

**101.7 The Truth & Associated Bank
Black-Owned Business Giveback
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

Milwaukee Black-Owned Businesses will have the chance to win a 3-month advertising campaign on 101.7 The Truth. Black-Owned Businesses must register to win by filling out the form via the contest page www.BlackBusinessGiveback.com beginning January 1, 2024, at 7:00AM CT and ending December 27, 2024, at 5:00PM CT. The registration form closes at 5pm CT on the last Friday of every quarter and re-opens on the first Monday of every quarter at 7am CT. Five (5) winners will be chosen every quarter of 2024 for a total of twenty (20) winners in 2024. Winners will be chosen based on influence and impact in the community. The ARV of the prize is \$6,000.

1. HOW TO ENTER

- a. These rules govern the “Black Owned Business Giveback” promotion (the “Promotion”) being conducted by Good Karma Brands Milwaukee, LLC, 720 E Capitol Dr. Milwaukee, WI 53212 (“GKB”) beginning on Monday, July 1, 2024, at 7:00AM CT – Friday, September 27, 2024, at 5:00PM CT.
- b. To participate in the Promotion, you may enter via the following method(s): Visit www.BlackBusinessGiveback.com and complete the online entry form during the contest promotion dates and meet eligibility requirements in order to win the 3-month advertising campaign to be used on 101.7 The Truth. The five (5) chosen entries received each quarter during the promotion dates will be awarded three (3) months of free advertising on 101.7 The Truth.
 - i. To participate in the Promotion, you may log onto www.BlackBusinessGiveback.com and follow the links and instructions to enter the Promotion and submit your business industry, first and last name, business name, position title, business website link, business social media links, founded business date, complete business address, city, state, zip code, telephone number, date of birth and a valid email address, and description of business in the online entry form. The registration form closes at 5pm CT the last Friday of every quarter and re-opens at 7am CT the first Monday of every quarter.

- Promotion Deadline Dates Per Quarter-

Quarter Commercials Will Air:	Deadline Date for Entry During <u>The</u> Previous Quarter:	New Entry Dates <u>For</u> The Following Quarter:
Q2 2024	Friday, March 29, 2024	Saturday, March 30, 2024
Q3 2024	Friday, June 28, 2024	Saturday, June 29, 2024
Q4 2024	Friday, September 27, 2024	Monday, September 28, 2024
Q1 2025	Friday, December 27, 2024	End of Contest

- ii. Only one entry per small business and email address is permitted per quarter. Each black-owned business can enter once per quarter but can only win once during the 18-month promotion period. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by GKB. GKB's computer is the official time keeping device for the Promotion. GKB is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological problems.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all black-owned business owners over the age of 18 whose business meets the following criteria: in business a minimum of 1 year and black-owned business in the Greater Milwaukee Area. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors including Associated Bank employees and families, other radio stations in the 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, valid proof of business ownership through Federal ID number, and articles of formation, as well as 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. Up to twenty (20) prizes be given away during the Promotion dates to a black-owned business that meets the eligibility requirements outlined in these contest rules. There may be up to a maximum of five (5) winners per quarter selected during this Promotion. The business owner must provide 101.7 The Truth with commercial copy points for production. GKB will write and produce one spot per partner. Each prize consists of the following:
 - The \$6,000, three (3) month advertising campaign includes: (150) :30 commercials to air for 12 weeks Monday – Sunday 7a - 12mid, logo included in social media posts on The Truth platforms, in-studio tour and talent meet & greet, Truth to help with copy and voicing the commercial, and the opportunity to be featured during the Black Business Shoutouts on MKE in the Morning every Friday.
- b. Each selected winner is required to complete both an Accepting Prize Form and a W9 to be eligible to win. Each selected winner will provide GKB with copy points. GKB will then produce a final commercial spot. In order to claim this prize, each winner must complete the Accepting Prize Form and W9 and return them to GKB. The winner will forfeit any prize if not claimed within ten (10) days of winning.
- 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. The applicants selected based upon influence and impact on the community will be selected as winners. The odd of winning a prize depends on the number and order of entries received in a calendar quarter with respect to the deadline dates and times + eligibility. If five (5) eligible entries are not received in a calendar quarter, GKB will award the number received for that quarter and start over collecting new entries for the following quarter. If a business that registers in the top 10 is not eligible, the next eligible business will be selected in its place.
- c. Entries will close on the last Friday of every quarter at 5pm CT. Monday, July 1, 2024, at 7:00AM CT – Friday, September 27, 2024, at 5:00PM CT will count as one quarter with the first advertisers receiving their campaign beginning Q2 of 2023. Entries received during the Promotion dates will receive their advertising campaign the upcoming quarter. Entries will not be carried over between Promotional periods. All final winners will be determined by Friday, December 29, 2023, at 5pm CT.
- d. Odds of winning a prize depends on the number and order of entries received.
- e. The winner will be notified by both phone and email within 24 hours of being selected as a winner. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within (10) days of winning or 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, and no additional winners will be chosen.

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 September 27, 2024 to "Black-Owned Business Giveback – Official Rules," Attn: Promotions, GKB 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203. For the names of the prize winners send a self-addressed stamped

envelope for receipt by August 27, 2025 to the above address marked "Black-Owned Business Giveback – 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 www.BlackBusinessGiveback.com

PRIVACY

By use of GKB's website or by entering the Promotion through GKB's website, you agree to the website's Terms of Use Agreement located at <https://goodkarmabrands.com/terms-of-use/> and to the use of your personal information as described in the Privacy Policy located at <https://goodkarmabrands.com/privacy-policy/>

Administrator: GKB (WGKB 101.7 The Truth) 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203

Sponsor: Associated Bank, 330 E Kilbourn Ave Suite 225, Milwaukee WI 53202