

ECHO TAP AND GRILL BUCKS TICKETS GIVEAWAY

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. HOW TO ENTER

- a. These rules govern the Echo Tap and Grill Bucks Tickets Giveaway promotion (the "Promotion") being conducted by ESPN Madison, 15 N Pinckney St, Suite 100, Madison, WI 53703 ("GKB") beginning on Monday, January 14, at 11:00 AM and ending on Saturday, February 9, at 5:59 PM.
- b. To participate in the Promotion, you may enter via the following method(s):
 - i. To participate in the Promotion, you may go to the Echo Tap and Grill's location on 554 W Main St, Madison, WI 53703 starting on Monday, January 14, and ending on Saturday, February 9. One entry form slip can be obtained upon request at the Echo Tap and Grill. Complete the official entry form including first and last name, email address, telephone number, home address, and confirming age of over 21 years old, and a signature. Submit the entry form slip by inserting it into the "Register to Win" box located at the Echo Tap and Grill. All entries must be received by the end date/time of the promotion, February 9, at 5:59PM. GKB is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries.
 - ii. To gain additional entries in the Promotion, you must purchase a Coors Light beverage product at the Echo Tap and Grill during the promotion dates and times listed above. For each Coors Light product, an additional entry form slip will be given to you by the staff, in which you will submit another entry in the same process as listed above.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 and 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 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 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. One grand prize winner will be awarded the prize at the Promotion location. Each prize consists of the following:
 - Four (4) tickets to the Milwaukee Bucks vs Atlanta Hawks game on Sunday, April 7, at 6:00PM in the Coors Light Silver Bullet Suite at the Fiserv Forum, 1111 Vel R Phillips Ave, Milwaukee, WI 53203.

The Approximate Retail Value ("ARV") of the prize is \$400 (\$100 per ticket).

- b. The prize must be claimed on the last night of the Promotion event, February 9 at the Echo Tap and Grill at the time of the prize winner announcement, 5:59PM. The winner will forfeit any prize or prize certificate not claimed on-site within 1 minute of the announcement. We will then draw another entry form.
- 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. One winner will be selected at the end of the promotion on Saturday, February 9 at 5:59PM.
- c. Odds of a Qualifier winning the Grand Prize are dependent on the number of total entries that are received

- d. Qualifiers must purchase a Coors beverage to obtain additional entries to the contest.
- e. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release after the event of winning or prize will be forfeited. 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, February 9, 2019 to "Echo Tap and Grill Bucks Tickets Giveaway – Official Rules," Attn: Promotions, ESPN Madison 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 Wednesday, April 10, to the above address marked "Echo Tap and Grill Bucks Tickets Giveaway – Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of ESPN Madison and may be posted online at ESPNWisconsinContests.com.

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: ESPN Madison, 15 N Pinckney St, Suite 100, Madison, WI 53703

Sponsor: Echo Tap and Grill, 554 W Main St, Madison, WI 53703
Frank Distributing/Coors Light, 2115 Evergreen Rd, Middleton, WI 53562