

Fan Appreciation Week 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. CONTEST OVERVIEW:

ESPN Wisconsin will execute a contest to give away a variety of twenty-three (23) qualifying prizes and two (2) grand prize winners across all local shows as detailed in the contest rules below. Fans can enter to win via cue to call during all local shows. The contest runs from Monday, February 4, 2019 through Sunday, February 10, 2019. There will be four winners each weekday and one winner on Sunday during the dates of the contest. Grand prize winners will be selected at random on Monday, February 11, 2019.

2. HOW TO ENTER

- a. These rules govern the Fan Appreciation Week Giveaway Promotion (the "Promotion") being conducted by 540 WAUK, 94.5 WKTI ESPN Milwaukee, 720 E. Capitol Dr., Milwaukee, WI 53212 and 100.5 WTLX ESPN Madison, 15 North Pinckney Madison, WI 53703, WI ("GKB") beginning on Monday, February 4, 2019 at 9 AM CST and ending on Sunday, February 10, 2019 at 12p CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Cue to Call during on-air local programming. Promotion will be run during the following shows and stations between the dates of Monday, February 4, 2019 and Sunday, February 10, 2019:
 - Wilde & Tausch from 9a-11a CST on WKTI, WAUK and WTLX
 - Bryan Dee from 11a-12p CST on WKTI and WAUK
 - Scalzo & Brust from 11a-12p CST on WTLX
 - Homer & Gabe from 3p-6p CST on WKTI, WAUK and WTLX
 - The Football Show from 10a-12p CST on WKTI, WAUK, and WTLX
- i. To participate in the Promotion, you must listen to WAUK, WKTI, or WTLX each day beginning on Monday, February 4, 2019 and ending on Sunday, February 10, 2019 between the hours of 9 AM CST and 11 AM CST, 11 AM and 12 PM CST, and/or 3 PM CST and 6 PM CST during the weekdays and/or between 10 AM CST and 12 PM CST on Sunday of the promotion dates listed above for the announcement of the cue to call. Upon hearing the cue to call, the caller number announced by the host will get through to the GKB contest line at 800.990.3776 for WAUK and WKTI or 844.770.3776 for WTLX. The correct numbered callers on Bryan Dee, Homer & Gabe, and The Football Show will automatically win (1) qualifying prize. The correct numbered caller on Wilde & Tausch and on Scalzo & Brust must participate in

a sports-related game, including but not limited to: trivia, fill in the blank, etc., and answer correctly in order to win (1) qualifying prize. All callers who get through to the GKB contest line during Bryan Dee or Homer & Gabe during the promotion dates will also be entered for the chance to win one (1) grand prize. 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 qualifying prize winner only once during the promotion across all shows and dayparts. There will be up to a total of 23 qualifying prize winners selected on-air during the Promotion dates and 2 grand prize winners randomly selected on Monday, February 11, 2019. 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.

- ii. Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB has the right to not notify fans and to not update contest rules or the webpage when such situations occur.

3. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age or above and who reside in the Greater Milwaukee or Madison Area. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, [other radio stations in the Milwaukee 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. 23 Qualifying Prizes will be awarded in this Promotion. Each qualifying prize is dependent on the show that the fan qualifies to win on as detailed below:
 - i. Wilde & Tausch: each winner will receive one of the following prizes based on random selection after correctly answering the question of that day's on-air game:
 - i. (1) spot to attend the 2019 Delzer ESPN Wisconsin Open – “ARV” \$175
 - ii. Mark Tauscher Autographed Camp Randal Canvas – “ARV” \$100
 - iii. Multi-Player Autographed Wisconsin Badgers Final Four Pennant – “ARV” \$100
 - iv. (1) 94.5 ESPN FM Prize Pack with (1) \$75 Master Z's Gift Card – “ARV” \$95
 - v. (1) Night Chula Vista Stay – “ARV” \$275
 - ii. Bryan Dee: each winner will receive the following prize respective to the day they win:
 - i. Monday: (1) \$100 Gift Card to The Jewelry Center with (4) Marquette Men's Basketball tickets to the February 5, 2019 game – “ARV” \$200
*This Prize must be picked up at the office of GKB before 5 PM CST on Tuesday, February 5, 2019
 - ii. Tuesday: (1) \$100 Gift Card to The Jewelry Center – “ARV” \$100
 - iii. Wednesday: (1) \$100 Gift Card to The Jewelry Center with (4) Marquette Men's Basketball tickets to the February 20, 2019 game – “ARV” \$200
*This prize must be picked up at the office of GKB before 5 PM CST on Wednesday, February 20, 2019
 - iv. Thursday: \$100 Gift Card to The Jewelry Center – “ARV” \$100
 - v. Friday: \$100 Gift Card to The Jewelry Center – “ARV” \$100
 - iii. Scalzo & Brust: each winner will receive the following prize after correctly answering the question of that day's game respective to the day they win with three separate winners on Wednesday:
 - i. Monday: (1) \$50 Gift Card to Flix Brewhouse – “ARV” \$50
 - ii. Tuesday: (2) Wisconsin College Gameday tickets to a game of the winner's choice – “ARV” \$100

- iii. Wednesday: (1) \$50 Gift Card to Flix Brewhouse – “ARV” \$50
 Wednesday: (2) tickets to Trevor Noah on February 8, 2019 – “ARV” \$110
 *This prize must be picked up at the office of GKB before 5 PM CST on Friday, February 8, 2019
 Wednesday: (2) tickets to Trevor Noah on February 8, 2019 – “ARV” \$110
 *This prize must be picked up at the office of GKB before 5 PM CST on Friday, February 8, 2019
 - iv. Thursday: (1) \$50 Gift Card to Flix Brewhouse – “ARV” \$50
 - v. Friday: (1) Happy Hour with Greg Scalzo and Ben Brust – “ARV” \$100
 - 1. (3) Drink Tickets
 - 2. Happy Hour lasting approximately two hours
 - iv. Homer & Gabe: each winner will receive the following prize respective to the day they win:
 - i. Monday: (1) 94.5 ESPN FM Prize Pack with (4) Marquette Basketball Tickets to the game vs. St. Johns on Tuesday, February 5, 2019 – “ARV” \$120
 *This prize must be picked up at the office of GKB before 5 PM CST on Tuesday, February 5, 2019
 - ii. Tuesday: Christian Yelich MVP Memorabilia – “ARV” \$130
 - iii. Wednesday: (1) spot to attend the 2019 ESPN Wisconsin Free Throw Knockout – “ARV” \$150
 - iv. Thursday: (1) \$100 Gift Card to Rodizio Grill – “ARV” \$100
 - v. Friday: (2) Brewers Tickets to the Saturday March 30, 2019 Game vs. St. Louis – “ARV” \$70
 - v. The Football Show
 - i. Autographed Aaron Rodgers Canvas – “ARV” \$400
- b. 2 Grand Prizes will be awarded in this Promotion. Grand prize winners will be selected at random on Monday, February 11, 2019. All fans who participate on-air during Bryan Dee or Homer & Gabe during the promotion dates will be entered into a random drawing for the chance to win the following prize respective to each show:
 - i. Bryan Dee: Marquette Basketball Prize Pack – “ARV” \$160
 - i. (4) Tickets to the Game vs. Butler on February 20, 2019
 - ii. (4) Marquette Winter Hats
 - iii. (4) Marquette Clear Stadium Bags
 *This prize must be claimed at the office of GKB before 5 PM CST on Wednesday, February 20, 2019

- ii. Homer & Gabe: Autographed Giannis Antetokounmpo Framed Action Shot – “ARV” \$300

The Approximate Retail Value (“ARV”) of each prize is specified above next to each individual prize. 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. The tickets will be subject to the terms and conditions as set forth by the issuer of the tickets.

- c. All prizes or prize certificates may be picked up at the office of GKB at the address(es) below. The winner will forfeit any prize not claimed before Friday, March 29, 2019 at 5 PM CST unless otherwise specified above.

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. Final winners will be known Monday, February 11, 2019. A qualifying prize winner and a grand prize winner must pick their prize up during the office hours of GKB (Monday- Friday 8a-5p CST) and before Friday, March 29, 2019 at 5 PM CST unless otherwise specified above. They must be picked up at the office of Good Karma Brands (Address(es) listed below).
- c. Odds of winning a Qualifying Prize during Bryan Dee, Homer & Gabe, or The Football Show depends upon the number and order of calls received.
- d. Odds of winning a Qualifying Prize during Wilde & Tausch or Scalzo & Brust depends on the number and order of calls received and the caller’s ability to answer the question correctly.
- e. Odds of winning a Grand Prize depends on the number of participants in each respective show, as described above, and is based on random selection.
- f. Qualifiers must listen to WAUK 540 AM, WKTJ 94.5 ESPN FM, or WTLX 100.5 ESPN Madison to win. Grand Prize winner need not be present to win but must pick the prize up before the specified date of the event and during the office hours of GKB.
- g. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release before the specified date of the concert or the prize will

be forfeited and an alternate winner will not be selected. 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 Monday, February 11, 2019 to “Fan Appreciation Week Giveaway – Official Rules,” Attn: Promotions, GKB 720 E Capitol Dr, Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, April 12, 2019 to the above address marked “Fan Appreciation Week 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 GKB.

Administrator: Good Karma Brands, 720 E Capitol Dr., Milwaukee, WI 53212;
15 North Pinckney Madison, WI 53703, WI

Sponsors: Gruber Law Offices, 100 E Wisconsin Ave #2800 Milwaukee, WI 53202;
Master Z's, 540 W Silver Spring Dr, Glendale, WI 53217;
Marquette Athletics, 770 N 12th St., Milwaukee, WI 53233;
The Jewelry Center, 7477 W. Layton Ave., Greenfield, WI 53220