

Cover5 \$50k Perfect Week 5 Contest

**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 Cover5 \$50k Perfect Week 5 Contest promotion (the "Promotion") being conducted by 95.3 WBEV and 1430 ESPN Beaver Dam, 100 Bill McCollum Way, Beaver Dam, WI 53916, by ESPN Chicago, 190 N State St, Chicago, IL 60601, by 850 ESPN Cleveland, 1301 E. 9<sup>th</sup> St, Suite 252, Cleveland, OH 44114, by 100.5 ESPN Madison, 821 E Washington Ave, Suite 500, Madison, WI 53703, by GKB Milwaukee (Newradio 620 WTMJ, 94.5 ESPN Milwaukee, 101.7 The Truth), 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203, by ESPN West Palm and Deportes Radio 760, 777 S Flagler Dr, Suite 106, West Palm Beach, FL 33401, by ESPN New York, 880 3<sup>rd</sup> Ave, 9<sup>th</sup> Floor, New York, New York, and by 710 ESPN Los Angeles, 800 W. Olympic Blvd, Los Angeles, CA ("GKB") beginning on Tuesday, October 4<sup>th</sup>, 2022, at 12 AM EST and ending on Monday, October 10<sup>th</sup>, 2022, at 11:59 PM EST.

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

i. To participate in the Promotion, you may log onto [www.Cover5.com](http://www.Cover5.com) and follow the links and instructions to enter the Promotion and register a Cover5 account by submitting your first and last name, complete address, city, state, zip code, date of birth, gender, and a valid email address in the online entry form. 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.

- ii. Upon completion of account registration, entrants must proceed to join the Cover5 Madness competition with one of the promo codes provided by each station and make five team selections each day of the contest.
- iii. Entrants must pick (5) teams against the spread for Week 5 of the pro football season. Points will be amassed based on that team's performance against the spread. Point spreads will be determined by Cover5. For example, if the entrant chooses Green Bay, favored by (5) points, and Green Bay wins their game by (20) points, the entrant will receive (15) points for that pick. If the entrant chooses Green Bay, favored by (5) points, and Green Bay loses by (20) points, the entrant will lose (25) points for that pick. Scores for individual game picks and overall scores can be a negative number.
- iv. To win the grand prize, the entrant has to choose the five teams who perform best against the spread, thus amassing the best possible score available based on Week 5 results.
- v. If no entrants make the five perfect picks, a first-place prize will be awarded to the best overall score for the week.
- vi. Once spreads are entered into Cover5, they will not change.
- vii. In the event that multiple entrants make the perfect picks, the grand prize will be split evenly amongst the winners.
- viii. In the event that there is no grand prize awarded, but multiple entries finish the week tied for the best overall score, the first-place prize will be split evenly amongst the winners.
- ix. If multiple teams beat the spread by the same number of points, thus yielding the same net score, and that net score is one of the five best net scores against the spread of all games in Week 5, any combination of those teams picked will be accepted into the "perfect" picks.

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are at least 18 years of age and who reside in the United States of America. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, employees of ESPN New York and ESPN Los Angeles, and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are eligible to participate but ineligible to 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.

e. Only the first 50,000 entries into the contest will be accepted.

### 3. PRIZES

a. Up to (1) grand prize will be awarded upon the conclusion of this contest. If no grand prize is awarded, a first place prize will be awarded instead.

- i. (1) grand prize of \$50,000 if an entrant chooses the correct five teams for a perfect score
- ii. (1) first-place prize of \$1,000 to the top score for the week if no grand prize is awarded

b. All prizes will be mailed upon completion of requisite accepting prize forms. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) 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.

b. 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. Winners will be known on Monday, October 10<sup>th</sup>, 2022, by 11:59 PM EST.

c. Odds of winning a Prize depends upon the of entries and will be based on the entrant's team selections in the tournament.

d. The Promotion will yield winners based on the ability to correctly choose the best winners against the spread.

e. 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. 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 Monday, October 10<sup>th</sup>, 2022, to "Cover5 \$50k Perfect Week 5 Contest – Official Rules," Attn: Promotions, GKB, 301 W. Wisconsin Ave, Suite 200, Milwaukee, WI 53203. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, December 2<sup>nd</sup>, 2022, to the above address marked "Cover5 \$50k Perfect Week 5 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 at [goodkarmabrands.com](http://goodkarmabrands.com).

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

Administrator: GKB 301 W. Wisconsin Ave, Suite 200, Milwaukee, WI 53203

Sponsor: Cover5