

## **2017 ESPN Cleveland and Labatt Blue “Great State of Mine” Contest**

### **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.

### **HOW TO ENTER**

These rules govern the “Labatt Blue Great State of Mine” promotion (the “Promotion”) being conducted by ESPN Cleveland & Good Karma Broadcasting (“GKB”) beginning on Friday, June 16, 2017 at 7:00pm ET and ending on Monday, August 14, 2017 at 5:00pm ET.

1. To participate in the Promotion, you may enter via the following method(s):
  - a. Tweet a picture of yourself responsibly enjoying a Labatt Blue beverage with the hashtag, #LabattCLE.
  - b. Find any Labatt Blue display anywhere in the Northeast Ohio area and tweet a picture using the hashtag, #LabattCLE.

### **ELIGIBILITY RESTRICTIONS**

1. The Promotion is open to all persons who are 21 years and over and who reside in the state of Ohio. Employees of GKB, its subsidiary and affiliated entities, GKB’s advertising and promotional agencies, its participating sponsors, other radio stations in the Cleveland metropolitan area 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.
2. Listeners are eligible to win a prize in a Promotion conducted by GKB only once every thirty (30) days and only once every six (6) months if the prize is valued over \$600. Only one (1) winner per household is permitted in any GKB promotion.
3. 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.
4. 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.

### **PRIZES**

Nine (9) total prizes will be awarded in this Promotion. The prizes consist of the following:

1. Cleveland Kayak Adventures (2 passes)
2. Cleveland Zoo Passes (2 passes)
3. One (1) ESPN Cleveland Golf Card
4. Cleveland Bike Tours (2 passes/bikes)
5. Cedar Point Passes (2 passes)
6. Exploreafoot Hiking Experience (2 passes)
7. Goodtime III Cruise (2 passes)
8. Great Lakes Watersports Jet Ski Rental (2 passes)

9. Pro Football Hall of Fame Tickets (2 tickets)

The Approximate Retail Value ("ARV") for Cleveland Kayak Adventures is \$40-\$60.

The Approximate Retail Value ("ARV") for Cleveland Zoo Passes is \$30.

The Approximate Retail Value ("ARV") for One (1) ESPN Cleveland Golf Card is \$99.

The Approximate Retail Value ("ARV") for Cleveland Bike Tours is \$80.

The Approximate Retail Value ("ARV") for Cedar Point Passes is \$90.

The Approximate Retail Value ("ARV") for Exploreafoot Hiking Experience is \$140.

The Approximate Retail Value ("ARV") for Goodtime III Cruise is \$40.

The Approximate Retail Value ("ARV") for Great Lakes Watersports Jet Ski Rental is \$120.

The Approximate Retail Value ("ARV") for Pro Football Hall of Fame Tickets is \$50.

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.

#### **WINNER SELECTION AND NOTIFICATION**

- a. Decisions of GKB management with respect to the Promotion are final.
- b. To participate in the Promotion, you may enter via the following method(s):
  1. Tweet a picture of yourself responsibly enjoying a Labatt Blue beverage with the hashtag, #LabattCLE.
  2. Find any Labatt Blue display anywhere in the Northeast Ohio area and tweet a picture using the hashtag, #LabattCLE.
- c. The winner(s) will be randomly selected from the tweets with the #LabattCLE every Monday starting on Monday, June 19, 2017 and ending on Monday, August 14, 2017.
- d. Odds of winning the prize depends upon the number of people who tweet a picture using the hashtag, #LabattCLE.
- e. Winner will be notified over the phone on every Monday between June 19, 2017 and August 14, 2017 between 12:00pm ET and 5:00pm ET to confirm eligibility. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within one (1) day of winning or prize will be forfeited. If winner has not confirmed eligibility via phone by Monday, August 14, 2017, at 5:00pm ET, alternate winner(s) 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.

## 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 Monday, August 14, 2017, to “Labatt Blue Great State of Mine – Official Rules,” ESPN Cleveland, 1901 E 9th St, Suite 252, Cleveland, OH 44114. For the names of the prize winner(s) send a self-addressed stamped envelope for receipt by Friday, September 25, 2017 to the above address marked “Labatt Blue Great State of Mine – 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: GKB, ESPN Cleveland 1301 E. 9th Street, Suite 252, Cleveland, OH 44114.