

# JIM, MATT, AND MOLLY COVER5 2025 CONTEST

## 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.***

ESPN Madison is giving away one Jim, Matt & Molly prize pack at the end of the 2025/2026 football season. Fans may enter by first signing up for a free Cover5 account in the Cover5 app. Then, fans must join the Jim, Matt & Molly 2025 contest by going to the Join Leagues tab and entering code "JMM25" and clicking the contest to join. Fans will compete to see who can make the best picks each week. The best cumulative score for the entire season will win the Grand Prize. There will be a total of 1 Grand Prize in the contest. The total ARV of the Grand Prize is \$200. The contest will end at the conclusion of the final week of the regular season on Sunday, January 4, 2026.

### 1. HOW TO ENTER

- a. These rules govern the Jim, Matt & Molly Cover5 2025 Contest (the "Promotion") being conducted by WTLX 100.5 ESPN 821 E Washington Ave Suite 200 Madison, WI 53703 and ("GKB") beginning on Friday, September 12, 2025, and ending on Sunday, January 4, 2026.

- b. To participate in the Promotion, you may enter via the following method(s):

To participate in the Promotion, you must download and log onto the Cover5 app on iOS or Android and register a Cover5 account by submitting your first and last name, username, password, city, state, country, zip code, date of birth, gender, 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.

- c. Upon completion of account registration, entrants must proceed to the Join League tab and join the Jim, Matt & Molly contest by entering code "JMM25" in the search field.

- d. Entrants will choose a side of the spread for five games each week. Points will be amassed based on that team's performance against the spread. Point spreads will be determined by Cover5. For example, if the entrant chooses Cleveland favored by (5) points, and Cleveland wins their game by (20) points, the entrant will receive (15) points for that pick. If the entrant chooses Cleveland, favored by (5) points, and Cleveland loses by (20) points, the entrant will lose (25) points for that pick. Scores for individual game picks and overall scores can be a negative number.
- e. For the contest, (-5) points will be assessed for each of the picks that goes unmade.
- f. Entrants may join at any point in the season in order to be eligible for the Grand Prize, but at least (5) picks must be made in order to win.
- g. Only one entry per person permitted in any given Cover5 contest. If a user is found to have entered the same Cover5 contest with multiple usernames/profiles/emails, all of those user's entries will be considered ineligible.

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are at least 18 years of age and who reside in the United States. 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 eligible to participate but ineligible to 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, 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. A total of 1 (one) Grand Prize will be awarded in this Promotion. Each prize consists of the following:
  - Jim, Matt & Molly Prize Pack

The Approximate Retail Value ("ARV") of each Weekly 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. The gift certificate will be subject to the terms and conditions as set forth by the issuer of the gift certificate.

- b. All prizes will be mailed upon completion of requisite accepting prize forms. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) days 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. 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.
- d. Total ARV of prizes distributed during this contest is equal to \$200.

#### 4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. Weekly Prize winners will be notified by each Wednesday during the contest dates.
- c. The Grand Prize winner will be notified by Wednesday, January 7, 2026.
- d. Once an user has entered the Cover5 contest, entrants will choose a side of the spread for five games each week. Points will be amassed based on that team's performance against the spread. Point spreads will be determined by Cover5. For example, if the entrant chooses Cleveland favored by (5) points, and Cleveland wins their game by (20) points, the entrant will receive (15) points for that pick. If the entrant chooses Cleveland, favored by (5) points, and Cleveland loses by (20) points, the entrant will lose (25) points for that pick. Scores for individual game picks and overall scores can be a negative number.
- e. For the contest, (-5) points will be assessed for each of the picks that goes unmade.
- f. Entrants may join at any point in the season in order to be eligible for the Grand Prize, but at least (5) picks must be made in order to win. A positive score must be achieved in order to be eligible for the Grand Prize. In the event of a tie with multiple entries at the end of the season, the Grand Prize will be awarded to the entry with the largest single weekly score. If all tied entries have the same largest single weekly score, the Weekly Prize will be awarded to the entry with the second-largest single weekly score, and so on through the third-largest, fourth-largest single weekly scores, in that order, through the top 17 weekly scores. In the event that multiple entries have the same scores across all 18 weeks, in the same order, the Grand Prize will go to one of the tied entries chosen at random.

- g. Fans need not listen in order to win. Winners need not be present to win.
- h. Winners 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 Sunday, January 4, 2026, to Jim, Matt & Molly 2025 Cover5 Contest – Official Rules,” Attn: Promotions, GKB 821 E Washington Ave Suite 200, Madison, WI 53703. For the names of the prize winners send a self-addressed stamped envelope for receipt by Thursday, March 5, 2026, to the above address marked Jim, Matt & Molly 2025 Cover5 Contest Rules – 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 [espnwisconsincontests.com](http://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 <https://goodkarmabrands.com/terms-of-use/> and to the use of your personal information as described in the Privacy Policy located at <https://goodkarmabrands.com/privacy-policy/>.

Administrator: GKB 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203

Sponsor: GKB 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203