

ESPN Milwaukee Summerfest Concert Ticket Promotion

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. CONTEST OVERVIEW:

ESPN Milwaukee will execute a contest to give away a pair of tickets to the different concerts on the BMO Harris Stage at Summerfest each night throughout the 11 days of the World's Largest Musical Festival. One winner will win a pair of tickets to a concert via a cue to call by being caller number 11 either during Dan & Bryan or Homer & Gabe. There will be a different winner for each pair of tickets.

2. HOW TO ENTER

- a. These rules govern the ESPN Milwaukee Summerfest Concert Ticket promotion (the "Promotion") being conducted by 310 W Wisconsin Ave, Suite 100, Milwaukee, WI 53203 ("GKB") beginning on Wednesday, June 28 2017 at 11 AM CST and ending on Saturday, July 8 2017 at 2 PM.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Cue to Call during on-air local programming that includes "Dan & Bryan" from 11a-12p and "Homer & Gabe" from 3p-6p.
- i. To participate in the Promotion, you must listen to WAUK each day beginning on Wednesday, June 28 2017 and ending on Saturday, July 8 2017 between the hours of 11 AM CST and 2 PM CST each day during the promotion dates for the announcement of the cue to call. Upon hearing the cue to call, caller number 11 will get through to the GKB contest line at 800.990.3776 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 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 11 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.

3. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or 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 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 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. 11 grand prizes will be awarded in this Promotion. Each grand prize consists of two (2) tickets to one of the following concerts at Summerfest
 - The Moody Blues on Wednesday, June 28th 2017 at 10:00 PM
 - Foghat/Toto on Thursday, June 29th 2017 at 9:45 PM
 - House of Pain on Friday, June 30th 2017 at 9:45 PM
 - Isley Brothers on Saturday, July 1st 2017 at 9:45 PM
 - Steve Miller Band on Sunday, July 2nd at 9:45 PM
 - Third Eye Blind on Tuesday, July 4th at 9:45 PM
 - Phillip Phillips on Wednesday, July 5th at 9:45 PM
 - REO Speedwagon on Thursday, July 6th at 9:45 PM
 - Huey Lewis and the News on Friday, July 7th at 9:45 PM
 - Band Perry on Saturday, July 8th at 9:45 PM
 - The Shins on Sunday, July 9th at 9:45 PM

Only two tickets will be given away for each concert. The Approximate Retail Value ("ARV") of the prize is \$50.00 plus fees. 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 not claimed between Monday and Friday from 8 AM CST and 5 PM CST and before the date of the actual concert.

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. Winner selections will be on the following dates for respective concerts:
 - Moody Blues – Dan and Bryan – Must pick up by 5 PM Wednesday, June 28th.
 - Foghat/Toto – Homer and Gabe – Wednesday, June 28th
 - House of Pain – Dan and Bryan – Thursday, June 29th
 - Isley Brothers – Homer and Gabe – Thursday, June 29th
 - Steve Miller Band – Dan and Bryan – Friday, June 30th
 - Third Eye Blind – Homer and Gabe – Friday, June 30th
 - Phillip Phillips – State of the Bucks Show – Saturday, July 1st
 - REO Speedwagon – State of the Bucks Show – Saturday, July 1st
 - Huey Lewis and the News – Dan and Bryan – Wednesday, July 5th
 - Band Perry – Homer and Gabe – Thursday, July 6th
 - The Shins – Dan and Bryan – Must pick up by 5 PM Friday, July 7th
- c. Final winners will be known Friday, July 7th 2017. A grand prize winner must pick their tickets up during the offices hours of GKB (Monday- Friday 8a-5p CST) and before the specified date of the concert tickets that they won. They must be picked up at the office of Good Karma Brands (Address listed below).
- d. Odds of winning a Grand Prize depends upon the number and order of calls received.
- e. Qualifiers must listen to WAUK 540 AM to win. Grand Prize winner need not be present to win but must pick the prize up before the specified date of the concert and during the office hours of GKB.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release before the specified date of the concert or the prize will be forfeited and an alternate winner will not be selected. 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 Saturday, July 8, 2017 to “ESPN Milwaukee Summerfest Concert Ticket Promotion – 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 Friday, September 8, 2017 to the above address marked “ESPN Milwaukee Summerfest Concert Ticket Promotion – 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.

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 espnwisconsin.com/common/page.php?pt=terms_of_use&id=407 and to the use of your personal information as described in the Privacy Policy located at espnwisconsin.com/common/page.php?pt=privacypolicy&id=406.

Administrator: Good Karma Brands, 310 W Wisconsin Ave, Suite 100, Milwaukee, WI 53203

Sponsor: Summerfest, 639 E Summerfest Place, Milwaukee, WI 53202