

American Family Insurance WSA Dream Champions Contest

**OFFICIAL RULES**

***NO PURCHASE, PAYMENT, OR INSURANCE QUOTE OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT OR QUOTE WILL NOT INCREASE YOUR CHANCES OF WINNING.***

**CONTEST:**

Fans can nominate their “Dream Champion” for a chance to attend the 2018 Wisconsin Sports Awards on Wednesday, August 22 in Milwaukee at the Wisconsin Entertainment and Sports Center. Dream Champions are parents, coaches, volunteers or community members that go above and beyond for the community and athletics within their communities and help others achieve their dreams. One winner will be selected from the pool of submissions that Good Karma Brands (“GKB”) and American Family Insurance thinks is most deserving. The winner and the fan that nominated their “Dream Champion” will each receive two tickets to the Wisconsin Sports Awards as guests of American Family Insurance. Four total tickets will be awarded from American Family Insurance’s allotted tickets for the event to bring their invited guests.

1. **HOW TO ENTER**

a. These rules govern the American Family Insurance WSA Dream Champions Contest promotion (the “Promotion”) being conducted by WAUK, 310 W Wisconsin Ave, Milwaukee, WI 53203 and WTLX, 15 N Pickney St, Madison, WI 53703 (“GKB”) beginning on Wednesday, July 11 2018 at 9AM CST and ending on Friday, July 27, 2018 at 6PM CST.

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

- (Required) Submit online entry form at [WSADreamChampions.com](http://WSADreamChampions.com) in written form in the required text box.

OR

- (Optional) Submit online entry form at [WSADreamChampions.com](http://WSADreamChampions.com) in written form in the required text box and with it you can submit a short video or picture.

i. To participate in the Promotion, you may log onto [WSADreamChampions.com](http://WSADreamChampions.com) and follow the links and instructions to enter the Promotion and submit your first and last name, phone number, email, date of birth, complete address, city, zip code, your Dream Champions’ name and a written submission in the online entry form with optional video submission explaining why your Dream Champion deserves to go to the Wisconsin Sports Awards.

- ii. You must confirm that you and your Dream Champion can attend the Wisconsin Sports Awards in Milwaukee on August 22, 2018 at the Wisconsin Entertainment and Sports Center if you are selected and agree to the official contest rules. Only those who can attend the Wisconsin Sports Awards on August 22, 2018 in Milwaukee will be considered for entry.
- iii. Only one internet entry per person and one internet entry per email address is permitted. In the event of a dispute over who submitted a winning entry, 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.
- iv. All entries must be received by Friday, July 27, 2018 at 6PM CST.
- v. No substitutes for the official entry form may be used to enter the Promotion, and Sponsor **\*\*will not accept entries\*\*** by U.S. Mail, email, fax, or any other way other than electronic entry method listed above.
- vi. 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. GKB is not responsible for any stolen, late, misdirected, lost, damaged, delayed, incomplete, or illegible entries.
- vii. Each entrant must agree to GKB's online submission release in order to submit his or her entry as well as the User Generated Content Submission release.
- viii. All entries become property of GKB and American Family Insurance and will not be returned. All entries will be destroyed within six months of the contest ending. False and/or deceptive entries or acts shall render entrants ineligible.

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age and above and who reside in the state of Wisconsin. Employees, contractors, agents, suppliers, directors and officers of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating Wisconsin Sports Awards sponsors, other radio stations in the Milwaukee and Madison metropolitan area and the members of their immediate families (spouse, parents, siblings, children,

and grandparents) and/or households (whether related or not, who live in the same residence for at least three months during the twelve-month period preceding the start date of the competition) 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 thirty (30) days and only once every six (6) months 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 original, 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.
- e. The winner must sign an affidavit of eligibility and release of GKB and American Family and their respective officers, directors, employees, agents, members, affiliated companies and subsidiaries, from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Promotion or the use/misuse or acceptance or dissatisfaction of any prize or any portion thereof to be eligible for a Prize.

### 3. PRIZES

- a. Two (2) prizes will be awarded in this Promotion. One for the winning nominee (Dream Champion) and one for the fan that nominated them. Each prize consists of the following:
  - (2) tickets to the Wisconsin Sports Awards on August 22, 2018 to sit in the Dream Seats among American Family Insurance Executives. Winners and nominators to be recognized at the event as well as on-air. The four attendees' tickets are being awarded from American Family Insurance's allotment of tickets to bring their invited guests for the evening.

The Approximate Retail Value ("ARV") of the prize is \$2,000 (\$1,000 per ticket). 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.

Odds of winning depend on the total number of eligible entries received.

- b. The tickets for the actual event will be sent in the form of a link via email to the winner and Nominator. Before receiving the tickets via email, the winner and Nominator will need to complete an accepting prize form for GKB. The winner will forfeit any prize or prize certificate not claimed and accepted by August 3, 2018. 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.

#### 4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management and American Family Insurance with respect to the Promotion are final and binding.
- b. Finalists will be determined on Monday July 30, 2018 at 9AM CST by GKB. All finalist names and information will then be sent to American Family Insurance who will select the winner based on the information submitted by the nominator.
- c. The Final winners will be determined by Friday August 3, 2018 and notified that same day via phone call and email.
- d. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release of GKB and American Family Insurance and their respective officers, directors, employees, agents, members, affiliated companies and subsidiaries, from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Promotion or the use/misuse or acceptance or dissatisfaction of any prize or any portion thereof to be eligible for a Prize by Tuesday, August 7, 2018 or the prize will be forfeited for both the Nominee and Nominator and an alternate winner may be selected by GKB and American Family Insurance using the same method used previously by Wednesday, August 8, 2018. 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.
- e. All individuals who are accompanying the Winner will be required to execute and return a Release of Liability to the Sponsor prior to ticketing (unless the attendee is a minor in which case the minor's parent/legal guardian shall execute the release on his/her behalf).

#### 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, photograph, picture, biography, voice, likeness and/or any statements made by each winner used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, except as prohibited by law, 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, GKB 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. **CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF**

CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE WISCONSIN COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF WISCONSIN SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS.

- 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 Friday, July 27, 2018 to "American Family Insurance WSA Dream Champions Contest – Official Rules," Attn: Promotions, GKB, 310 W Wisconsin Ave, Milwaukee, WI 53203. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, September 28, 2018 to the above address marked "American Family Insurance WSA Dream Champions 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.

## 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 <http://goodkarmabrands.com/terms-of-use/> and to the use of your personal information as described in the Privacy Policy located at <http://goodkarmabrands.com/privacy-policy/>.

Administrator: Good Karma Brands, 310 W Wisconsin Ave, Milwaukee, WI 53203

Sponsor: American Family Insurance, S.I., 6000 American Parkway, Madison, WI 53783