

First and Ten – The Show with Gabe & Chewy

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.

Contest

ESPN Milwaukee will execute First and Ten, a trivia game that takes place every Thursday on The Show with Gabe & Chewy. A random caller will be selected to participate in the contest. The participant will be asked three (3) sports related questions by a host on the show. The participant will have to answer all 3 questions correctly in order to win the grand prize. If the participant does not correctly answer all 3 questions, the next caller chosen, up to 2 additional callers, will then have a chance to answer a new set of 3 questions. If neither of the participant answers their 3 questions correctly, their name will be entered into a pool. If by Thursday, December 31, 2020 no one has answered their 3 questions correctly, a winner will be selected at random from the pool and wins the grand prize.

1. HOW TO ENTER

- a. These rules govern the First and Ten promotion (the “Promotion”) being conducted by ESPN Milwaukee, WKTJ 94.5 ESPN, 720 E Capitol Dr., Milwaukee, WI 53212 (“GKB”) beginning on Thursday, January 2, 2020 and ending on Thursday, December 31, 2020.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Cue to Call during on-air local programming
 - i. To participate in the Promotion, you must listen WKTJ 94.5 ESPN each Thursday beginning on January 2, 2020 and ending on Thursday, December 31, 2020 between the hours of 7am and 9am CST during the Promotions dates for the announcement of the cue to call. Upon hearing the cue to call, the designated caller number (as announced by the on-air personality prior to the cue to call) to get through to the Good Karma Brands (GKB) contest line at (800) 990-3776 will have the opportunity to answer three (3) sports related questions correctly to 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, date of birth, and email address in order to be eligible to win. In the event that the selected caller gets one (1) out of any of the 3 questions wrong, is disconnected or is found to be ineligible, the host will take the next caller. There will be a total of up to (3) callers every Thursday depending on if caller number 1 or 2 answers the questions

- correctly. The first caller out of the (3) that successfully makes it through on the call-in line, completes their call, and answers all 3 questions correctly first 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 every 30 days. There will be up to a total of (28) winners selected on-air during the Promotion dates. 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.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are the age of 18 years and above who reside in the Greater Milwaukee 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 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 complete address (street, city, zip code), 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. (1) prize will be awarded each week during the promotion. Each prize consists of the following:
 - ESPN Milwaukee t-shirt

The Approximate Retail Value (“ARV”) of the prize is \$15. 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 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 forty-five (45) days of winning. 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. Winners are selected the same day the Promotion runs. Prize is determined on who answers all three (3) sports related questions correctly first out of potentially 3 callers.
- c. Odds of winning a prize depends number and order of calls received and on the caller’s ability to answer the sports trivia questions correctly.
- d. Qualifiers must listen to WKTJ 94.5 ESPN to win. Qualifiers and the Grand Prize winner need not be present to win.
- e. Winners will be notified by an employee of GKB by the phone number they provided on 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 of 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 Thursday, December 31, 2020 to “First and Ten – 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 March 1, 2021 to the above address marked “First and Ten – 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 <http://espnwisconsincontestes.com/>

Administrator: GKB Milwaukee, 720 E Capitol Dr., Milwaukee, WI 53212.