

## ESPN Madison Instagram 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. HOW TO ENTER

- a. These rules govern the ESPN Madison Instagram Giveaway promotion (the "Promotion") being conducted by ESPN Madison, 15 N. Pinckney St, Suite 100, Madison, WI 53703 ("GKB") beginning on Monday, November 15, 2021, and ending on Thursday November 18, 2021.
- b. To participate in the Promotion, you may enter via the following method(s):
  - Following @espnmadison on Instagram, liking the giveaway post, reposting the post on your Instagram story, and tagging three (3) friends in the comment section
  - i. To participate in the Promotion, you may log onto [www.instagram.com](http://www.instagram.com) ("Page") or the Instagram App and, if you do not already "follow" the account, then you must follow @espnmadison on Instagram (<https://www.instagram.com/espnmadison/>) in order to access the promotion. You must have a valid Instagram account in order to enter. If you do not already have one, you can create an Instagram account at no cost by visiting [www.instagram.com](http://www.instagram.com). In order to participate in the Promotion, you must follow ESPN Madison's official account (@espnmadison), like the giveaway post, repost the giveaway post on your Instagram story, and tag three (3) friends in the comment section of that post that will be posted on Monday, November 15, 2021, by the last date, which is Thursday, November 18, 2021. Once a fan follows our page, likes the giveaway post, reposts the giveaway post, and tag three (3) friends in the comment section, they will receive one (1) entry into a random drawing for the prize. Fans will be allowed to have more than one entry if they tag three (3) additional friends in the comment section. There will be two (2) winners for this promotion with entries being accepted until Thursday, November 18, 2021, at 5:00PM CST, and a drawing for a random winner will take place on the following day, Friday, November 19, 2021. The winner will then be messaged via Instagram to claim their prize and get posted on our Instagram page. In the event that there are no eligible entrants in the promotion, no prize will be awarded. Proof of submission of an entry shall not be deemed proof of receipt by GKB. Internet entrants are subject to all notices posted online including but not limited to GKB's Privacy Policy. Use of Instagram as a means of entry will be subject to Instagram'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 Instagram. Further, entrant specifically agrees to release Instagram from any and all liability with this Promotion. The Promotion is in no way sponsored, endorsed, or administered by, or associated with Instagram. GKB is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological problems. Fan cannot enter the Promotion through multiple email addresses or Instagram accounts. Multiple participants are not permitted to share the same email address or Instagram account.

- 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. GKB has the right to make the giveaway post on a different day based on breaking news, holidays, and specialty content.

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years or older and who reside in Dane, Milwaukee, or Waukesha County. 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. Two (2) prizes will be awarded in this Promotion. Each prize consists of the following:
  - Four (4) tickets to the ESPN Wisconsin College GameDay tailgate for the Wisconsin vs. Nebraska football game (11/20/21)

The Approximate Retail Value (“ARV”) of the prize is \$600.00. The winners 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: 15 N Pinckney St, Suite 100, Madison, WI 53703. The winners will forfeit any prize or prize certificate twenty-four (24) hours 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.
- c. GKB is not responsible for the safe arrival of a prize or prize certificate. 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. The winners will be selected on Friday, November 19, 2021. A teammate of ESPN Madison will contact the winner within 12 hours of winning the promotion.
- c. All final winners will be known by the latest at 10AM CST on Friday, November 19, 2021.
- d. Odds of winning the prize depends on the ability of the fan to create an Instagram account, following @espnmadison, liking the giveaway post, and reposting the post on their Instagram story. Odds of winning a prize also depends on random selection.
- e. Fans must following @espnmadison on Instagram to win. Winners need not be present to win a prize.
- f. 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.

## 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, November 18, 2021 to ESPN Madison Instagram Giveaway – 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 Monday, January 17, 2022 to the above address marked “ESPN Madison Instagram 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 and may be posted online at [www.espnwisconsincontests.com](http://www.espnwisconsincontests.com).

## 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 <http://goodkarmabrands.com/terms-of-use/> and to the use of your personal information as described in the Privacy Policy located at <http://goodkarmabrands.com/privacy-policy/>.

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