

Brusted Bracket 2021

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.

DESCRIPTION

Which team is going to be your “Bracket Bruster”?! After Selection Sunday, fans will head to brustedbracket.com and select their #9 - #16 teams. Whosever's team makes it the farthest in the tourney, will receive a cooler full of Bud Light Seltzer and Bud Light. Fans who compete their Brusted Bracket are automatically entered to win a Bud Light Party Pack.

Starting Monday, March 15, 2021 at 8 AM CST and ending Friday, March 19, 2021 at 11 AM CST, fans can visit BrustedBracket.com to select four teams, one from each region of the NCAA Tournament (East, West, South, and Midwest). The teams must be seeded between #9 and #16 in the NCAA Tournament field of 64. Entrants will receive points for each round your team(s) win in the NCAA Tournament. ESPN Madison will follow NCAA guidelines and schedules regarding the tournament to determine scoring for each round. Example: Game is schedule for Michigan vs. Virginia. If Virginia has to drop out of the tournament due to COVID-19 safety protocols and Michigan advances automatically, we will honor that as a “win”.

Point values will be as follows:

- 1ST Round Win: 5 points each
- 2nd Round Win: 12 points each
- Sweet Sixteen Win: 21 points each
- Elite Eight Win: 29 points each
- Final Four Win: 45 points each
- National Championship Win: 70 points

**In the event of a First Four matchup between two teams that qualify for this contest (EX. #16 Western Michigan vs #16 Bradley), fans can select EITHER team for their selection (Listed as “Western Michigan/Bradley” in the drop down menu) **

**In the event of a tie after all rounds, winner will be determined based on the total combined scored of the Championship game **

Winner will be announced April 7, 2021.

1. HOW TO ENTER

- a. These rules govern the Brusted Bracket promotion (the “Promotion”) being conducted by WTLX 100.5 ESPN 15 N Pickney St. Suite 100, Madison, WI 53703 (“GKB”) beginning on Monday, March 15, 2021, at 8 AM CST and ending on Friday, March 19, 2021 at 11 AM CST.

- b. To participate in the Promotion, you may enter via the following method(s):
- Online Entry Form: Visit BrustedBracket.com to fill out the entry form.
- i. To participate in the Promotion, you may log onto BrustedBracket.com and follow the links and instructions to enter the Promotion and submit your first and last name, email address, phone number, date of birth, team choices for the East, West, South, and Midwest, and the total combined score of the Championship game (tiebreaker). Team choices must be seeded between #9 to #16 in the NCAA Tournament field of 64. Only one internet entry per person and one internet entry per email address is permitted. 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. Each entrant must agree to GKB's online submission release in order to submit his or her entry.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are the age of 21 years and above who reside in Dane County (Wisconsin). Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, other radio stations in the Madison/Milwaukee 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 name, email address, phone number, and date of birth 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. Five (5) Bud Light Party Packs will be awarded in this Promotion. The prize consists of the following:

- One (1) pack filled with ESPN and Bud Light swag

- b. One (1) grand prize will be awarded in this Promotion. The prize consists of the following:

- One (1) cooler filled with six (6) cases of Bud Light or Bud Light Seltzer

The Approximate Retail Value ("ARV") of each case of Bud Light Party Pack is between \$15.00-\$20.00 USD. The Approximate Retail Value ("ARV") of the grand prize (6 cases) of Bud Light or Bud Light Seltzer is \$90.00-\$120.00 USD. The Approximate Retail Value ("ARV") of the cooler is \$100.00-\$150.00 USD. Total "ARV" of grand prize is \$270.00 USD.

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 will be delivered by ESPN Madison staff. 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. Winner will be selected Wednesday, April 7, 2021. Prize is determined based on the amount of points earned dependent on the teams chosen from each region (East, West, South, and Midwest).

- c. Odds of winning the grand prize depends on if you earn the most amount of points dependent on your team(s) outcomes. Odds of winning a party pack depends upon the number of eligible online entries received.
- d. Qualifiers are not required to listen to Scalzo and Brust on WTLX 100.5 ESPN. Prize winner need not be present to win.
- e. Winners will be notified by an employee of GKB by the phone number they provided to the show producer. 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 ten (10) 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 March 19, 2021 to "Brusted Bracket – Official Rules," Attn: Promotions, 15 N Pinckney St. Suite 100, Madison, WI 53703. For the names of the prize winners send a self-addressed stamped envelope for receipt by June 5, 2021, to the above address marked "Brusted Bracket – 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 brustedbracket.com or espnwisconsincontests.com

Administrator: Good Karma Brands LLC (ESPN Madison) – 15 N Pickney St. Suite 100, Madison, WI 53703

Sponsors: Wisconsin Distributors – 900 Progress Way, Sun Prairie, WI 53590