

Pepsi Pop By 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.

ESPN Madison and Pepsi are teaming up to make sure you're ready for Game Day! Fans can sign up to win a weekly Pepsi Pop By, which includes Pepsi products and swag. Winners of the weekly giveaway are then entered to win a signed jersey from David Bakhtiari!

1. HOW TO ENTER

- a. These rules govern the Pepsi Pop By promotion (the "Promotion") being conducted by ESPN Madison, 15 N. Pinckney St, Suite 100, Madison, WI 53703 ("GKB") beginning on Wednesday, September 8, 2020 at 4:00 PM CST and ending on Wednesday, December 16, 2020 at 6:00 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - i. To participate in the Promotion, you may visit PepsiPopBy.com on Wednesday, September 9th, and ending on Wednesday, December 16, 2020 and fill out the online form. Complete the official entry form including first and last name, email address, telephone number, and home address. All entries must be received by the end date/time of the promotion, December 16, at 5:59PM CST. GKB is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries.
 - ii. To gain additional entries in the Promotion, weekly Pop By winners can post a picture of their Pepsi Pop By pack on social media using the hashtag #PepsiPopBy. Only one social post is eligible for additional entry.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who reside in Dane County, Wisconsin. 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 seven (7) days and only once every thirty (30) days 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.

3. PRIZES

a. Thirty (30) prizes will be awarded in this Promotion. The prize consists of the following:

- One (1) Pepsi prize pack.

The Approximate Retail Value (“ARV”) of the Pepsi Pop By prize pack is \$45. Pepsi Pop By Pack includes 1 (1) twelve pack of Pepsi, one (1) twelve pack of Pepsi Zero Sugar, and Pepsi/ESPN Madison swag items. 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.

Grand prizing from Pepsi/WisPak: Out of the thirty (30) total prizes awarded during this Promotion, one (1) prize will be awarded with alternate prizing. One (1) winner will win the grand prize consisting of:

- **One (1) autographed David Bakhtiari jersey, provided by WisPak**

The Approximate Retail Value (“ARV”) of the autographed David Bakhtiari jersey is \$250.00. 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. Upon confirmation of eligibility, a representative of GKB will

coordinate safe delivery of the prize with WisPak. GKB will release winner name and info to WisPak to facilitate the delivery of the prize.

b. All prizes will be delivered by ESPN Madison staff. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) days after notified that the prize is ready for pickup. 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. (1) grand prize winner will be randomly selected from all eligible entries in the WisPak distribution territories by Friday, December 18, 2020 at 12:00 PM CST.

c. The one (1) grand prize winner will be determined by Friday, December 18, 2020.

d. Odds of winning a grand prize depends upon the number of eligible online entries received.

e. Winners do not need to be present to win or listen to 100.5 ESPN.

f. The winners will be announced by Monday, December 21, 2020 on 'Scalzo and Brust' on 100.5 ESPN Madison between 4p-6p CST. The winner will be contacted by a ESPN Madison/GKB representative via the phone number or email address provided on the official online entry form. 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 eligible entries. 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 Wednesday, December 16, 2020 to "Pepsi Pop By" 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 1, 2021 to the above address marked "Pepsi Pop By – 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 PepsiPopBy.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: WisPak (Pepsi), 6176 Pepsi Way, Windsor, WI 53598