

Labatt Blue Bristol Experience Promotion

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.

SWEEPSTAKES:

Fans can enter for the chance to win a VIP ESPN experience in Bristol, Connecticut. One winner will be randomly selected from the pool of valid entries that ESPN Cleveland, Good Karma Brands (“GKB”) receives. The winner and their one (1) guest will receive a trip from Cleveland to Bristol, CT including VIP experiences at ESPN Headquarters. To register for a chance to win, fans must visit participating retail locations here to find the Labatt Blue text word on display and text it to 31996. The one winner will be selected on or about Friday, November 2, 2018.

1. HOW TO ENTER

- a. These rules govern the Labatt Blue Bristol Experience (the “Promotion”) being conducted by ESPN Cleveland, 1301 E 9th St, Suite 252, Cleveland OH beginning on Thursday, September 13, 2018 at 9a and ending Friday, November 2, 2018 at 5p.
- b. To participate in the Promotion, you may enter via the following method(s):
- c. During the Promotion Period, visit participating retail locations in Cleveland to locate the Labatt Blue text-to-win display. Text code word on display to 31996 to enter into the sweepstakes by 5:00p ET on Friday, November 2, 2018. You will receive a confirmation text message once entered. For a complete list of participating locations, please visit [here](#). One entry per household.
- d. Fans may listen to ESPN Cleveland between the hours of 9a-7p for the text code.

Only texts to the specified number can win. Standard carrier-messaging and data charges may apply to each text message sent and received. Please consult your carrier for applicable charges. All text entrants must have a text message two-way capable phone and digital and SMS service in order to enter using the text messaging method. Text messaging may not be available in all areas. By entering via text message, Entrant grants Sponsor consent: (1) to text the cell phone used an acknowledgement message; and (2) to call your cell should you be selected as a potential winner.

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YOU MUST HAVE ANOTHER FORM OF ENTRY, TEXTING IS CONSIDERED A PAID ENTRY. An online option is typically easiest.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 or older and who reside in the Greater Cleveland Area. Employees of GKB, Labatt Blue, Superior Beverage, their subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, other radio stations in the Greater Cleveland metropolitan area, 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. 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. In addition, for booking travel (airfare and car service) as well as hotel, the winner must provide us any other needed information at those times.
- c. 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. One Grand Prize will be awarded in this Promotion. The prize consists of the following:

Bristol Experience:

- 1) Airfare for two (2) fans departing and arriving from Cleveland Hopkins Airport to the airport in Hartford, CT;
- 2) \$500 cash
- 3) A customized VIP ESPN Headquarters experience including a studio tour; (b) sit in on a live taping of Golic & Wingo; (c) lunch with members of the ESPN team;
- 4) Two (2) night stay – standard room, double occupancy in Sponsor sole discretion.
 - a. Winner must take the trip by May 31, 2019 or subject to forfeit prize.

The Approximate Retail Value ("ARV") of the prize is \$2,000. Total prize will be over \$600. The winner will be solely responsible for all taxes and other fees and expenses not specified herein associated with the receipt and use of the Prize, including transportation to and from General Mitchell International Airport and to and from Green Bay.

Certain travel restrictions may apply. Travel arrangements must be made through GKB. Prize is subject to availability. If the winner cannot travel on dates specified by GKB, the winner may be disqualified, and an alternate winner may be selected in GKB's sole discretion. All other costs not specifically stated herein, including but not limited to those of, taxes, meals, tips and ground transportation to/from the airport and/or to/from

the hotel, are the responsibility of the winner. The winner and travel companion(s) must travel on the same itinerary and are responsible for obtaining all required travel documents, including, without limitation, passports for international travel. If applicable, the winner may be required to present a valid credit card upon hotel check in to cover any incidental expenses incurred during the winner's stay. The winner and travel companion(s) must sign a Publicity, Liability Waiver and Travel Release form prior to traveling. If a selected event is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, or for any reason beyond the control of the Station, the Station's sole responsibility to the winner will be to award the remaining available portion of the prize and no substitution or compensation will be provided for the unawarded portion of the prize. GKB reserves the right to remove or to deny entry to the winner and/or travel companion(s) if either engages in a disruptive manner or with intent to annoy, abuse, threaten or harass any other person at the Golic & Wingo live show broadcast.

- 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. 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.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. One winner will be chosen at random from the eligible entries on Friday, November 2, 2018 by 5:00 PM EST.
- c. The final winner will be determined on Friday, November 2, 2018 by 5:00 PM EST.
- d. Odds of winning are dependent on the number of valid entries received.
- e. Grand prize winner does not need to listen to ESPN 850 WKNR in order to win or be present.
- 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 and an alternate winner may be selected out of the online entries at random

again. 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 November 2, 2018 to "Labatt Blue Bristol Experience – Official Rules," Attn: Promotions, GKB 1301 E 9th St, Suite 252, Cleveland OH 44114. For the names of the prize winners send a self-addressed stamped envelope for receipt by January 2nd, 2018 to the above address marked "Labatt Blue Bristol Experience – 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 ESPNClevelandContests.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 www.espnlevelandcontests.com.

Administrator: ESPN Cleveland 1301 E 9th St, Suite 252, Cleveland OH 44114.

Sponsor: Labatt Blue, Superior Beverage 31031 Diamond Pkwy, Solon, OH 44139