

# Ariens Snow Day Gameday

## 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 OVERVIEW

Fans will have the chance to win a new snowblower courtesy of Ariens. Fans can enter to win by texting the code “kingofsnow” to 31996 on any one of the three (3) Promotion days: 12/6/20, 12/19/20, 12/27/20. There will be three (3) qualifying prize winners selected at random from the eligible text-to-win entries, one (1) on each of the Promotion days. One (1) grand prize winner will be selected at random from the three (3) qualifiers. Each qualifying prize winner will win an ESPN Wisconsin prize pack. The ARV of each qualifying prize is \$75.00. The grand prize winner will win a Platinum 28 Rapidtrak snowblower. The ARV of the grand prize is \$2,499.00.

### 1. HOW TO ENTER

- a. These rules govern Ariens Snow Day Gameday (the “Promotion”) being conducted by 94.5 ESPN, WKTI, 720 E Capitol Dr, Milwaukee, WI 53212 (“GKB”) on Sunday, December 6, 2020 from 12AM CST – 11:59PM CST, Saturday, December 19, 2020 from 12AM CST – 11:59PM CST, and Sunday, December 27, 2020 from 12AM CST – 11:59PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
  - Text-to-win to submit entry during the designated promotion dates/times.
- i. To participate in the Promotion, you may text the code “kingofsnow” to 31996 between 12AM CST and 11:59PM CST during any one of the three (3) promotional dates: 12/6/20, 12/19/20, 12/27/20. Fans can submit an entry once per promotional date and three times overall, but can only be selected to win a qualifying prize once. There will be a total of three (3) qualifying winners randomly selected, one (1) on each of the three (3) promotional dates upon confirmation of eligibility. Text-to-win entries will be deemed made by the authorized account holder of the phone number submitted at the time of entry. Multiple participants are not permitted to share the same phone number. Entries submitted may 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 device is the official timekeeper for the Promotion. GKB is not responsible for entries not received

due to difficulty in sending the text code, service outage or delays, phone difficulties, or other technological problems.

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years or older and who reside in the Greater Milwaukee, Madison, or Green Bay areas. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, [other radio stations in Milwaukee and the surrounding 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.

## 3. PRIZES

- a. Three (3) total qualifying prizes will be awarded in this Promotion. One (1) qualifying prize will be awarded on each promotional date: 12/6/20, 12/19/20, 12/27/20. Each qualifying prize will consist of an ESPN prize pack which includes but is not limited to:
  - A mini speaker
  - An ESPN t-shirt
  - A Jason Wilde autographed item

The total ARV of the qualifying prize is \$75.00. 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. GKB will contact each selected qualifier via their provided phone number to confirm eligibility. The qualifier must meet all eligibility requirements as stated in these contest rules in order to be a winner and accept the prize. 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.

One (1) grand prize will be awarded in this Promotion. The grand prize winner will be randomly selected from the three (3) qualifying prize winners. The grand prize will consist of:

- Platinum 28 Rapidtrak

The total ARV of the grand prize is \$2,499.00. 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. The winner must meet all eligibility requirements as stated in these contest rules in order to accept the prize.

- b. The grand prize winner must complete the required prize forms and accept the prize by 5pm CST on Friday, January 8, 2021. If the selected winner does not accept by 5pm CST on Friday, January 8, 2021, a new winner will be selected in their place from the remaining qualifying winners. Upon confirmation of eligibility, GKB will share the grand prize winner's contact information with Ariens, who will coordinate the safe exchange of the prize
- 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. There will be three (3) qualifying prize winners selected at random from the text-to-win submissions, one (1) from each of the three (3) promotional dates. There will be one (1) grand prize winner selected at random from the three (3) qualifiers. GKB's promotions team will contact each qualifying winner via their phone number within 48 hours of their submission to share the necessary prize forms. GKB's promotions team will contact the grand prize winner via their provided phone number by 5PM CST on Monday, January 4, 2021 to share the necessary prize forms.
- c. All three (3) qualifying prize winners will be known by Monday, December 28, 2020 at 5PM CST. The grand prize winner will be known by Friday, January 8, 2021 at 5PM CST.

- d. Odds of winning a qualifying prize depends on the fan's ability to text "kingofsnov" to 31996 on at least one of the three promotional dates, and random selection.
- e. Odds of winning the grand prize depends upon the ability to win a qualifying prize, and random selection.
- f. The one (1) grand prize winner will be contacted by the provided phone number after they are randomly selected. The grand prize winner must execute and return any required affidavit of eligibility and/or liability/publicity release by 5PM CST on Friday, January 8, 2021 or the prize will be forfeited, and an alternate winner will be selected by random drawing. 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 another winner will be selected in their place from the remaining qualifying winners.

## 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 Monday, January 4, 2021 to "Ariens Snow Day Gameday – Official Rules," Attn: Promotions, GKB 720 E Capitol Drive, Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Monday, March 1, 2021 to the above address marked "Ariens Snow Day Gameday – 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.ESPNWisconsinContests.com](http://www.ESPNWisconsinContests.com).

Administrator: Good Karma Brands Milwaukee, LLC, 720 E Capitol Drive, Milwaukee, WI 53212

Sponsor: Ariens Co., 655 W Ryan St, Brillion, WI 54110

