

Coors Light Bucks Trip

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.

1. HOW TO ENTER

- a. These rules govern the Coors Light Bucks Trip promotion (the "Promotion") being conducted by ESPN Madison, 15 N. Pinckney St, Suite 100, Madison, WI 53703 ("GKB") beginning on Monday, December 11, 2017 at 9:00 AM CST and ending on Sunday, February 18, 2018 at 11:59 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Fill out an official entry form at the Echo Tap & Grill.
 - i. To participate in the Promotion, you may go to The Echo Tap & Grill located at 554 W Main Street, Madison, WI 53703 from December 11, 2017 at 9:00 AM CST until Sunday, February 18, 2018 at 11:59 PM CST during regular business hours, which can be found by visiting "www.EchoTapMadison.com" and complete an official entry form (while supplies last) including first and last name, complete address, city, state, zip code, home telephone number and date of birth, and put the entry form in the registration box. All entries must be received by Sunday, February 18, 2018 at 11:59 PM CST. GKB is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries.
- c. Limit one (1) entry per person per day.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age and older and who reside in the Greater Madison Metropolitan Area. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, 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 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 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. A total of ten (10) Prizes will be awarded in this Promotion. Each Prize consists of the following:

Roundtrip bus transportation for two (2) people to Milwaukee, WI from a central location in Madison, WI (exact location TBD) on Sunday, March 25, 2018. The Prize also includes two (2) tickets to the Milwaukee Bucks vs. San Antonio Spurs game on Sunday, March 25, 2018 at the BMO Harris Bradley Center in Milwaukee, WI. The Approximate Retail Value ("ARV") of each prize is \$150.00 USD.

Certain travel restrictions may apply. Travel arrangements must be made through GKB. Prize is subject to availability. If the winner cannot travel on dates specified by GKB, the winner may be disqualified and an alternate winner may be selected in GKB's sole discretion. All other costs not specifically stated herein, including but not limited to those of, taxes, meals, tips and additional transportation to/from the BMO Harris Bradley Center, are the responsibility of the winner. The winner and travel companion(s) must travel on the same itinerary and are responsible for obtaining all required travel documents, including, without limitation, passports for international travel. The winner and travel companion(s) must sign a Publicity, Liability Waiver and Travel Release form prior to traveling. If a selected event is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, or for any reason beyond the control of the Station, the Station's sole responsibility to the winner will be to award the remaining available portion of the prize and no substitution or compensation will be provided for the unawarded portion of the prize. GKB reserves the right to remove or to deny entry to the winner and/or travel companion(s) if either engages in a disruptive manner or with intent to annoy, abuse, threaten or harass any

other person on the bus trip to and from Milwaukee, WI or at the BMO Harris Bradley Center for the Bucks vs. Spurs game on March 25, 2018.

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 tickets will be subject to the terms and conditions as set forth by the issuer of the tickets.

- b. All prizes or prize certificates may be picked up at the office of GKB at the address below. The winner will forfeit any prize or prize certificate not claimed within ten (10) days of winning. 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 with respect to the Promotion are final.
- b. A total of ten (10) winners will be selected throughout the duration of the promotion, with one (1) winner being randomly selected every week from all eligible entries placed in the official Register to Win box. One (1) winner will be selected every Monday by 5 PM CST until the promotion ends on Sunday, February 18, 2018.
- c. Odds of winning a Prize depends upon the number of entries received.
- d. Winner does not need to be present to win or listen to 100.5 ESPN.
- e. Winners will be contacted by an ESPN Madison marketing teammate via the phone number or email address they provided on the official entry form. 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 randomly drawing from the remaining eligible entries. 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 Sunday, February 18, 2018 to “Coors Light Bucks Trip – Official Rules,” Attn: Promotions, GKB 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 Thursday, April 19, 2018 to the above address marked “Coors Light Bucks Trip – 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 ESPNWisconsinContests.com.

Administrator: GKB (ESPN Madison) 15 N. Pinckney St, Suite 100, Madison, WI 53703

Sponsor: Frank Beverage Group (Coors Light), 2115 Pleasant View Rd, Middleton, WI 53562