

The Hardest Working Fan of Wilde & Tausch

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:

Qualifying fans will send an email to WildeandTausch@espnwisconsin.com and say why they think they are the hardest working fan. An employee of Good Karma Brands will read the emails and pick who they think is most deserving. One winner will be selected each week to call in and talk on the Wilde and Tausch show for one segment. A different winner will be chosen each week throughout the promotion.

1. HOW TO ENTER

- a. These rules govern The Hardest Working Fan of Wilde & Tausch promotion (the "Promotion") being conducted by WAUK, 310 W Wisconsin Ave, Suite 100, Milwaukee, WI 53203 and WTLX 15 N Pickney St, Suite 100, Madison, WI 53703 ("GKB") beginning on Monday, June 5, 2017 at 9 AM CST and ending on Friday, December 29, 2017 at 11 AM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Send an email to wildeandtausch@espnwisconsin.com. Submit a short story of why you are the hardest working person at your job.

To participate in the Promotion, you must listen to 540 AM WAUK or 100.5 FM WTLX beginning on Monday, June 5, 2017 and ending on Friday, December 29, 2017 during the promotion dates. Show host will announce the start of the contest. Upon hearing the start of the contest, a participant can email their story to wildeandtausch@espnwisconsin.com at any time during the promotion dates for a chance to win the grand prize upon confirmation of eligibility. At the time of their email, the email must also include their full name and day and evening phone numbers to be eligible to win. There is no limit to the number of times a listener may attempt to email in to win, but a listener may be a winner only once. There will be up to a total of 1 grand prize winner selected each week during the promotion dates. The Station is not responsible for email service outages, delays, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his/her email.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 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, email address 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. Grand prizes will be awarded in this Promotion. Each prize consists of the following:
 - A fan gets to phone into the Wilde and Tausch show and talk on air during the entire Hardest Working Fan segment of the show for 15 minutes.
- b. The Approximate Retail Value ("ARV") of the prize is \$250. The fan will only be on-air via the phone for one segment of the show where they will get to talk on-air. Once the segment is over the fan will no longer be able to talk on the show.
- 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 winner will be selected each week following the review of all email submissions that week.
- c. Final winner each week will be known by 5 PM every Friday.

- d. The winner will be notified via email by a GKB employee. 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. 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.
- e. If a winner is unable to be contacted at the scheduled time of their phone call, the prize is forfeited and will not be re-scheduled. Nor will an alternate winner be selected. If a phone call is dropped, or difficult to hear due to cell phone services the prize may be forfeited and will not be re-scheduled.

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 Friday, December 29, 2017 to "The Hardest Working Fan of Wilde & Tausch – 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 Wednesday, February 28, 2017 to the above address marked "The Hardest Working Fan of Wilde & Tausch – 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 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: Good Karma Brands, 310 W Wisconsin Ave, Suite 100, Milwaukee, WI 53203

Sponsor: Blain's Farm and Fleet 3507 E Racine Street, Janesville, WI 53546