

2024 BUCKEYE GAMEDAY SCAN-TO-WIN 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.

850 ESPN Cleveland and Coors Light are giving away two (2) tickets to the Ohio State versus Indiana University football game at “The Horseshoe” in Columbus, Ohio (411 Woody Hayes Drive, Columbus, OH 43210). The game will take place on Saturday, November 23, 2024. Fans may enter the contest by scanning the Coors Light QR code alongside the ESPN Cleveland Buckeye Gameday Street Team at participating locations in Northeast Ohio and fill out the registration form at www.ESPNclevelandContests.com. The contest will start on Saturday, August 31, 2024, and end on Saturday, November 16, 2024. There will be only one (1) Grand Prize winner randomly selected to win this contest. Must be 21 years of age or older at the time of entry and only one (1) internet entry per person will be allowed. A list of participating locations for the Buckeye Gameday Street Team can be found at www.ESPNclevelandContests.com. The total ARV of the Grand Prize is \$416.

1. HOW TO ENTER

- a. These rules govern the 2024 Buckeye Gameday Scan-to-Win Contest (the “Promotion”) being conducted by ESPN Cleveland, 1109 Old River Road, Cleveland, OH 44113 (“GKB”) beginning Saturday, August 31 at 12AM EST and ending on Saturday, November 16, 2024 at 11:59PM ET.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Locate a Coors Light QR code alongside our Buckeye Gameday Street Team at participating locations in Northeast Ohio to scan with a mobile device and follow the instructions to enter the promotion.
 - Complete the online register-to-win form at www.ESPNclevelandContests.com
- i. To participate in the Promotion, you may scan the Coors Light QR code alongside the ESPN Cleveland Buckeye Gameday Street team at participating Northeast Ohio locations or log onto www.ESPNclevelandContests.com and follow the links and instructions to enter the Promotion and submit your first and last name, complete address, city, state, zip code, telephone number, date of birth and a valid email address in the online entry form. All potential winners are subject to verification and must meet the eligibility requirements as Only one internet entry per person and one internet entry per email address is permitted.

- ii. 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.
- c. Only one (1) internet entry per person and one (1) internet entry per email address is permitted.
- d. There will be only one (1) Grand Prize winner randomly selected online for this promotion upon confirmation of eligibility.
- e. Entrants must be 21 years of age or older at time of entry.
- f. Entrants must be available to attend the football game on Saturday, November 23, 2024 to win this Promotion.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age or older 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, 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. Entrants must be available to attend the football game on Saturday, November 23, 2024.
- c. 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.
- d. 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.

- e. 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. One (1) prize will be awarded in this Promotion. Each prize consists of the following:
 - Two (2) tickets to The Ohio State University vs. Indiana University football game on Saturday, November 23, 2024, at Ohio Stadium located at 411 Woody Hayes Dr., Columbus, OH 43210.

The Approximate Retail Value ("ARV") of the prize is four-hundred and sixteen dollars (\$416). 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.

- b. The tickets will be forwarded to the selected winner to the email provided on the required affidavit of eligibility. The winner will forfeit any prize or prize certificate not claimed within five (5) days of winning. 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
- b. 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 winner will be selected by a random drawing and notified of winning by phone on Monday, November 18, 2024 between the hours of 9AM EST and 6PM EST.
- c. Odds of winning the Grand Prize depends upon the number of eligible entries received.
- d. The winner need not listen to 850 ESPN Cleveland to win. The winner need not be present to win.

- e. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within three (3) days of winning or prize will be forfeited and an alternate winner may be randomly 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 Saturday, November 16, 2024 to “2024 Buckeye Gameday Scan-to-win– Official Rules,” Attn: Promotions, GKB 1109 Old River Road, Cleveland, OH 44113. For the names of the prize winners send a self-addressed stamped envelope for receipt Wednesday, January 15, 2025 to the above address marked “2024 Buckeye Gameday Scan-to-win Contest– 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 www.ESPNClevelandContests.com

6. PRIVACY

- a. 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 www.ESPNClevelandContests.com and to the use of your personal information as described in the Privacy Policy located at www.ESPNClevelandContests.com

Administrator: GKB 1109 Old River Road, Cleveland, OH 44113

Sponsor: Coors Light

