the on-air personality prior to the cue to call) to get through to the GKB contest line at 833-212-1017 will win a prize upon confirmation of eligibility. There will be (20) total winners selected during the Promotion dates. There will be (1) winner selected per show during the Promotion dates. Each winner will be awarded (4) general admission tickets to Summerfest 2021 upon confirmation of eligibility. At the time of their call, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone

numbers, email address, and date of birth in order to be eligible to win. In the event that the selected caller is disconnected or is found to be ineligible, the next eligible caller that successfully makes it through on the call-in line and completes their call will be a winner. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a winner only once. There will be up to a total of (20) winners selected on-air during the Promotion dates. GKB is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his/her telephone call. Due to delays in the GKB online streaming of its broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests.

- ii. Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB has the right to not notify fans and to not update contest rules or the webpage when such situations occur.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age and above, and who reside in the Greater Milwaukee Area. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Listeners are eligible to win a prize in a Promotion conducted by GKB only once every seven (7) days and only once every thirty (30) days if the prize is valued over \$600. Only one (1) winner per household is permitted in any GKB promotion.
- c. The winner must provide valid government-issued photo identification and provide his or her complete address, date of birth and phone number to claim a prize.
- d. Entrants are required to provide truthful information and GKB will reject and delete any entry that it discovers to be false or fraudulent. GKB will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. Twenty (20) total prizes will be awarded in this Promotion. Each prize consists of the following:

- Four (4) general admission tickets to SummerFest 2021

The Approximate Retail Value (“ARV”) of each Prize is \$92.00. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize. GKB accepts no responsibility for repairing any real or supposed damage to any prize. All tickets will expire on Saturday, September 18, 2021 following the conclusion of the Summerfest 2021. Any tickets not claimed or used by this deadline will be forfeited and no alternate prize will be awarded.

- b. All prizes or prize certificates will be mailed to the winner. To officially claim the prize, the winner must complete all required prize forms provided by GKB. The winner will forfeit any prize or prize certificate not claimed by Friday, September 10, 2021 at 5pm CST. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. GKB is not responsible for the safe arrival of a prize or prize certificate. The tickets will be subject to the terms and conditions as set forth by the issuer of the tickets. In the event that Summerfest 2021 is postponed or cancelled, the tickets will be subject to the postponement/cancellation policies of Summerfest.
- c. There is no substitution, transfer or cash equivalent for prizes, except that GKB may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. Winners will be selected during local on-air programming as outlined in the “How to Enter” section above.
- c. All final winners will be known by Friday, September 10, 2021, at 5pm CST.
- d. Odds of winning a Prize depends upon the number and order of calls received.
- e. Callers must listen to 101.7 The Truth to win. Prize winners need not be present to win.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release by Friday, September 10, 2021 at 5pm CST or the prize will be forfeited and no alternate winner will be selected. If a potential winner

cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize.

5. CONDITIONS

- a. Payments of all federal, state, and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by GKB in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize(s) or prize certificate(s), GKB, in its sole discretion, may require Promotion winner(s) (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless GKB, its subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.
- d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of GKB that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend, or modify the Promotion. If the Promotion is terminated before the original end date, GKB reserves the right to select the winner(s) by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winner(s).
- e. GKB, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of GKB's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If GKB makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a

Promotion, GKB reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.

- f. GKB reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of GKB, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, GKB reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Promotion and shall not be required to award a substitute prize.
- g. GKB is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Wednesday, September 1, 2021 to "101.7 Summerfest Giveaway-Official Rules" Attn: Promotions, GKB, 720 E Capitol Dr., Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, October 29, 2021 to the above address marked "101.7 Summerfest Giveaway – Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of GKB.

Administrator: Good Karma Brands Milwaukee, LLC, 720 E Capitol Dr. Milwaukee, WI 53212.

Sponsor: Milwaukee World Festival, Inc, 639 E Summerfest Pl. Milwaukee, WI 53202

