

Craig Karmazin's Football Difference Maker 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 OVERVIEW:

On Sunday, January 12, 2020, Craig Karmazin during Sunday Karma on 94.5 ESPN Milwaukee and 100.5 ESPN Madison 10:00a – Noon CST. Will give each of the callers that day on the show a Green Bay professional football player name. The player whoever is the biggest difference maker in the game that afternoon against Seattle (game time at 5:40pm CST. on Sunday, January 12, 2020) per Craig Karmazin's sole discretion will win a pair of tickets (2 tickets) to a Milwaukee Brewers game this regular season (April 2020 – September 2020) at Miller Park on a mutually agreed upon date. The grand prize of the tickets will only be awarded if the Green Bay professional football team wins the game today against Seattle. If the Green Bay professional football team loses the game, a random winner out of the callers will win an ESPN Milwaukee t-shirt.

1. HOW TO ENTER

- a. These rules govern the Craig Karmazin's Football Difference Maker Contest promotion (the "Promotion") being conducted by 94.5 ESPN Milwaukee (WKTI), 720 E. Capitol Drive, Milwaukee, WI 53212 ("GKB") beginning on Sunday, January 12, 2020 at 10:00a CST and ending on Sunday, January 12, 2020 at Noon CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Cue to call during Sunday Karma with Craig Karmazin on Sunday, January 12, 2020 from 10:00a – Noon CST.
 - i. To participate in the Promotion, you must listen to Sunday Karma on WKTI – 94.5 ESPN Milwaukee or WTLX – 100.5 ESPN Madison on Sunday, January 12, 2020 beginning at 10:00a CST and ending at Noon CST on Sunday, January 12, 2020 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 1-800-990-3776 will have a qualifying chance to win a grand prize upon confirmation of eligibility. The host will be taking all of the callers from the show that day and assigning them a Green Bay professional football team player. At the time of their call, callers will be required to provide all information requested including their full name, day and evening phone numbers and email in order to be eligible to win. The host will then be

supplying the caller an assigned Green Bay professional football player. 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 qualifier for a chance to win a grand prize, and the host will assign the new caller or callers, a different Green Bay professional football player. 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 1 final grand prize winner 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.

- ii. Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB has the right to not notify fans and to not update contest rules or the webpage when such situations occur.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older and who reside in the Greater Milwaukee or Madison area. 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 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. There will be one (1) total grand prize awarded in this promotion. If Green Bay professional football team wins the game against Seattle on Sunday, January 12, 2020, the grand prize consists of (2) tickets (one pair) to a Milwaukee Brewers regular season 2020 game at Miller Park. The approximate retail value of the tickets is \$100.00. The tickets will be available for one game between April 2020 – September 2020 on a mutually agreed upon date. Tickets must be claimed before the final homestand of games in September 2020 or the winner will forfeit the prize. If the Green Bay professional team loses the game against Seattle on Sunday, January 12, 2020 one random winner out of the total number callers entered will win an ESPN Milwaukee t-shirt. The ARV of the prize is \$10.00.

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 at the address below. 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. The final winner will be determined after the Green Bay vs Seattle football game on Sunday, January 12, 2020. The winner will receive a call from the ESPN Milwaukee marketing department on Tuesday, January 14, 2020 by 10:00am CST about claiming the prize. If the Green Bay professional football team wins, the winner will be determined by Craig Karmazin determining which player was assigned to a caller was most impactful. If the Green Bay professional football team loses, the winner will be drawn randomly out of the callers from Sunday Karma on Sunday, January 12, 2020.
- c. The final winner will be determined on Tuesday, January 14, 2020.

- d. Odds of winning a Qualifying Prize depends upon the number and order of calls received as well as the player assigned to you. The odds of winning the grand prize is determined by if Green Bay wins the football game on Sunday, January 12, 2020. If Green Bay loses the game, the odds of winning the grand prize are determined by the total number of calls received during the show and the winner is chosen randomly.
- e. Qualifiers must listen to WKTU – 94.5 ESPN Milwaukee or WTLX – 100.5 ESPN Madison to win. Qualifiers and the Grand Prize winner need not be present to win.
- f. 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 drawing a new winner randomly out of the total number of callers provided. 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.

For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Sunday, January 12, 2020 to "Craig Karmazin's Football Difference Maker Contest – Official Rules," Attn: Promotions, Good Karma Brands Milwaukee, LLC at 720 E. Capitol Drive Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, April 10, 2020 to the above address marked "Craig Karmazin Football Difference Maker 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 espnwisconsincontests.com

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