

## ESPN Madison Marquee Matchup Tour

### 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 Marquee Matchup Tour promotion (the "Promotion") being conducted by ESPN Madison, 15 N. Pinckney St, Suite 100, Madison, WI 53703 ("GKB") beginning on Sunday, September 10, 2017 at 1:30 PM CST and ending on Monday, November 6, 2017 at 7:30 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
  - i. To participate in the Promotion, you may go to Lucky's 1313 Brew Pub, 1313 Regent St, Madison, WI 53715 during one of the five pre-selected Marquee Matchup dates/times and complete an official entry form (while supplies last) including first and last name, complete address, city, state, zip code, home telephone number and date of birth, and put the entry form in the registration box. All entries must be received by the promotion end times for each event that is listed below. GKB is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries. Official Marquee Matchup dates/times are as follows:
    - a. Sunday, September 10, 2017 starting at 1:30 PM CST and ending at 3:30 PM CST
    - b. Sunday, September 17, 2017 starting at 5:30 PM CST and ending at 7:30 PM CST
    - c. Sunday, September 24, 2017 starting at 1:30 PM CST and ending at 3:30 PM CST
    - d. Sunday, October 8, 2017 starting at 1:30 PM CST and ending at 3:30 PM CST
    - e. Monday, November 6, 2017 starting at 5:30 PM CST and ending at 7:30 PM CST
  - ii. One (1) winner will be randomly selected at the end of each Marquee Matchup event listed above and they will be qualified for the final grand prize drawing. The five (5) qualifiers must be present to win at the final grand prize drawing on Monday, November 6, 2017 at 7:30 PM CST at Lucky's 1313 Brew Pub, 1313 Regent St, Madison, WI 53715.

- c. Limit one entry per person at each pre-selected Marquee Matchup listed above. You can only be selected as a qualifying winner once.

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age, reside in the state of Wisconsin and are able to attend the final drawing on Monday, November 6, 2017 at 7:30 PM CST at Lucky's 1313 Brew Pub. 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 execute and return an affidavit of eligibility and liability/publicity release 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. Five (5) qualifying prizes will be awarded in this Promotion. Each qualifying prize consists of the following:

One (1) entry into the grand prize drawing on Monday, November 6, 2017. ESPN Madison and Miller Lite prize pack. The approximate retail value ("ARV") of the prize pack is \$70.00 USD. 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. One (1) grand prize will be awarded in this Promotion. The grand prize consists of the following two items:

One brand new 49" Ultra HD Smart TV. The Approximate Retail Value ("ARV") of the prize is \$800.00 USD. 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.

One gift card to Lucky's 1313 Brew Pub worth \$300.00 USD. The gift card can only be used at Lucky's 1313 Brew Pub, 1313 Regent St, Madison, WI 53715. The gift certificate will be subject to the terms and conditions as set forth by the issuer of the gift certificate.

- c. 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 thirty (30) 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.
- d. 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 (1) qualifier will be randomly selected from all eligible entries on the following five (5) Marquee Matchup dates/times: Sunday, September 10, 2017 at 3:30 PM CST; Sunday, September 17, 2017 at 7:30 PM CST; Sunday, September 24, 2017 at 3:30 PM CST; Sunday, October 8, 2017 at 3:30 PM CST; and Monday, November 6, 2017 at 7:30 PM CST. One (1) grand prize winner will be determined on Monday, November 6, 2017 at 7:30 PM CST.
- c. The grand prize winner will be randomly selected from the five qualifiers (chosen from 4b) on Monday, November 6, 2017 at 7:30 PM CST. Must be present to win.
- d. Odds of winning a qualifying spot depends upon the number of entries received. Odds of a Qualifier winning the Grand Prize are 1 in 5.
- e. Five Qualifiers and the Grand Prize winner must be present for the final drawing on Monday, November 6, 2017 at 7:30 PM CST at Lucky's 1313 Brew Pub, 1313 Regent St, Madison, WI 53715.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within five (5) days of winning or prize will

be forfeited and an alternate winner may be selected by randomly drawing from the remaining four qualifiers. 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 Monday, November 6, 2017 to "ESPN Madison Marquee Matchup Tour – 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 Friday, January 5, 2018 to the above address marked "ESPN Madison Marquee Matchup Tour – 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).

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

Sponsor: Frank Beverage Group, 2115 Pleasant View Rd, Middleton, WI 53562