

REBUILDING WISCONSIN BUSINESS

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 “Rebuilding Wisconsin Business” promotion (the “Promotion”) being conducted by WTLX 100.5 ESPN 15 N Pinckney St. Suite 100, Madison, WI 53703 (“GKB”) beginning on Monday, August 31, 2020 at 7:00am CT and ending on Sunday, September 27, 2020 at 11:59pm CT.
- b. To participate in the Promotion, you may enter via the following method(s): Visit www.rebuildingwibusiness.com and complete the online entry form during the contest promotion dates, confirm eligibility requirements and submit why your business should win the \$30,000 advertising campaign on WTLX ESPN Madison. One small business owner will win a \$30,000 advertising schedule on 100.5 ESPN Madison.
 - i. You will need to follow the links and instructions to enter the Promotion and submit your first and last name as business owner, business complete address, city, state, zip code, telephone number, business website url, business title, date of birth and a valid email address in the online entry form as well as explain in 300 words or less how your small business: Embodies the philosophy of “Rooted in Midwest”, connects with the small business community, and makes an impact with the local community.
 - ii. Only one internet entry per small business is permitted. 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.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all for-profit small business owners over the age of 18 whose business meets the following criteria: annual revenue less than \$10 million for 2019, and in business a minimum of 2 years. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors including Associated Bank employees and families, other radio stations in the Madison 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 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 as well as valid proof of business ownership through Federal ID number and articles of formation.
- 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 grand prize of a \$30,000 advertising campaign on WTLX 100.5 ESPN Madison will be awarded in this promotion to a small business that meets the eligibility requirements outlined in these contest rules.
- b. Prize will be claimed by business owner meeting with a Marketing Consultant from GKB to outline business growth goals and objectives to match advertising assets that amount in a total of \$30,000 over a six-month period. A GKB Marketing Consultant will contact the winner following the completion of the promotion to coordinate an advertising schedule. All commercial production is included, and advertising campaign will begin in November 1, 2020 and will end April 30, 2021. The winner will forfeit any prize if not claimed within forty-eight (48) hours of winning.
- 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. ESPN Madison's Marketing Manager and Market Manager will select a winner based on the small business with the most compelling essay that also meets all eligibility requirements. Judging criteria for the essay will include: Embodies the philosophy of "Rooted in Midwest", connects with the small business community, makes an impact with the local community. In the event a unanimous decision is not reached between ESPN Madison's Marketing Manager and Market Manager, the ESPN Madison Sales Manager will select between the two finalists.
- c. Winner will be selected by 5:00pm CT on Tuesday, September 29, 2020 and will be announced on the air on Friday, October 2, 2020 on WTLX 100.5 ESPN Madison.
- d. Odds of winning the Grand Prize depends upon the number of entries received and the content of the essays submitted that are most compelling around the judging criteria.
- e. Winner will be notified by both phone and email on Tuesday, September 29, 2020. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within forty-eight (48) hours of winning or prize will be forfeited, and the runner-up will be awarded. 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. All prize paperwork must be signed and returned by 5:00pm CST on Thursday, October 1, 2020 and the final winner will be announced on Friday, October 2, 2020.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winning business. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Taxpayer ID (EIN) 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, business 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 September 27, 2020 to Rebuilding Wisconsin Business – Official Rules, Attn: Marketing, Good Karma Brands - 15 N. Pinckney Street, Suite 100, Madison, WI 53703. For the names of the prize winners send a self-addressed stamped envelope for receipt by November 16, 2020 to the above address

marked Rebuilding Wisconsin Business – 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 www.rebuildingwibusiness.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 <https://goodkarmabrands.com/terms-of-use/> and to the use of your personal information as described in the Privacy Policy located at <https://goodkarmabrands.com/privacy-policy/>.

Administrator: Good Karma Brands/ESPN Madison – 15 N Pinckney St. Suite 100, Madison, WI 53703

Sponsor: Associated Bank, 330 E Kilbourn Ave #201. Milwaukee, WI 53202

