

## 2017 ESPN Wisconsin Fan Appreciation Party

### 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 ESPN Wisconsin Fan Appreciation Party promotion (the "Promotion") being conducted by ESPN Milwaukee, 310 W. Wisconsin Avenue, Suite 100, Milwaukee, WI 53203 and ESPN Madison, 15 N Pickney St, Madison, WI 53703 ("GKB") beginning on Monday, November 13, 2017 at 9AM CST and ending on Saturday, December 2<sup>nd</sup> 2017 at 11:59PM CST. The official date and time of the 2017 ESPN Wisconsin Fan Appreciation Party is Wednesday, December 6, 2017 from 6 PM to 9 PM CST at Potawatomi Hotel & Casino in the Serenity Room.
- b. To participate in the Promotion, you may enter via the following method(s):
  - Registering online at [ESPNWisconsinContests.com](http://ESPNWisconsinContests.com)
  - Listening to 540 ESPN AM and 100.5 ESPN FM during the following shows: Wilde & Tausch, Dan & Bryan, Homer & Gabe, The Fantasy Football Show, or The Football Show. You must wait for a cue-to-call and be the correct designated number caller.
  - Follow ESPN Milwaukee Facebook and Twitter accounts and attempting to be the first to find Gabe Neitzel or Bryan Dee after they post where they are giving away tickets at locations around the Milwaukee area.
- i. To participate in the Promotion, you may log onto [ESPNWisconsincontests.com](http://ESPNWisconsincontests.com), follow the link to the 2017 ESPN Wisconsin Fan Appreciation Party and fill out the registration form. Fans must submit their first and last name, complete address, city, state, zip code, telephone number, date of birth and a valid email address in the online entry form. 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.

- ii. To participate in the Promotion, you must listen to WAUK 540 AM ESPN Milwaukee or WTLX 100.5 FM ESPN Madison each day beginning on Monday, November 13, 2017 and ending on Thursday, November 30<sup>th</sup> 2017 between the hours of 9AM and 6PM CST on all weekdays during the promotion dates and between the hours of 9AM and 12 PM on Sundays during the promotion dates 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 dsGKB contest line at 800-990-3776 (Milwaukee) or 844-770-3776 (Madison) 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. 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.
- iii. To participate in the Promotion, you must follow @ESPNMilwaukee on Facebook and Twitter and wait for a post on the ESPN Milwaukee Facebook page or Twitter account to identify where an ESPN Milwaukee employee will be giving away tickets on-site at locations around the Milwaukee area. You should also follow Gabe Neitzel on Twitter @gneitzel16 and Bryan Dee on Twitter @ESPNNBD and wait for similar posts. Once a Facebook or Twitter post is made revealing the location of where tickets will be given away and what time the talent will be present, winners will be selected in the order they show up to claim the prize. Limited amount of tickets will be given away at each location. The Facebook page is titled ESPN Milwaukee (@ESPNMilwaukee) and the Twitter account is titled ESPN Milwaukee (@ESPNMilwaukee). Gabe Neitzel's Twitter account is titled Gabe Neitzel (@gneitzel16) and Bryan Dee's Twitter account is titled Bryan Dee (@ESPNNBD). You must have a valid Facebook and/or Twitter account in order to see posts made by ESPN Milwaukee. If you do not already have one, you can create a Facebook or twitter account at no cost by visiting <http://www.facebook.com> or <http://www.twitter.com>. On-site winners will be required to fill out an accepting prize form with name, phone number, email

address, date, and home address and date of birth. Use of Facebook and/or Twitter as a means of entry will be subject to Facebook's and/or Twitter's privacy policy and terms of service. By participating in the Promotion, entrant understands that he or she is providing his or her information to GKB and not Facebook or Twitter. Further, entrant specifically agrees to release Facebook and Twitter from any and all liability associated with this Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or Twitter. The last day you can win a prize on-site will be Saturday, December 2<sup>nd</sup> 2017.

c. A participant can only be a winner once, no matter which entry method they use. Participants can attempt to win a prize as many times as they want using any of the entry methods except online via ESPNWisconsinContests.com. Participants must only fill out the entry form once.

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age and 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 and 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. 100 prizes will be awarded in this Promotion. Each Prize consists of the following:
  - Entry for (1) winner and a guest to attend the ESPN Wisconsin Fan Appreciation at Potawatomi Hotel & Casino on Wednesday, December 6, 2017 in the Serenity Room

- ESPN Wisconsin Fan Appreciation Party will take place from 6-9 PM CST
- Each winner and guest will receive \$10 Potawatomi Hotel & Casino play to be used on the night of the ESPN Wisconsin Fan Appreciation Party
- Heavy appetizers buffet at the ESPN Wisconsin Fan Appreciation Party
- Two drink tickets to be used at the ESPN Wisconsin Fan Appreciation Party
- One take away item for each winning fan and guest at a value of \$10.00

The Approximate Retail Value (“ARV”) of the prize is \$200. 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.

- All prizes will be redeemed at the ESPN Wisconsin Fan Appreciation Party on-site. Winners will be contacted by GKB employees prior to the ESPN Wisconsin Fan Appreciation Party with details and confirmation. All winners and their guest, will be on the guest list on-site. The winner will forfeit any prize or prize certificate not redeemed the day of the ESPN Wisconsin Fan Appreciation Party on Wednesday, December 6, 2017 between 6p – 9p.
- 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

- Decisions of GKB management with respect to the Promotion are final.
- Promotional Period: November 13, 2017 to December 2<sup>nd</sup>, 2017. All winners will be notified by 5 PM CST on Monday, December 4<sup>th</sup> 2017.
  - (35) On-air winners will be selected. On-air winners will be selected each weekday and Sundays during local programming upon hearing the cue-to-call during the above promotional period.
  - (60) Online winners will be selected. Online winners will be randomly selected during the above promotional period.
  - (5) On-site winners will be selected. Winners will be selected on random days throughout the promotional period by being the first to show up to locations where tickets are being given away. Participants must wait for posts on ESPN Milwaukee Facebook and Twitter accounts to reveal where tickets will be given away and the times. First on-site to claim will be the winner.

- c. All final winners will be determined by Saturday, December 2, 2017 at 11:59 PM CST depending if new winners are needed to be selected if GKB is unable to contact original winners.
- d. Odds of winning a grand prize on-air, depends upon the number and order of calls received. Odds of winning a grand prize online, depends upon the number of submissions received. Odds of winning a grand prize on-site depends on the order you show up at random locations during the promotional period.
- e. Qualifiers must listen to WAUK 540 AM ESPN Milwaukee or WTLX 100.5 FM ESPN Madison, enter online at [ESPNWisconsinContests.com](http://ESPNWisconsinContests.com) or by waiting for posts on ESPN Milwaukee Facebook or Twitter and locating ESPN Milwaukee talents at select location where they will be giving away tickets to win.
- f. All winners will be notified via phone with the number they provided at the time that they won the prize. If the winner is unable to be reached by phone, we will send an email to the address the provided at the time they won the prize. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release before attending the event on December 6, 2017 or the 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 and a new winner will be selected.

## 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 Wednesday, December 6, 2017 to "2017 ESPN Wisconsin Fan Appreciation Party – 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 Tuesday, February 6, 2018 to the above address marked "2017 ESPN Wisconsin Fan Appreciation Party – 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](http://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](http://espnwisconsin.com/common/page.php?pt=privacypolicy&id=406).

Administrator: GKB, 310 W Wisconsin Ave, Suite 100, Milwaukee, WI 53203

Sponsor: Potawatomi Hotel and Casino, 1721 W Canal St, Milwaukee, WI 53233

Gruber Law Offices, 100 E Wisconsin Ave #2800, Milwaukee, WI 53202

Reminisce Studio by Miranda & Adam, Oak Creek, WI (See GKB address)

Welke's Milwaukee Florist, 5528 W North Ave, Milwaukee, WI 53208

The Jewelry Center, 7477 W Layton Ave, Milwaukee, WI 53220

Marquette University, 1250 W Wisconsin Ave, Milwaukee, WI 53233

Wisconsin Distributors, 900 Progress Way, Sun Prairie, WI 53590

Master Z's Dart and Pool Supply, 1005 Spring City Dr, Waukesha, WI 53186