

## **Green and Gold Goat**

### **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 Rules Updated:9/27/2023**

#### CONTEST OVERVIEW

ESPN Madison is executing a contest to give away one Dancing Goat Distillery item every week on Rutledge and Hamilton. During each show, starting Friday, October 6, 2023, at 4 PM CST, through Monday, January 8, 2024, at 6 PM CST, fans will submit their Goat of the Week on the specified ESPN Madison social media accounts by the specified game time of the Packers game. Just for submitting their pick for Goat of the Week on the designated social media accounts, the contestant will receive one entry into the week's drawing for our weekly prize. For each question that the contestant answers correctly, he/she will receive an additional entry into the drawing, which will take place at the end of the week.

#### 1. HOW TO ENTER

These rules govern the Rutledge and Hamilton Green and Gold Goat promotion (the "Promotion") being conducted by WTLX 100.5 ESPN 821 E. Washington Avenue, Madison, WI 53703, and ("GKB") beginning on Friday, October 6, 2023, at 4 PM CST and ending on Monday, January 8, 2024, at 6 PM CST.

b. To participate in the Promotion, you may enter via the following method(s):

- Submission on designated ESPN Madison social media accounts
  - i. To participate in the Promotion, you must submit your Goat of the Week on the designated ESPN Madison social media accounts beginning on Friday, October 6, 2023, at 4 PM and ending on Monday, January 8, 2024, by 6 PM in the Central Standard Time Zone during the Promotion dates for the announcement of the social media contest. Upon seeing the social media post prompting submissions for the Green and Gold Goat of the Week, submit your Goat on the social media post prior to the specified game time of the Packers game. The social media post can originate from any of the ESPN Madison social media accounts—including but not limited to: Facebook, "X", TikTok, Instagram, etc. One winner will be chosen at random, their interaction (comment, reply) will count as their submission. Once the winner is chosen, they will be required to provide all information requested including their full name, complete address (including zip code), proof of minimum age of 21, day and evening phone numbers, and email address in order to be eligible to win. In the event that the selected winner does not reply or is found to be ineligible, another fan will be chosen at random, they must complete their

information and be eligible to be the winner. There will be up to a total of 1 winner selected on ESPN Madison social media accounts each week during the Promotion dates. GKB is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from submitting their response on social media.

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 the age of 21 years and above. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, other radio stations in the Madison, metropolitan areas 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 (Street, City, Zip Code), email address, and 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. Thirteen (13) prizes will be awarded in this Promotion. The prize consists of the following:

- One (1) Dancing Goat Distillery Item

The Approximate Retail Value ("ARV") of the Dancing Goat Distillery Item is \$40. 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. All prizes or prize certificates may be picked up at the office of GKB at this address: 821 E. Washington Avenue, Madison, WI 53703. The winner will forfeit any prize or prize certificate not claimed within thirty (30) days after notified that the prize

is ready for pickup. 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.

#### 4. WINNER SELECTION AND NOTIFICATION

a. Decisions of GKB management with respect to the Promotion are final.

b. Winners are selected the same days the Promotion runs. Prize is determined based on if you are the chosen entrant from the drawing.

c. Odds of winning a prize depends on if you are the chosen submission for the contest. You must have your submission entered prior to the beginning of the designated Packers game time. The winner will be announced on the first Rutledge and Hamilton show following a Packers game Friday until Monday, January 8<sup>th</sup>, 2024.

d. Qualifiers must submit their entry for the Green and Gold Goat on the designated ESPN Madison social media account. Prize winner need not be present to win.

e. Winners will be notified by an employee of GKB by the phone number or email they provide to the ESPN Madison social media team. They will be informed within 72 hours of being selected the winner. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within thirty (30) days of winning or prize will be forfeited and an alternate winner may be selected by running the promotion again on a different day. 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 January 8, 2024 to "Green and Gold Goat – Official Rules," Attn:

Promotions, 821 E. Washington Avenue, Madison, WI 53703. For the names of the prize winners send a self-addressed stamped envelope for receipt by Monday, January 8, 2024 to the above address marked "Green and Gold Goat – Winner List." The Official Rules shall also be available during regular business hours at the main offices of ESPN Madison and may be posted online at <http://espnwisconsincontests.com/>

Administrator: ESPN Madison – Good Karma Broadcasting LLC – 720 E. Capitol Dr., Milwaukee, WI 53212