

Echo Tap Pick'em Challenge

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 Pick'em Challenge promotion (the "Promotion") being conducted by ESPN Madison, 15 N. Pinckney St, Suite 100, Madison, WI 53703 ("GKB") beginning on Monday, September 4th 2017 at 9:00 AM CST and ending on Sunday, December 31st 2017 at 11:59 PM CST.

b. To participate in the Promotion you may enter via the following method:

- Fill out an official Pick'em Challenge form at the Echo Tap & Grill.

i. To participate in the Promotion, you may go to The Echo Tap and Grill located at 554 W Main Street, Madison, WI 53703 from September 4th 2017 at 9:00 AM CST until Saturday, December 30th 2017 at 11:59 PM CST during regular business hours, which can be found by visiting "www.EchoTapMadison.com" and complete an official Pick'em Challenge form (while supplies last) including first and last name, home telephone number and email address, and give the form back to a server or bartender. On the official Pick'em Challenge forms, fans must circle who they predict will win each Sunday game on the sheet. Fans must fill out the pre-selected tiebreaker game with the winner and final score prediction. All entries must be received by the promotion end times for each challenge week that is listed below. GKB is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries.

Entries will be accepted Monday-Saturday before that week's Pick'em Challenge games as outlined below. All entries must be received by 11:59 PM the Saturday before that Sunday's games as outlined below:

- Week 1 Pick'em Challenge Entry Dates (for September 10th games):
Monday, September 4, 2017 – Saturday, September 9, 2017
- Week 2 Pick'em Challenge Entry Dates (for September 17th games):
Monday, September 11, 2017 – Saturday, September 16, 2017
- Week 3 Pick'em Challenge Entry Dates (for September 24th games):
Monday, September 18, 2017 – Saturday, September 23, 2017
- Week 4 Pick'em Challenge Entry Dates (for October 1st games):
Monday, September 25, 2017 – Saturday, September 30, 2017
- Week 5 Pick'em Challenge Entry Dates (for October 8th games):
Monday, October 2, 2017 – Saturday, October 7, 2017

- Week 6 Pick'em Challenge Entry Dates (for October 15th games):
Monday, October 9, 2017 – Saturday, October 14, 2017
- Week 7 Pick'em Challenge Entry Dates (for October 22nd):
Monday, October 16, 2017 – Saturday, October 21, 2017
- Week 8 Pick'em Challenge Entry Dates (for October 29th games):
Monday, October 23, 2017 – Saturday, October 28, 2017
- Week 9 Pick'em Challenge Entry Dates (for November 5th games):
Monday, October 30, 2017 – Saturday, November 4, 2017
- Week 10 Pick'em Challenge Entry Dates (for November 12th games):
Monday, November 6, 2017 – Saturday, November 11, 2017
- Week 11 Pick'em Challenge Entry Dates (for November 19th games):
Monday, November 13, 2017 – Saturday, November 18, 2017
- Week 12 Pick'em Challenge Entry Dates (for November 26th games):
Monday, November 20, 2017 – Saturday, November 25, 2017
- Week 13 Pick'em Challenge Entry Dates (for December 3rd games):
Monday, November 27, 2017 – Saturday, December 2, 2017
- Week 14 Pick'em Challenge Entry Dates (for December 10th games):
Monday, December 4, 2017 – Saturday, December 9, 2017
- Week 15 Pick'em Challenge Entry Dates (for December 17th games):
Monday, December 11, 2017 – Saturday, December 16, 2017
- Week 16 Pick'em Challenge Entry Dates (for December 24th games):
Monday, December 18, 2017 – Saturday, December 23, 2017
- Week 17 Pick'em Challenge Entry Dates (for December 31st games):
Monday, December 25, 2017 – Saturday, December 30, 2017

c. Limit one (1) entry per person per week.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age and older and who reside in the Greater Madison Metropolitan Area. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, 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. A total of seventeen (17) prizes will be awarded in this Promotion. Each prize consists of the following:

ESPN Madison and Echo Tap & Grill prize pack. The Approximate Retail Value ("ARV") of the prize is \$100.00 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. Any gift certificates will be subject to the terms and conditions as set forth by the issuer of the gift certificate.

- 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 or prize certificate not claimed within thirty (30) 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.
- 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) winner will be selected every week from all eligible entries based on who had the most correct game predictions. If there is a tie between entries for number of correct game predictions, the winner will be determined by who had the closest final score prediction, without going over, for the pre-selected tiebreaker game on the form. Winner will be selected by 5 PM CST every Monday.
- c. One (1) winner will be selected every Monday by 5 PM CST until the promotion ends on Sunday, December 31, 2017.

- d. Odds of winning a Prize depends upon the number of entries received and how many correct game predictions the winning entry had compared to other eligible entries.
- e. Winner does not need to be present to win or listen to 100.5 ESPN.
- f. Winners will be contacted by an ESPN Madison marketing teammate via the phone number or email address they provided on the official Pick'em Challenge entry form. 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 the runner-up winner will be selected based on number of correct game predictions. 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 Sunday, December 31, 2017 to "Echo Tap Pick'em Challenge – Official Rules," Attn: Promotions, GKB 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, February 28, 2018 to the above address marked "Echo Tap Pick'em Challenge – 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 and may be posted online at ESPNWisconsinContests.com.

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

Sponsor: Echo Tap & Grill, 554 West Main Street, Madison, WI 53703