

Summerfest Puttskee Challenge

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:

PARTICIPANTS WILL HAVE THREE CHANCES TO PUTT A BALL ON THE PUTSKEE BOARD. THE PUTSKEE BOARD HAS HOLES THAT HAVE ASSIGNED VALUES. THE PARTICIPANTS THREE SHOTS WILL BE ADDED TOGETHER FOR THEIR FINAL SCORE. IF THE SCORE IS BETWEEN 100 TO 200, PARTICIPANTS ARE ELIGIBLE TO WIN A CUP, KOOZIE, OR SUNGLASSES. IF THE SCORE IS 201 OR HIGHER, PARTICIPANTS CAN REGISTER TO WIN AN ESPN MILWAUKEE PRIZE PACK.

1. HOW TO ENTER

- a. These rules govern the Summerfest Puttskee Challenge promotion (the "Promotion") being conducted by ESPN Milwaukee, 720 E. Capitol Dr., Milwaukee, WI 53212 ("GKB") beginning on Wednesday, June 26th, 2019 at 12 PM CST and ending on Thursday, July 7th, 2019 at 5 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Step 1: Participate in the Summerfest Puttskee Challenge and attempt to get a qualifying score. Participants are only allowed to attempt the Summerfest Puttskee Challenge once a day.
 - Step 2: Depending on the score reached, participants will have a chance to win either a cup, koozie, sunglasses, and/or a chance to register to win an ESPN Milwaukee Prize Pack.
 - i. In order to receive an entry to win the ESPN Milwaukee Prize Pack, you must score over 200 points in the Puttskee Challenge. Contestants must fill out the Register to Win form to its entirety on-site at Summerfest and agree to the official terms of use and contest rules. Contestant must enter name, email, cell phone number, address, city, state, zip code, and date of birth to be eligible. Only one entry per person is permitted to register to win.
- c. Participants of the Summerfest Puttskee Challenge are only allowed to participate in the promotion once a day. Depending on the participants score, participants are eligible to win a cup, koozie, sunglasses, and/or a chance to register to win an ESPN Milwaukee Prize Pack.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age and above or under when accompanied by a parent or guardian. Qualifying Prize winners must be in attendance at Summerfest, and Grand Prize winners must be a resident of the state of Wisconsin to be eligible. 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. 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. Prizes will be awarded in this Promotion. Each prize consists of the following:
 - 100 – 200 points: Choice between Cup, Koozie, or Sunglasses. Value: \$10
 - 201 and more points: Choice between Cup, Koozie, Sunglasses and a chance to register for the ESPN Milwaukee Prize Pack. Prize Pack includes: T-shirt, Drawstring Bag, Bobblehead, Rally Towel. Total Value: \$40

The Approximate Retail Value ("ARV") of each prize is stated above next to each prize. 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 each Prize. GKB accepts no responsibility for repairing any real or supposed damage to any prize.

- b. If a 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. Grand prize winner will be selected the following day at 9AM CST by random selection from our qualifying pool of participants who scores over 200 points. There will be one (1) grand prize winner selected each day. There will be a total of eleven (11) grand prize winners selected by Monday, July 8th, 2019. Winners must pick up the grand prize at our ESPN Milwaukee office. Address is listed below.
- c. Qualifying prize winners will be determined and given away on-site based on the contestant's score.
- d. The final winner will be known on Monday, July 8th, 2019.
- e. Participants must be on-site in order to win a Qualifying Prize. Grand prize winners will be contacted throughout the duration of the contest.
- f. 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 by random selection from our qualifying prize pool. 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 July 7th, 2019 to "Summerfest Puttskee Challenge – Official Rules," Attn: Promotions, GKB, 720 E. Capitol Dr., Milwaukee, WI 53212. For the

names of the prize winners send a self-addressed stamped envelope for receipt by September 7th, 2019 to the above address marked "Summerfest Puttskee Challenge – 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 Milwaukee, 720 E. Capitol Dr., Milwaukee, WI 53212.

Sponsor: Summerfest, 639 E Summerfest Pl, Milwaukee, WI 53202.