

Say Cheese ESPN

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: TAKE A PICTURE OF YOURSELF WEARING A CHEESEHEAD AND POST IT ON INSTAGRAM, TWITTER, OR FACEBOOK USING THE HASHTAG “#SAYCHEESEESPN” AND ONE WINNER WILL BE RANDOMLY SELECTED.

1. HOW TO ENTER

- a. These rules govern the Say Cheese ESPN promotion (the “Promotion”) being conducted by 540 ESPN, 310 W Wisconsin Ave, Milwaukee, WI 53203 (“GKB”) beginning on September 18th, 2017 at 12:01 AM CST and ending on September 29th, 2017 at 11:59 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 Facebook, Twitter or Instagram to submit your entry. You must have a valid Facebook, Twitter or Instagram account in order to enter. If you do not already have one, you can create a Facebook, Twitter or Instagram account at no cost by visiting <http://www.facebook.com>, <http://www.twitter.com>, <http://www.instagram.com>. Limit one (1) entry per eligible person during the Entry Period regardless if person has more than one email address or Facebook, Twitter or Instagram account. Multiple participants are not permitted to share the same email address or Facebook, Twitter or Instagram account. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by GKB. Internet entrants are subject to all notices posted online including but not limited to GKB’s Privacy Policy. Use of Facebook, Twitter or Instagram as a means of entry will be subject to Facebook, Twitter or Instagram’s privacy policy and terms of service. By participating in the Promotion, entrant understands that he or she is providing his or her information to GKB and not Facebook, Twitter or Instagram. Further, entrant specifically agrees to release Facebook, Twitter or Instagram from any and all liability associated with this Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or Instagram.
- c. You are only eligible to submit an entry using one of the following social media platforms: Facebook, Twitter or Instagram.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age and above and who reside in the state of Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, other radio stations in the 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. GKB contest participants 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

- a. One Grand prize will be awarded in this Promotion. The Grand prize consists of the following:

- A mini-family photo shoot and \$100 print credit from Reminisce Studio

The Approximate Retail Value ("ARV") of the prize is \$250. 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 gift certificate will be subject to the terms and conditions as set forth by the issuer of the gift certificate.

- 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 forty-five (45) 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.
- 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. The winner will be selected by an employee of on Monday, October 2nd 2017 following the end of the promotion.
- c. The final winner will be known by Friday, October 6th 2017.
- d. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited and an alternate winner may be selected. 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, September 29th 2017 to "Say Cheese ESPN – Official Rules," Attn: Promotions, GKB 310 W Wisconsin Ave, Milwaukee, WI 53203. For the names of the prize winners send a self-addressed stamped envelope for receipt by Wednesday, November 29th 2017 to the above address marked "Say Cheese ESPN – 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.

Administrator: GKB 310 W Wisconsin Ave, Milwaukee, WI 53203

Sponsor: Reminisce Studio, Oak Creek, WI