

## 2026 COUSINS SUBS BRACKET CHALLENGE

### 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.***

ESPN Wisconsin (WKTI 94.5 ESPN Milwaukee- 301 W Wisconsin Avenue, Suite 200, Milwaukee, Wisconsin 53203, WTLX 100.5 ESPN Madison- 15 N Pinckney Street, Madison, Wisconsin 53703, and WBEV 1430 ESPN Beaver Dam, Wisconsin 53916) and Cousins Subs are giving away \$500 in gift cards to Cousins Subs on Monday, April 6, 2026. Fans must create a bracket on [espn.com](http://espn.com) and submit it to the group “2026 ESPN Wisconsin Bracket Challenge” to enter. All brackets must be submitted to the group prior to the first tournament game on Thursday, March 19, 2026, at approx. 11:00 AM/CST. Winners will be known on Monday, April 6, 2026, following the conclusion of the championship game, and there will be a total of one (1) winner. The one (1) winner will be the individual with the most points by the conclusion of the tournament following traditional ESPN Tournament Challenge bracket rules and scoring. There will be a total of one (1) grand prize winner in the contest. The total ARV of the Grand Prize(s) is/are \$500.

## HOW TO ENTER

- a. These rules govern the 2026 Cousins Subs Bracket Challenge promotion (the “Promotion”) being conducted by 94.5 ESPN Milwaukee, 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203 (“GKB”) beginning on Monday, March 16, 2026, at 9:00 AM/CST and ending on Monday, April 6, 2026, at 11:59 PM/CST, following the championship game in the main college basketball tournament. All brackets submitted will be final at the start of the first game on Thursday, March 19, 2026, at approximately 11:00 AM/CST. No brackets will be accepted following the start of the first game on Thursday, March 19, 2026.
- b. To participate in the Promotion, you may enter via the following method(s):
  - i. To participate in the Promotion, you may log onto [goodkarmabrands.com/wisconsincontests/](http://goodkarmabrands.com/wisconsincontests/) 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. **The official group name for the contest on [espn.com](http://espn.com) is “2026 ESPN Wisconsin Bracket Challenge”.** Only one internet entry per person and one internet entry per email address is permitted. Internet entries will be deemed to be 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. Each entrant must agree to GKB's online submission release in order to submit his or her entry.

- a. 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.
- c. To access and/or enter the Promotion, log-on to the Men's Tournament Challenge homepage and complete your entry by clicking on the "Create Entry" button. **The official group name for the contest on espn.com is "2026 ESPN Wisconsin Bracket Challenge".**
- d. To play the Promotion, you must be a registered member of ESPN.com (or one of Sponsor's affiliated websites, e.g. ABCNews.com, DisneyOnline.com, and Family.com). Registration is free. One bracket entry per person.
- e. Not yet a member: You may register by clicking on the applicable link on the entry page for the Promotion, and the following instructions. You will be asked to provide your email address, name, birth date and to select a username and password. You will be asked if you wish to receive promotional emails or offers. You do not need to consent to receive these emails or offers to participate in the Promotion. To change your notification settings, click on the "myESPN" link on any ESPN.com Fantasy Game page, then click on the "Member Services" link, then the "Newsletters" link and follow the instructions."
- f. Already a member: If you are already a member (or if you are a member of one of the Sponsor's affiliated websites), then you do not need to register again. You may enter the Promotion by logging in on ESPN.com with your current username and password.

## ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years or older and who reside in the State of Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, [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 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.

## PRIZES

- a. One (1) prize will be awarded in this Promotion. Each prize consists of the following:

- \$500 Gift Card to Cousins Subs

The gift certificate will be subject to the terms and conditions as set forth by the issuer of the gift certificate.

- b. All prizes or prize certificates may be picked up at the office of GKB at the address below. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) 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.

- 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.

## WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. The final winner will be known following the completion of the championship game on Monday, April 6, 2026.
- c. Winners will be notified within 72 hours following the championship game on April 6, 2026, by an employee of GKB. They will be contacted via email.
- d. Odds of winning a Qualifying Prize depend upon the number of entries.

### PROMOTION OF SKILL:

- e. **General:** The objective of the Promotion is to accumulate the most points by correctly selecting the “winning pick” for each of the sixty-three (63) matchups associated with the Tournament.
- f. **How to make your selections:** You may enter your selections online by following the instructions in the How to Play section of the game.
- **Scoring:** A correct pick in each round is shown below:
  - In the event a Tournament match does not occur as scheduled (e.g., due to cancellation) no points will be awarded.
- **Round 2:** 10 points per pick
- **Round 3:** 20 points per pick
- **Round 4:** 40 points per pick
- **Round 5:** 80 points per pick
- **Round 6:** 160 points per pick
- **Championship:** 320 points per pick
- g. **Lock-time:** All picks will lock at the scheduled first round tip off time of the Tournament currently scheduled for Thursday, March 19, 2026, at 11:00 AM CST. Your picks for the matchups must be submitted, received and recorded by

Sponsor's computer by the scheduled lock time. Selections submitted after the deadline are considered invalid. Sponsor's computer is the official timekeeping device for this Promotion.

- h. **Ties:** Entrants may, but are not required to, submit a predicted score for the championship game (the "Tiebreaker Game Score"). This prediction is used for tiebreaker purposes only. If no predicted score is submitted for an entry, it is given a default prediction of zero (0) points to zero (0) points.

**\*NOTE – TIESBREAKERS WILL ONLY BE USED FOR LOCAL GROUP STANDINGS AND DO NOT IMPACT THE DETERMINATION OF THE First Place Prize WINNER.**

- **Tiebreakers:** In all cases, an entry that does not win a tiebreaker is eliminated from consideration.
  - **Tiebreaker 1:** An Entrant's predicted Tiebreaker Game Score is compared to the actual game score. The difference (absolute values only) between the predicted score and actual score for each team are added together into a combined total. The entry with the smallest total is considered the winning entry.
  - **Tiebreaker 2:** Number of points scored in Championship Round.
  - **Tiebreaker 3:** Number of points scored in Round 6.
  - **Tiebreaker 4:** Number of points scored in Round 5.
  - **Tiebreaker 5:** Number of points scored in Round 4.
  - **Tiebreaker 6:** Number of points scored in Round 3.
  - **Tiebreaker 7:** Number of points scored in Round 2.
  - **Tiebreaker 8:** The Entrant whose date of entry creation was recorded in the system the earliest.
- i. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited, and an alternate winner may not 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, were 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 fully prosecute and seek damages 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, April 6, 2026, to “2026 Bracket Challenge– 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 Friday, June 5, 2026, to the above address marked “2026 Cousins Subs Bracket Challenge– 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 [goodkarmabrands.com/wisconsincontests/](https://goodkarmabrands.com/wisconsincontests/).

## 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 <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 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203

Sponsor: Cousins Submarines, INC., N83w13400 Leon Road, Menomonee Falls, Wisconsin 53051