

Bud Light Tourney Showdown

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

ESPN Milwaukee fans will have the chance to win a Bud Light Prize Pack or a \$25,000.00 cash prize. Fans must register to win by filling out the online form and participating in the "Instant Win Game" beginning on Monday, March 15, 2021 at 12AM CST and ending on Monday, April 5, 2021 at 11:59PM CST. Fans can access the online form by visiting the contests page at www.ESPNWisconsinContests.com and following the provided links, or by scanning the QR code at select locations in the Greater Milwaukee Area and following the provided links. All participating locations will be listed at the www.ESPNWisconsinContests.com page throughout the duration of the promotion. There may be up to a total of one (1) Grand Prize winner of a \$25,000.00 cash prize based on the odds presented in the Instant Win Game. There will be a total of twelve (12) Bud Light Prize Packs given away to Qualifying Prize winners through the Instant Win Game. The total ARV of the Grand Prize is \$25,000.00. The total ARV of each Qualifying Prize is \$50.00.

1. HOW TO ENTER

- a. These rules govern Bud Light Tourney Showdown (the "Promotion") being conducted by 94.5 ESPN, WKTI, 720 E Capitol Dr, Milwaukee, WI 53212 ("GKB") beginning on Monday, March 15, 2021 at 12AM CST and ending on Monday, April 5, 2021 at 11:59PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Follow the provided links and submit the registration form at www.ESPNWisconsinContests.com.
 - Follow the provided links and submit the registration form by scanning the QR code.
 - All participating locations with QR codes will be listed at www.ESPNWisconsinContests.com.
- i. To participate in the Promotion, you may scan the QR code at select locations in the Greater Milwaukee Area or log onto www.ESPNWisconsinContests.com and follow the links and instructions to enter the Promotion. You may be asked to 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. Once you submit the form, follow the directions to advance to the Instant Win Game page and play the Instant Win Game. Each time the Instant Win Game is played, the Instant Win Game and Odds On Promotions' Game Server will each generate an independent random number within the universe of

numbers contained within the odds of the game. Each number will be logged independently for auditing purposes. If the number generated by the Instant Win Game and the number generated by Odds On Promotions' Game Server match exactly and in sequence, you will be a potential winner of the Grand Prize. If the number generated by the Instant Win Game and the number generated by Odds On Promotions' Game Server do not match exactly and in sequence, you may still be a potential winner of a Qualifying Prize. Qualifying Prizes will be awarded as follows: There will be twelve (12) random, computer-generated winning times during the promotion period. If you are the first player to play the Instant Win Game at or after one of the randomly generated times, you will a Qualifying Prize upon confirmation of eligibility. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be notified of the prize won at the email address provided during the registration process of the Instant Win Game and be provided directions for validation and redemption. All potential winners are subject to verification and must meet the eligibility requirements as outlined in these contest rules before any prize will be awarded. Qualifying Prizes can be won more than one (1) time per person. Only one (1) entry per person and one (1) entry per email address is permitted per day of the Promotion. There may be either zero (0) or one (1) total Grand Prize winner(s) as a result of this Promotion. There will be a total of twelve (12) Qualifying Prize winners as a result of this Promotion.

- ii. 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 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 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.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age or older and who reside in the Greater Milwaukee Area. 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. Up to one (1) Grand Prize may be awarded in this Promotion. The Grand Prize consists of \$25,000.00 cash in the form of a check made out to the winner. Twelve (12) Qualifying Prizes will be awarded in this Promotion. Each Qualifying Prize consists of a Bud Light Prize Pack which includes:

- (1) Bud Light Tailgate Chair
- (1) Bud Light Seltzer 22oz Copy Vacuum Insulated White Sports Bottle
- (1) Bud Light 6-Pack Cooler
- (1) Bud Light Trucker Hat

The total ARV of each Qualifying Prize is \$50.00. Each 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. Each winner must be at least 21 years of age at the time of their entry into the Promotion in order to be eligible to win a Grand or Qualifying Prize. Fans must have access to the internet and a valid email address in order to participate in this Promotion and be eligible to win a Grand or Qualifying Prize.

- b. In the event that a fan potentially wins the Grand Prize, they will receive an email notification to the email they provided in their form submission from Odds On Promotion explaining next steps and instructions. The potential Grand Prize winner will be required to sign and return to Odds On Promotions, within five (5) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability and Publicity Release in order to claim his/her prize and fulfill any such other requirements as determined by Odds On Promotions. In the event that a potential winner of a prize is disqualified for any reason, that prize will not be awarded. Grand Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Grand Prize Verification Process.
- c. In the event that a fan wins a Qualifying Prize, they will receive an email notification to the email they provided in their form submission from Odds On Promotion explaining next steps. The winner will be instructed to contact a representative of GKB to confirm eligibility and will be provided with the required prize forms. GKB will coordinate the safe delivery of each Qualifying Prize with each winner. In the event that a prize 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. Each Qualifying Prize winner must complete any required prize forms within thirty (30) days of playing the Instant Win Game or their prize will be forfeited.

- d. 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 may be up to one (1) Grand Prize winner as a result of the Instant Win Game. There will be twelve (12) Qualifying Prize winners as a result of the Instant Win Game.
- c. Odds of winning the Grand Prize: 25,000,000:1. Odds of winning a Qualifying Prize are based on the number of eligible Instant Win Game plays during the Promotion period, divided by the twelve (12) Qualifying Prizes awarded.
- d. Fans must submit the online registration form and play the Instant Win Game in order to be eligible to win.
- e. Each winner may be contacted by the phone number or email provided in their submission after they win. 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 not be selected in their place.

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, April 5, 2021 to "Bud Light Tourney Showdown – 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, May 31, 2021 to the above address marked "Bud Light Tourney Showdown – 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.

6. PRIVACY

- i. By use of the GKB's website or by entering the Promotion through the GKB's website, you agree to the website's Terms of Use Agreement located at

espnwisconsin.com/common/page.php?pt=terms_of_use&id=407 and to the use of your personal information as described in the Privacy Policy located at espnwisconsin.com/common/page.php?pt=privacypolicy&id=406.

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

Sponsors:

Beechwood Sales & Service, 5350 S Emmer Dr., New Berlin, WI

Odds On Promotions, 6195 Ridgeview Ct., Suite D, Reno, NV 89519