

## MILWAUKEE PANTHER BASKETBALL 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

101.7 The Truth Fans can participate in the “Milwaukee Panther Basketball Giveaway” on 101.7 The Truth. During the “Promotion Dates” from 7:00am – 6:00pm beginning February 7, 2022, to February 17, 2022, fans can listen for the announcement of the cue to call during the scheduled show. The correct number caller to get through to the WGKB contest line will have the opportunity to win (2) tickets to a UWM Panthers Men’s Basketball Game. Two winners will be selected during the cue to call. There will be a total of (4) tickets given away during each giveaway date on the scheduled show.

Weekly winners must abide by that week’s respective stadium/venue COVID-19 policies in order to win the contest and attend the games which may include showing proof of COVID-19 vaccination and/or negative test result.

#### PROMOTION DATES

<b>SHOW:</b>	<b>GIVEAWAY DATES:</b>	<b>GAME DATES:</b>	<b>PAPERWORK DUE BY:</b>
MKE in the Morning 7am – 10am	February 7, 2022: (2) winners	February 9, 2022	Feb 8, 2022 by 5:00pm
Sherwin Hughes 10am – 1pm	February 9, 2022: (2) winners	February 11, 2022	Feb 10, 2022 by 5:00pm
Tory Lowe 1pm – 4pm	February 15, 2022: (2) winners	February 18, 2022	Feb 16, 2022 by 5:00pm
Dr. Ken Harris 4pm – 6pm	February 17, 2022: (2) winners	February 20, 2022	Feb 18, 2022 by 5:00pm

#### 1. HOW TO ENTER

- a. These rules govern the Milwaukee Panthers Basketball Giveaway (the “Promotion”) being conducted by WGKB 101.7 The Truth, 720 E Capitol Drive, Milwaukee, WI 53212 (“GKB”) beginning on Monday, February 7<sup>th</sup>, 2022, at 7:00am CST and ending on Thursday, February 17<sup>th</sup>, 2022, at 6:00pm CST.
- b. To participate in the Promotion, you may enter via the following method(s):
  - i. You must listen to 101.7 The Truth during the “Promotion Dates” between the hours of 7:00am CST to 6:00pm CST each day for the announcement of the cue to call. The cue to call will happen between 7:00AM CST – 10:00AM CST on MKE in the Morning, between 10:00AM CST – 1:00PM CST on The Truth with Sherwin Hughes, between 1:00PM CST – 4:00PM on The Tory Lowe Show, and 4:00PM CST – 6:00PM CST on The Truth in the Afternoon with Dr. Ken Harris. Upon hearing the cue to

call, the designated number caller (as announced by the on-air personality prior to the cue to call) to get through to the GKB contest line at 833.212.1017 will win two tickets to the scheduled UWM Panthers Men's Basketball Game that week. There will be two winners during the giveaway and each winner will get two tickets to the scheduled game for a total of (4) tickets given away during the giveaway segment. Winners must provide a valid email address in order to be eligible to win. At the time of their call, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone numbers, email address, and date of birth in order to be eligible to win. In the event that the selected caller is disconnected or is found to be ineligible, the next eligible caller that successfully makes it through on the call-in line and completes their call will be a winner. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a winner only once. There will be up to a total of (8) winners selected on-air during the Promotion dates. GKB is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his/her telephone call. Due to delays in the GKB online streaming of its broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests.

- ii. Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB has the right to not notify fans and to not update contest rules or the webpage when such situations occur

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years 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 metropolitan 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

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- a. Up to 16 tickets may be given away during the Promotion dates to winners that call into the station on the scheduled Promotion dates and meet all the eligibility requirements outlined in these contest rules. There will be a maximum of 8 winners during these contest dates that will be awarded in this Promotion. Each prize will consist of the following:
  - ☐ (2) tickets to the scheduled University of Milwaukee Panthers Basketball game

The ARV of each prize is \$35.00.
- b. All tickets will be electronically delivered to the winners via email. Upon confirmation of eligibility, a GKB representative will reach out to the winner via phone or email to share the necessary prize forms with the winner. To claim the prize, each winner must complete and return the required prize forms to GKB. The winner will forfeit any prize or prize certificate not claimed within (24) hours 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, the winner assumes the risk of its loss.
- c. GKB is not responsible for the safe arrival of a prize or prize certificate. 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 winner will be selected the day of the “Promotion Dates” (February 7, 2022, February 9, 2022, February 15, 2022, and February 17, 2022) between 7:00am CST – 6:00pm CST. A representative of GKB will contact each winner 12 hours after their call. Upon winner announcement, winner will have until 5:00pm the next day to claim prize and fill out all required paperwork to receive prize.
- c. All final winners will be known by 6:00pm CST on Thursday, February 17, 2022.
- d. The odds of winning the Prize depend on the number and order of calls received.
- e. Fans must listen to WGKB 101.7 The Truth to win. Fans need not be present to win.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release 24 hours 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.

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#### 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 February 17, 2022, to WGKB 101.7 The Truth– Official Rules,” Attn: Promotions, GKB 720 E. Capitol Drive, Milwaukee WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by April 17, 2022, to the above address marked “Milwaukee Panther Basketball Giveaway” – 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 <https://goodkarmabrands.com/101-7-the-truth-contests/>.

Administrator: GKB (WGKB 101.7 The Truth) 720 E. Capitol Drive, Milwaukee WI 53212

Sponsor: University of Milwaukee Athletics, [2200 E Kenwood Blvd, Milwaukee, WI 53211](#) .