

EatStreet Office Hero 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.

DESCRIPTION

ESPN Madison and EatStreet will execute the EatStreet Office Hero Contest giving three lucky fans the opportunity to win a free lunch provided by EatStreet. Fans can enter to win by visiting espnwisconsincontests.com and filling out the necessary information on the EatStreet Office Hero Contest Form. The contest will run Monday, March 16, 2020 to Friday, May 29, 2020.

1. HOW TO ENTER

- a. These rules govern the EatStreet Office Hero promotion (the "Promotion") being conducted by WTLX 100.5 ESPN 15 N Pickney St. Suite 100, Madison, WI 53703 ("GKB") beginning on Monday, March 16, 2020, at 8 AM CST and ending on Friday, May 29, 2020, at 11:59 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Online Entry Form: Visit <https://goodkarmabrands.com/wisconsin-contest/eatstreet-office-hero-contest/>
 - i. To participate in the Promotion, you may log onto espnwisconsincontests.com and follow the instructions to enter the Promotion and submit your first and last name, email address, phone number, business name, and business address. Only one internet entry per person and one internet entry per email address is permitted. 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. Each entrant must agree to GKB's online submission release in order to submit his or her entry.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are the age of 18 years and above who reside in the Madison metropolitan area. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, other radio stations in the Madison 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 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 name, email address, phone number, business name, and business address.
- 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. Three (3) prizes will be awarded in this Promotion. Each prize consists of the following:
 - Food and swag items provided by EatStreet – amount and type of food to be determined by EatStreet

The Approximate Retail Value ("ARV") of the prize will range between \$100-\$200 USD. 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 will be dropped off by EatStreet at the business address given in the entry form. 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 winner will be selected on each of the following dates: Tuesday, March 31, 2020; Wednesday, April 29, 2020; and Friday, May 29, 2020. Prize is determined at random by the ESPN Madison team.
- c. Odds of winning a prize depends on if you are randomly chosen.
- d. Qualifiers are not required to listen to WTLX 100.5 ESPN. Prize winner need not be present to win.
- e. Winners will be notified by an employee of GKB by the phone number 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 Friday, May 29, 2020 to "EatStreet Office Hero – 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 July 29, 2020, to the above address marked "EatStreet Office Hero – 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: Good Karma Brands LLC (ESPN Madison) – 15 N Pickney St. Suite 100, Madison, WI 53703

Sponsors: EatStreet – 316 W Washington Ave. Madison, WI 53703