

## Crafts & Drafts 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.***

#### Contest

This is a cue to call contest that will be held on the Dan & Bryan Show and the Homer & Gabe Show. During each show, one of the hosts will give a cue to call. At this point listeners can call into the show at the contest line. The caller that falls on the designated number as specified by the host will win tickets to the Crafts & Drafts Spring Beer Fest.

#### 1. HOW TO ENTER

- a. These rules govern the Crafts & Drafts promotion (the "Promotion") being conducted by WAUK 540 ESPN, 310 W Wisconsin Ave, Suite 100, Milwaukee, WI 53203 ("GKB") beginning on Wednesday, April 4<sup>th</sup> 2018 at 11 AM CST and ending on Tuesday, April 10<sup>th</sup> 2018 at 6 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
  - Cue to Call during on air local programming
  - i. To participate in the Promotion, you must listen to WAUK 540 AM and WTLX 100.5 FM each day beginning on Wednesday, April 4<sup>th</sup> 2018 and ending on Tuesday, April 10<sup>th</sup> 2018 between the hours of
    - 11 AM – 12 PM CST, Dan & Bryan Show (only on WAUK in Milwaukee)
    - 3 PM – 6 PM CST, Homer & Gabe (WAUK/WTLX in Milwaukee/Madison)

for the announcement of the cue to call. Upon hearing the cue to call, the designated number caller (as announced by the on-air personality prior to the cue to call) to get through to the GKB contest line at (800) 990-3776 for WAUK and (844) 770-3776 will win a grand prize upon confirmation of eligibility. At the time of their call, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone numbers, email address and date of birth in order to be eligible to win. In the event that the selected caller is disconnected or is found to be ineligible, the next eligible caller that successfully makes it through on the call-in line and completes their call will be a winner. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a winner only once. There will be up to a total of 10 winners selected on-air during the Promotion dates. GKB is not responsible for telephone service outages, delays, busy signals, equipment

malfunctions or any other technological difficulties that may prevent an individual from completing his/her telephone call. Due to delays in the GKB online streaming of its broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests.

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age and above and who reside in the state of Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, other radio stations in the Milwaukee and Madison metropolitan 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 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, email address 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. Prizes will be awarded in this Promotion. Each prize consists of the following:
  - A grand prize that includes (2) Two general admission tickets to the Crafts & Drafts Spring Beer Fest on April 15<sup>th</sup>, 2018 sponsored by Discount Liquor.

The Approximate Retail Value ("ARV") of the prize is \$120. 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 or prize certificates may be picked up at the office of GKB 310 W Wisconsin Ave, Suite 100, Milwaukee, WI 53203. The winner will forfeit any prize or prize certificate not claimed by Friday, April 13<sup>th</sup> 2018 at 4 PM CST.

- 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 winner will be selected each weekday from April 4<sup>th</sup> to April 10<sup>th</sup>, 2018 on the Dan & Bryan Show and Homer & Gabe show upon confirmation of eligibility. Winner has to call the contest line upon hearing the cue to call and be the correct designated caller number as previously stated by the on-air host.
- c. The final winner will be picked on Wednesday, April 10<sup>th</sup> 2018 during the Homer & Gabe show.
- d. Odds of winning a grand prize depends upon the number and order of calls received.
- e. Qualifiers must listen to WAUK 540 AM or WTLX 100.5 FM to win. Winner need not be present to win but must be listening during the times specified above.
- f. The winner will be contacted the following day via the phone number they provided and given instructions for pick up. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release by Friday, April 13<sup>th</sup> at 4 PM CST or the prize will be forfeited. Due to the event being on Sunday, April 15<sup>th</sup> 2018 an alternate winner will not be selected for this promotion. 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 Wednesday, April 13<sup>th</sup> 2018 to "Crafts & Drafts Contest– Official

Rules,” Attn: Promotions, GKB 310 W Wisconsin Ave, suite 100, Milwaukee, WI 53203. For the names of the prize winners send a self-addressed stamped envelope for receipt by Monday, June 11<sup>th</sup> 2018 to the above address marked “Crafts & Drafts 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.

Administrator: GKB 310 W Wisconsin Ave, Suite 100, Milwaukee, WI 53203

Sponsor: Discount Liquor, 5031 W Oklahoma Ave, Milwaukee, WI 53219 or 919 N Barstow Ave, Waukesha, WI 53186