

# THE NEXT LEVEL COOK OFF 2023

## 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.***

850 ESPN Cleveland, Circle K, Lehman's, and Bud Light are giving fans another chance to compete against ESPN Cleveland's Emmett Golden in a grilling competition. Qualification for the contest will start on Monday, August 28, 2023, at 12AM ET. To qualify, fans must upload their photo and fill out the entry form on [www.ESPNclevelandContests.com](http://www.ESPNclevelandContests.com). The qualification period will end at 11:59PM EST on Friday, September 22, 2023. ESPN Cleveland team members will then select five (5) qualifiers to compete in the cook off on Thursday, October 5, 2023, in front of the ESPN Cleveland studios located at 1109 Old River Road, Cleveland, OH 44113. All participants in the Cook Off will be required to grill bone-in, ribeye steaks and make a unique side dish utilizing Lawsons Chip Dip. Participants will have the option to make the side dish at home and bring it with them or make it on-site during the competition. The steaks, preparation tables, Lawsons Chip Dip, serving platters and serving utensils will all be provided by ESPN Cleveland. All other needed items, including the grill, will need to be brought by all participants from home. Participants must have an easy-to-transport grill and the grill must use charcoal or wood-pellets. All other grills will not be allowed. Steaks must be cooked between medium rare and medium well. Judges will do a blind taste test of both the steak and the side dish from each participant. The grand prize winner will be the participant that is deemed to make the best steak. There will be one (1) grand prize winner who will win a \$500 Cash Prize along with a Circle K/Bud Light prize pack that includes a trophy. The Grand Prize is all valued at a total of \$1,000. There will also be one (1) winner of the best side dish. This winner will win a TBD prize valued at \$100 and will be awarded one extra point on their steak score. If Emmett Golden is determined the winner in either contest, the highest scoring fan qualifier will be deemed the winner of the designated prize, except for the trophy given for the best steak. All entrants must be 21 years of age or older, reside in Ohio, and cannot be a registered cook/chef that competes in BBQ/cooking/grilling competitions.

### 1. HOW TO ENTER

- a. These rules govern The Next Level Cook Off 2023 contest (the "Promotion") being conducted by ESPN Cleveland, 1109 Old River Road, Cleveland, OH 44113 ("GKB"). The qualifying period for the contest will begin on Monday, August 28, 2023, at 12AM ET and will end on Friday, September 22, 2023, at 11:59PM ET. The cook off portion of this contest will take place on Thursday, October 5, 2023. The cook off will start at 2PM ET and will end at 5PM ET.
- b. To qualify for the Promotion, you may enter via the following method(s):
  - Upload a photo of your best grilled dish on [www.ESPNclevelandContests.com](http://www.ESPNclevelandContests.com) and fill out the online entry form.

- i. To qualify for the Promotion, you may log onto [www.ESPNClevelandContests.com](http://www.ESPNClevelandContests.com) and follow the links and instructions to enter the Promotion to submit a photo of your best grilled dish along with the following information: 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. 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.
- ii. To participate in the cook off portion of the Promotion, five (5) qualifiers will be selected by ESPN Cleveland teammates to then compete against Emmett Golden and each other on Thursday, October 5, 2023. The cook off will take place at the ESPN Cleveland offices (1109 Old River Road, Cleveland, OH 44113). More details below on the cook off.
- c. Limit one (1) qualifying entry per eligible person during the entry period regardless of the platform that fans choose to post their photos, whether on Twitter or [www.ESPNClevelandContests.com](http://www.ESPNClevelandContests.com).

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age or older, who reside in Ohio, and who are not a registered cook/chef that competes in BBQ competitions. 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 winners must provide valid government-issued photo identification and provide their 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. Five (5) qualifying prizes will be awarded in this Promotion. Each qualifying prize consists of the following:
  - One (1) spot in The Next Level Cook Off 2023 competition against Emmett Golden
- b. One (1) Grand Prize will be awarded in this Promotion for the best steak. The Grand Prize will consist of the following:
  - \$500 Cash Prize
  - One (1) Circle K/Bud Light prize pack that includes a trophy. **Note:** If Emmett is deemed to have the best steak, he will be awarded the trophy and the highest placing fan will win the money and the rest of the prize pack.

The Approximate Retail Value (“ARV”) of the prize is \$1,000. 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.

- c. One Secondary Prize will be awarded in this Promotion for the best side dish. The Secondary Prize will consist of the following:
  - **TBD**
  - An extra point will be awarded to the winner’s steak score. **Note:** If Emmett is deemed to have the best side, he will be awarded the extra point to his steak score and the highest placing fan will win the **TBD** portion of the Secondary Prize.

The Approximate Retail Value (“ARV”) of the **TBD** prize is \$100. 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.

- d. All prizes, EXCEPT for the cash prize will be distributed on-site at the end of the Promotion. The cash prize will be awarded as a check that will be sent in the mail the week after the event by GKB representatives. All required affidavits that will

need to be filled out and signed electronically by the winners, will be sent by email on Friday, October 6, 2023. The winners will forfeit any prize or prize certificate not claimed the day the prizes are won. 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.

- e. 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 five (5) qualifiers will be selected and notified by ESPN Cleveland teammates of their qualification to be in the cook off no later than Wednesday, September 27, 2023.
- c. The Grand Prize winner with the best steak will be selected and notified by 5PM ET on Thursday, October 5, 2023.
- d. The Secondary Prize winner with the best side dish will be selected and notified by 5PM ET on Thursday, October 5, 2023.
- e. Promotion of Skill:
  - 1. On Thursday, October 5, 2023, 850 ESPN Cleveland, Circle K, Lehman's, and Bud Light will conduct The Next Level Cookoff 2023 contest, which will take place on the patio outside of the ESPN Cleveland studios in the Eastbank of The Flats (1109 Old River Road, Cleveland, OH, 44113).
  - 2. Submission period for Qualifying Prize:
    - a. The submission period to win a Qualifying Prize of (1) non-transferrable spot in The Next Level Cookoff 2023 contest will begin on Monday, August 28, 2023, at 12 AM ET and will end on Friday, September 22, 2023, at 11:59 PM ET.
    - b. Submission pictures will be judged by ESPN Cleveland teammates based on appearance and presentation.
    - c. Top five (5) submissions, as determined by judges, will be invited to compete in The Next Level Cookoff 2023 contest.
    - d. An ESPN Cleveland representative will reach out with the invitation by Wednesday, September 27, 2023.
  - 3. All participants must have a valid picture ID and be at least 21 years of age or older.

4. All participants must abide by the designated health and safety protocols.
5. All participants will be required to cook bone-in ribeye's. All ribeye's will be required to be cooked to a temperature of medium rare to medium well.
6. All Participants are required to make a side dish utilizing Lawsons Chip Dip. There are no requirements to the type of side dish being made.
7. All Participants are allowed to make their side dish at home and bring with them **OR** they may make it during the cook off period.
8. All participants must have a charcoal or wood-pellet style grill. No gas grills will be allowed. Grills also must be easily transported from home to the contest and back by the selected participants.
9. ESPN Cleveland will provide all participants with an apron, two (2) bone-in ribeye steaks to grill, high-top tables to prepare steaks, Lawsons Chip Dip to participants who choose to make their side dish on-site, serving platters and utensils for blind taste testing by the judges.
10. All participants must bring their own charcoal/wood-pellet grill, grilling utensils, ingredients being added to the steaks, ingredients to make side dish (except Lawsons Chip Dip), mixing bowls, and any other additional utensils needed for cooking.
11. All participants must arrive by 2PM ET and be set to cook by 3PM ET
12. Cookoff:
  - a. Each of the five (5) participants will have 1 hour and 15 minutes to prepare, grill, plate, and present their steak.
  - b. Each participant choosing to create their side dish on-site will have 1 hour to prepare, cook, plate, and present their side dish. No refrigerated storage will be provided for participants who prepare their side dishes off-site.
  - c. Participants may use any seasonings, rubs, ingredients, etc. that they want to prepare and cook their dishes, but these items must all be brought from home.
  - d. Once the allotted cooking time for the side dish has finished, each participant should have five (5) separate samples of the dish set aside for judging.
  - e. Once the allotted grilling time for the steaks has finished, each participant should have (5) slices of steak separated and set aside for judging.
  - f. Judging for the side dishes will be done in a blind taste-testing format by Je'Rod Cherry, Jordan Klimack, and TBA Special Guest judge. They will be judged based on creativity, use of Lawsons chip dip, and taste.
  - g. For the side dish, the judges will award points.
    - i. Each judge will award a cumulative score on a scale from one (1) to ten (10) for all judging criteria.
    - ii. Scores from the judges will be added up to determine the participant's total score.

- h. The top score amongst the participants will be deemed the winner of the best side dish **AND** will be awarded one (1) extra point toward their final steak score.
- i. In the event of Emmett Golden being deemed the winner:
  - i. The qualifier with the second highest score will be awarded the **TBD** prize.
- j. In the event of a tie:
  - i. A Circle K representative will be the tie-breaking judge who will blind taste-test the dishes tied on points to determine a winner.
  - ii. In the tiebreaker, points will be not awarded by the judge to each steak:
    - 1. The tie-breaking judge will simply decide between the tied dishes on which is better based on the judging criteria.
- k. Judging for the steaks will be done by Je'Rod Cherry, Jordan Klimack, and TBA Special Guest Judge. They will judge based on presentation and taste of the steak.
- l. For the steaks, the judges will award points.
  - i. Each judge will award a cumulative score on a scale from one (1) to ten (10) for both judging criteria.
  - ii. Scores from the judges will be added up to determine the participant's total score.
- m. The top score amongst the participants will be deemed the grand prize winner of the cook off.
- n. In the event of Emmett Golden being deemed the winner:
  - i. The qualifier with the second highest score will be awarded the \$500 cash prize and the Circle K/Bud Light prize pack.
- o. In the event of a tie:
  - i. A Circle K representative will be the tie-breaking judge who will blind taste-test the steaks tied on points to determine a winner.
  - ii. In the tiebreaker, points will be not awarded by the judge to each steak:
    - 1. The tie-breaking judge will simply decide between the tied dishes on which is better based on the judging criteria.
- f. Qualifiers need not listen to 850 ESPN Cleveland to qualify. Qualifiers must be present on the day of the event during the specified times in order to win any of the prizes.
- g. The Grand Prize winner and Secondary Prize winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days after winning or prize will be forfeited, and alternate winners in each category may be selected by going to the next highest rated contestant. 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 Thursday, October 5, 2023, to “The Next Level Cook Off 2023 – Official Rules,” Attn: Promotions, GKB 1109 Old River Road, Cleveland, OH 44113. For the names of the prize winners send a self-addressed stamped envelope for receipt by Monday, December, 4, 2023, to the above address marked “The Next Level Cook Off 2023 – 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.ESPNClevelandContests.com](http://www.ESPNClevelandContests.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 [www.ESPNClevelandContests.com](http://www.ESPNClevelandContests.com) and to the use of your personal information as described in the Privacy Policy located at [www.ESPNClevelandContests.com](http://www.ESPNClevelandContests.com).

Administrator: GKB 1109 Old River Road, Cleveland, OH 44113

Sponsor: Circle K, Lehman’s, Bud Light



