

## Duluth Trading Company Cyber Week 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

ESPN Wisconsin will execute a giveaway to two winners per weekday (Monday-Friday) to receive one pair of Duluth Trading Company underwear and a chance to be entered in to the drawing of an ESPN Wisconsin Fan Appreciation Week experience. Listeners of WTLX 100.5 ESPN FM and WKTJ 94.5 ESPN FM can enter for the chance to win by calling in to Wilde and Tausch between 9AM and 12PM every weekday and participating in a game of "Pyramid." There will be two callers. One paired with Mark Tauscher, and the other paired with Jason Wilde. The first caller will select which host they would like to be teamed with. The host will then provide clues for the caller to guess a word related to a given category. The caller will attempt to guess as many words as he/she can in 30 seconds based on the clues provided. Both callers will receive a pair of Duluth Trading Company underwear and the caller that correctly guesses the most words each day will be entered in to the drawing of an ESPN Wisconsin Fan Appreciation Week experience. The contest will run Monday, December 2<sup>nd</sup> to Friday, December 6<sup>th</sup> from 9AM CST to 12PM CST each.

#### 1. HOW TO ENTER

- a. These rules govern the Duluth Trading Company Cyber Week Contest promotion (the "Promotion") being conducted by WTLX 100.5 ESPN FM 15 N Pickney St., Suite 100, Madison, WI 53703 ("GKB") beginning on Monday, December 2<sup>nd</sup>, 2019 and ending on Friday, December 6<sup>th</sup>, 2019 between 9AM and 12PM every weekday.
- 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 WTLX 100.5 ESPN FM or WKTJ 94.5 ESPN FM each weekday (Monday-Friday) beginning on Monday, December 2<sup>nd</sup>, 2019 and ending on Friday, December 6<sup>th</sup>, 2019 between the hours of 9 AM and 12 PM in the Central Standard Time Zone during the Promotion dates. Upon hearing the initial announcement of the Duluth Trading Company Cyber Week Contest on Wilde and Tausch, call in to get through to the GKB contest line at (844) 770-3776 for WTLX for your chance to win one pair of Duluth Trading Company underwear, upon confirmation of eligibility. There will be a total of two caller per day. At the time of the first call, the caller will be asked to pick which host they would like to be paired with for

a game of “Pyramid.” The two will play the game. We will then have a second caller that will pair with the host that was not chosen by the first caller. The second caller and host will play “Pyramid.” Whichever team (caller and host) with the most words answered correctly will be our winner. Each caller must provide all necessary information in order to be contacted if chosen as a winner; this includes first name, last name, phone number, and email address. In the event that the caller is disconnected or is found to be ineligible, we will take the next eligible caller that successfully makes it through on the call-in line. 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 and times. 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 the age of 18 years and above. Employees of GKB, its subsidiary and affiliated entities, GKB’s advertising and promotional agencies, its participating sponsors, other radio stations in the Madison and Milwaukee metropolitan areas 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 (Street, City, Zip Code), email address, and 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. 10 prizes will be awarded in this Promotion. Each prize consists of one of the following:
  - 1<sup>st</sup> Place: One (1) pair of Duluth Trading Company underwear and an entry for the chance to win an ESPN Wisconsin Fan Appreciation Week experience.
  - 2<sup>nd</sup> Place: One (1) pair of Duluth Trading Company underwear

The Approximate Retail Value ("ARV") of the 1<sup>st</sup> place prize is \$75 and the 2<sup>nd</sup> place prize is \$15. 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 these addresses: 15 N Pickney St., Suite 100, Madison, WI 53703. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) days of winning. 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. One 1<sup>st</sup> place winner and one 2<sup>nd</sup> place winner will be selected every weekday that the Promotion runs. Prize is determined on which caller of the two guesses the most amount of words correctly in a game of "Pyramid." If chosen as a winner, you will be contacted via phone or email.
- c. Odds of winning a prize depends on whether you are one of two callers per day. Odds of winning the 1<sup>st</sup> place prize depends on whether you guess the most amount of words correctly in a game of "Pyramid."
- d. Qualifiers must listen to WTLX 100.5 ESPN FM or WKTJ 94.5 ESPN FM to win. Prize winner need not be present to win.
- e. Winners will be notified by an employee of GKB by the phone number or email they provided to the show producer. They will be informed within 72 hours of being selected the winner. 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 running the promotion again on a different day. 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 December 6<sup>th</sup>, 2019 to “Duluth Trading Company Cyber Week Contest – Official Rules,” Attn: Promotions, 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 February 4<sup>th</sup>, 2020 to the above address marked “Duluth Trading Company Cyber Week Contest – Winner List.” The Official Rules shall also be available during regular business hours at the main offices of ESPN Madison and may be posted online at <http://espnwisconsincontests.com/>

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

Sponsors: Duluth Trading Company – 100 W Main St., Mt Horeb, WI 53572