

Miller Lite Packers Road Trip

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 Miller Lite Packers Road Trip promotion (the "Promotion") being conducted by ESPN Madison, 15 N. Pinckney St, Suite 100, Madison, WI 53703 ("GKB") beginning on Monday, September 11, 2017 at 9:00 AM CST and ending on Friday, November 17, 2017 at 5:00 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Scan a QR code at participating bars in the Southern Wisconsin area and complete the online entry form.
 - i. To participate in the Promotion, you may scan a QR code at participating bars in the Southern Wisconsin area and follow the link and instructions to enter the Promotion and submit your first and last name, telephone number, date of birth, a valid email address and the bar you scanned the QR code in the online entry form. 100 qualifiers will be chosen on Monday, November 20, 2017 and must be present for the final drawing on Monday, November 27, 2017 to win. Only one internet entry per person and one internet entry per email address is permitted. Email address must belong to a user who is 21 years of age and older. 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.
- c. Limit one internet entry per person and one internet entry per email address is permitted.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age and older and who reside in the Southern Wisconsin area. 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. Winner must 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.
- e. To be eligible for the grand prize, the 100 qualifiers must be able to attend the final drawing on Monday, November 27, 2017 in Madison, WI (exact location TBD by Frank Beer).

3. PRIZES

- a. Four (4) grand prizes will be awarded in this Promotion. Each grand prize consists of the following:
 - Two (2) tickets to the Green Bay Packers vs. Tampa Bay Buccaneers game on Sunday, December 3, 2017 at Lambeau Field in Green Bay, WI.
 - Transportation for two (2) people to Green Bay, WI from Madison, WI on a Lamers Executive Coach.

Roundtrip bus transportation for two (2) people to Green Bay, WI from Madison, WI on Sunday, December 3, 2017. The Prize also includes two (2) tickets to the Green Bay Packers vs. Tampa Bay Buccaneers game on Sunday, December 3, 2016 at Lambeau Field in Green Bay, WI. The

Approximate Retail Value (“ARV”) of the prize is \$1,000.00 USD. 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 additional transportation to/from Lambeau Field, 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. 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 on the bus trip to and from Green Bay, WI or at Lambeau Field for the Packers vs. Buccaneers game on December 3, 2017.

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 tickets will be subject to the terms and conditions as set forth by the issuer of the tickets.

- 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 ten (10) 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.
- b. 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. 100 qualifiers will be randomly selected from all eligible entries in the three Frank Beer distribution territories by Monday, November 20, 2017. These qualifiers will be notified via email on Monday, November 20, 2017 and must be present for the final drawing on Monday, November 27, 2017 in Madison, WI (exact location TBD by Frank Beer) to be eligible to win a grand prize.
- c. The four (4) grand prize winners will be randomly selected from the 100 qualifiers (chosen in 4b) on Monday, November 27, 2017 by 8:00 PM CST. Must be present to win.
- d. Odds of becoming one of the 100 qualifiers depends upon the number of entries received. Odds of a Qualifier winning a Grand Prize are 1 in 25.
- e. All qualifiers and the grand prize winners must be present for the final drawing on Monday, November 27, 2017 to win.
- 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 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 Friday, November 17, 2017 to "Miller Lite Packers Road Trip – 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 Tuesday, January 16, 2018 to the above address marked "Miller Lite Packers Road Trip –

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.

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

Sponsor: Frank Beer (Miller Lite), 2115 N Pleasant View Rd, Middleton, WI 53562