

MVP 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.

Contest

ESPN Milwaukee is giving away a BODYARMOR cooler along with a 20 pack of BODYARMOR beverage. The contest will run on select weeks throughout the Marquette University High School football season as outlined below. To enter into the contest, fans must watch for the ESPN Milwaukee Twitter account for the announcement of the start of the week's contest. Upon seeing the tweet, fans must then tweet out their favorite/best football gif tagging @ESPNMilwaukee and @DrinkBODYARMOR. There will be one (1) winner selected each week on Friday before the start of the Marquette University High School football game. The fan with the best football gif of that week will win the BODYARMOR grand prize.

1. HOW TO ENTER

- a. These rules govern The BODYARMOR Challenge promotion (the "Promotion") being conducted by WKTU 94.5 ESPN, 720 E. Capitol Dr., Milwaukee, WI 53212 ("GKB") running select weeks, as specified below, beginning on Wednesday, September 18th, 2019 at 1:30 pm CST and ending on Friday, October 18th, 2019 at 7:00 pm CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Tweet out your favorite football gif and tagging @ESPNMilwaukee and @DrinkBODYARMOR during the specified weeks as outlined below
 - Specified weeks are:
 - Wednesday, September 18, 2019 through Friday, September 20, 2019
 - Monday, September 30, 2019 through Friday, October 4, 2019
 - Monday, October 14, 2019 through Friday, October 18, 2019
 - Tuesday, October 22, 2019 through Friday, October 25, 2019
- i. To participate in the Promotion, you may visit @ESPNMilwaukee on the Twitter app or website. If you do not already "Follow" the Page, then you must "Follow" the Page in order to access the Promotion. You must have a valid Twitter account in order to enter. If you do not already have one, you can create a Twitter account at no cost by downloading the Twitter app, or online at <https://twitter.com/>. Limit one (1) entry per eligible person during the Entry Period regardless if entrant has more than one email address or Twitter

accounts. Multiple participants are not permitted to share the same email address or Twitter account. Entrants must post their favorite football gif on Twitter tagging @ESPNMilwaukee and @DrinkBODYARMOR. Entries submitted may not be acknowledged or returned. 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 Twitter as a means of entry will be subject to Twitter'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 Twitter. Further, entrant specifically agrees to release Twitter from any and all liability associated with this Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older and 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 Greater Milwaukee 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 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. One prizes will be awarded in this Promotion. Each prize consists of the following:
 - BODYARMOR cooler
 - 20 pack of BODYARMOR beverage

The Approximate Retail Value (“ARV”) of the prize is \$50. 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. 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. The winners will be selected each Friday before the start of the Marquette University High School football game during the specified weeks. Two (2) winners will be selected on Friday, October 18, 2019.
- c. All winners will be contacted by Monday, October 21, 2019.
- d. Odds of winning depends upon the number of twitter post and ESPN Milwaukee’s discretion as to which gif submission is the best.
- e. Qualifiers must follow @ESPNMilwaukee on Twitter on win. Qualifiers and the Grand Prize winner need not be present to win.
- f. The winner will be notified via direct message on Twitter to obtain a phone number, address, and birthdate. The winner must follow the ESPN Milwaukee Twitter page in order to receive the direct message. The winner will then be contacted by an employee of GKB by the phone number they provided. They will be informed within 72 hours of being selected as 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. 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 Friday, October 18th, 2019 to “The BODYARMOR Challenge – 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 Wednesday, December 18th, 2019 to the above address marked “The BODYARMOR Challenge – 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://espnwisconsincontests.com/>.

6. PRIVACY

- a. By use of the GKB’s website or by entering the Promotion through the 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 Milwaukee, LLC, 720 E. Capitol Dr., Milwaukee, WI 53212

Sponsor: BODYARMOR, 17-20 Whitestone Expressway, Whitestone, NY 11357