

The Grate Cheesy 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 OVERVIEW

Fans will have the chance to win a gift box courtesy of Mars Cheese Castle. Fans must register to win by filling out the form via the contests page on either www.ESPNWisconsinContests.com or www.ESPNChicagoContests.com beginning on Monday, July 12, 2021 at 7AM CST and ending on Friday, July 23, 2021 at 5PM CST. There will be a total of two (2) grand prize winners selected at random from the eligible form entries. There will be one (1) Milwaukee-area winner and (1) Chicago-area winner randomly selected. Both winners will win a gift box of equal value courtesy of Mars Cheese Castle. The ARV of each prize is \$180.00.

1. HOW TO ENTER

- a. These rules govern The Grate Cheesy Giveaway (the "Promotion") being conducted by 94.5 ESPN, WKTI, 720 E Capitol Dr, Milwaukee, WI 53212 and ESPN 1000, WMVP, 190 N State St Suite 700, Chicago, IL 60601 ("GKB") beginning on Monday, July 12, 2021 at 7AM CST and ending on Friday, July 23, 2021 at 5PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Submit your online entry form at www.ESPNWisconsinContests.com or www.ESPNChicagoContests.com.
- i. To participate in the Promotion, you may log onto www.ESPNWisconsinContests.com or www.ESPNChicagoContests.com and follow the links and instructions to enter the Promotion and submit your first and last name, complete address, city, state, zip code, telephone number, date of birth and a valid email address in the online entry form. Only one internet entry per person and one internet entry per email address is permitted. There will be a total of two (2) winners randomly selected online for this Promotion to win the grand prize upon confirmation of eligibility. There will be one (1) Milwaukee-area winner and (1) Chicago-area winner selected. 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 may 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 persons who are 18 years or older and who reside in the Greater Milwaukee area or the Greater Chicagoland area. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, [other radio stations in Milwaukee and the surrounding 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 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. Two (2) prizes will be awarded in this Promotion. There will be one (1) Milwaukee-area winner and (1) Chicago-area winner randomly selected. The prizes will vary based upon the proximity of each winner's shipping address in miles to either Chicago, IL or Milwaukee, WI as determined by GKB. The total ARV of each prize is \$180.00. 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. The winner must be at least 18 years of age at the time of their entry into the Promotion in order to be eligible to win the prize.

- b. The grand prize winner must complete the required prize forms and accept the prize by 5pm CST on Wednesday, July 28, 2021. If the selected winner does not accept by 5pm CST on Wednesday, July 28, 2021, a new winner will be selected in their place. GKB is not responsible for the safe arrival of a prize or prize certificate. Upon confirmation of eligibility, a representative of GKB's promotions team will share each winner's contact information with Mars Cheese Castle. Mars Cheese Castle will then coordinate the safe delivery/shipment of the prize with the winner.
- 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. There will be two (2) winners selected at random from the online form at either www.ESPNWisconsinContests.com or www.ESPNChicagoContests.com to win a prize. GKB's promotions team will contact the winner via their provided email address by 5PM CST on Monday, July 26, 2021 to share the necessary prize forms.
- c. Odds of winning a Prize depends upon the number of online entries received, the ability to meet the eligibility requirements, and random selection.
- d. Fans must complete the online entry form and be randomly selected in order to win. Each prize type will be determined by the proximity of the potential winner's shipping address to either Chicago, IL or Milwaukee, WI as entered into the online form.
- e. The two (2) winners will be contacted by phone number or email provided from the online form. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release by Wednesday, July 28, 2021 at 5PM CST or the prize will be forfeited, and an alternate winner will be selected by random drawing. 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 and another winner will be selected in their place.

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, July 23, 2021 to “The Grate Cheesy Giveaway – Official Rules,” Attn: Promotions, GKB, 720 E Capitol Drive, Milwaukee, WI 53212 or 190 N State St Suite 700, Chicago, IL 60601. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, September 17, 2021 to the above address marked “The Grate Cheesy 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 www.ESPNWisconsinContests.com or www.ESPNChicagoContests.com.

6. PRIVACY

- i. By use of the GKB’s website or by entering the Promotion through the GKB’s website, you agree to the website’s Terms of Use Agreement located at espnwisconsin.com/common/page.php?pt=terms_of_use&id=407 and to the use of your personal information as described in the Privacy Policy located at espnwisconsin.com/common/page.php?pt=privacypolicy&id=406.

Administrator: Good Karma Brands Milwaukee, LLC, 720 E Capitol Drive, Milwaukee, WI 53212

Sponsor: Mars Cheese Castle, 2800 W Frontage Rd, Kenosha, WI 53144

