

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:

ESPN Wisconsin fans will win a qualifying prize to attend the ESPN Wisconsin Fantasy Football Draft event on Tuesday, August 28 at Dave & Buster's. During the two week promotion, Monday, August 6 – Sunday, August 19, fans must qualify to win via one of the local shows on ESPN Wisconsin or register to win via the contests page on ESPNWisconsinContests.com. After the event, there will be 5 league winners at the end of the season that will win a grand prize of a customized ESPN Wisconsin Fantasy Football Champion Super Bowl ring from The Jewelry Center, a \$100 gift card from Dave & Buster's, a bouquet of a dozen roses from Welke's Milwaukee Florist and to be invited to attend the 2019 Fantasy Football Draft.

1. HOW TO ENTER

- a. These rules govern the ESPN Wisconsin Fantasy Football Draft promotion (the "Promotion") being conducted by WAUK 540 AM ESPN Milwaukee ("GKB") beginning on Monday, August 6, 2018 and ending on Sunday, August 19, 2018 at 6:00 PM CST.
- b. To participate in the Promotion, you may enter via the following method:
 - Submit your online entry form at www.ESPNWisconsinContests.com
 - Cue to Call on 540 ESPN Milwaukee during local shows
- i. To participate in the Promotion, you may log onto www.ESPNWisconsinContests.com and follow the links and instructions to enter the Promotion and submit your first name and last name, complete address, city, state, zip code, telephone number, and date of birth. Only one internet entry per person and one internet entry per email address is permitted. There will be a total of 17 winners selected online for The Promotion. 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.
- ii. To participate in the Promotion, you must listen to WAUK 540 ESPN AM each day beginning on Monday, August 6, 2018 and ending on Sunday, August 19, 2018 between the hours of 9 AM CT to 12 PM CT. and 3 PM CT to 6 PM CT. Monday through Friday and 9 AM CT. to 12 PM CT on Sunday 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 win the chance to participate in ESPN Wisconsin's Fantasy Football Draft upon confirmation of eligibility. At the time of their call, callers will be required to provide all information requested including their full name, day and evening phone numbers, email 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 34 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 18 years of age or older and who reside in 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 surrounding 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. Winners must also sign a Winner Affidavit of Eligibility and Liability & Publicity Release.
- 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. The qualifying prize is the chance to participate in ESPN Wisconsin's Fantasy Football Draft event on Tuesday, August 28, 2018 from Dave & Buster's at 5:30p. There will be a total of 51 qualifying prize winners

The Approximate Retail Value ("ARV") of the ESPN Wisconsin Fantasy Football Draft Qualifying Prizes is \$100.00 per person. 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. The grand prize at the end of the Fantasy Football season will be a customized ESPN Wisconsin Fantasy Football Super Bowl ring from The Jewelry Center along with a \$100 Dave & Buster's gift card, a certificate for a bouquet of a dozen roses from Welke's Milwaukee Florist, and an invitation to the 2019 Fantasy Football Draft. There will be a total

of five grand prize winners (1 from each league) at the end of the Fantasy season (January 2018).

The Approximate Retail Value ("ARV") of the ESPN Wisconsin Fantasy Football Draft Grand Prizes is \$1,300 per person. 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.

- c. The qualifying prize will be claimed by attending the ESPN Wisconsin Fantasy Football Draft event on Tuesday, August 28, 2018 at Dave & Buster's by drafting starting at 5:30pm CT. All grand 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 seven (7) 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.
- d. 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. There will be 34 winners from the on-air cue to call by listening to WAUK 540 ESPN and 17 winners from the online form at ESPNWisconsinContests.com for the qualifying prize. In addition, the 4 winners from the 2017 Fantasy Draft will be automatically invited to participate in 2018. Fans will be notified by the GKB team with an email if they are selected to participate in a league. The GKB's promotions team will select the winners at random from the online portion. All final winners will be contacted by Tuesday, August 21, 2018.
 - If any of the winning fans selected confirm that they cannot attend the event on Tuesday, August 28, 2018, they will be automatically disqualified and will forfeit their spot and be replaced with an additional online winner at random up until the time of the event.
- c. Odds of winning a Qualifying Prize depends upon the number of entries received online and the number and order of calls received.
- d. Qualifiers must listen to shows on 540 ESPN Milwaukee for a chance to win the cue to call. Also, qualifiers may not listen to the shows and go to ESPNWisconsinContests.com to register for a chance to win.
- e. The fifty-one winners will be contacted by phone numbers and emails provided when they are selected to attend the event. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within seven (7) days of winning or prize will be forfeited and an alternate winner may be selected by random drawing. 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. The grand prize winners will be contacted early January 2019 by phone to come and claim their prize at the ESPN Milwaukee office. The winners will be selected by those who win the 5 leagues during the

ESPN Wisconsin Fantasy Football league promotion throughout the football season. The league rules and scoring are outlined on the Fantasy page on ESPNWisconsinContests.com.

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, August 20, 2018 to “ESPN Wisconsin Fantasy Football Draft – Official Rules,” Attn: Promotions, GKB, 310 W. Wisconsin Avenue, Suite 100, Milwaukee, WI 53203. For the names of the prize winners send a self-addressed stamped envelope for receipt by October 22, 2018 to the above address marked “ESPN Wisconsin Fantasy Football Draft– 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

- i. By use of the GKB’s website or by entering the Promotion through the 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: GKB, ESPN Milwaukee, 310 W. Wisconsin Avenue, Suite 100, Milwaukee, WI 53203

Sponsor: Dave & Buster’s, 2201 N Mayfair Rd, Milwaukee, WI 53226
Gruber Law Offices, 100 E Wisconsin Ave #2800, Milwaukee, WI 53202
The Jewelry Center, 7477 W Layton Ave, Milwaukee, WI 53220
Welke’s Milwaukee Florist, 5528 W North Ave, Milwaukee, WI 53208
Master Z’s, 540 W Silver Spring Dr, Glendale, WI 53217