

## 2022 Milwaukee Auto Show

### 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 Overview:

101.7 The Truth fans can tune in to The Truth with Sherwin Hughes for their chance to win (2) tickets to the 2022 Greater Milwaukee International Car & Trunk Show. Each weekday from 10am-1pm CT beginning on Monday February 14, 2022, through Friday, February 18 2022, fans can listen for the announcement of the cue to call. The correct number caller to get through to the WGKB contest line will win the prize upon confirmation of eligibility. One (1) winner will be selected per show. There will be (5) total winners selected during the Promotion. The total ARV of each prize is \$30.

#### 1. HOW TO ENTER

- a. These rules govern Greater Milwaukee Car & Truck Show Ticket Giveaway (the "Promotion") during The Truth with Sherwin Hughes conducted by WGKB 101.7 The Truth, 720 E Capitol Drive Milwaukee, WI 53212 ("GKB") beginning on Monday February 14, 2022, at 10am CT through Friday, February 18, 2022 at 1pm CT,
- b. To participate in the Promotion, you may enter via the following method(s):
  - Cue to call during local on-air programming.
- i. To participate in the Promotion, you must listen to WGKB beginning on February 14, 2022, and ending on Friday, February 18, 2022 each weekday between the hours of 10:00am and 1pm CT during the promotion dates 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 the prize upon confirmation of eligibility. At the time of their call, callers will be required to provide all information requested including but not limited to their full name, email address, shipping address (including zip code), day and evening phone numbers, and date of birth in order to be eligible to win. In the event that the selected caller is disconnected, 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 (5) total winners selected on-air during the Promotion dates. One (1) winner will be selected per show. 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 or older 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, [other radio stations in the Greater Milwaukee 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.
- 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. Five (5) prizes will be awarded in this Promotion. Each prize will consist of (2) tickets to the 2022 Greater Milwaukee Car & Truck Show on February 26, 2022 through March 6, 2022. The total ARV of each prize is \$30.00.
- b. All prizes will be mailed out to the winners. Any prize not claimed by 5:00pm on February 28, 2022, will be forfeited and no alternate prize will be given. Upon confirmation of eligibility, a GKB representative will reach out to the winner via phone or email to share the necessary prize forms with the winner. To officially accept the prize and confirm eligibility, each winner must complete and return the required prize forms to GKB within 10 days of being selected as a winner. 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.

- c. GKB is not responsible for the safe arrival of a prize or prize certificate. 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 each weekday during the Promotion between 10:00am CT and 1:00pm CT. A representative of GKB will contact each winner within 72 hours of their call.
- c. All final winners will be known by 1:00pm CT on Friday, February 18, 2022.
- d. Odds of winning a Prize depends upon the number and order of calls received.
- e. Fans must listen to WGKB 101.7 The Truth with Sherwin Hughes to win. Winners need not be present to win a prize.
- f. Each winner must execute and return any required affidavit of eligibility and/or liability/publicity release within 10 days of being selected as a winner or their prize will be forfeited. 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 February 18, 2022, to "Greater Milwaukee Car & Truck Show Ticket

Giveaway” – Official Rules,” Attn: Promotions, GKB 720 E Capitol Drive Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by April 18, 2022, to the above address marked “Greater Milwaukee Car & Truck Show Ticket 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 and may be posted online at [1017thetruth.com](http://1017thetruth.com).

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

Sponsor: Adstrategies, Inc., World Headquarters, 101 Bay Street Suite 201, Easton, Maryland, 21601

