

BUD LIGHT® WINDY CITY TAKEOVER IN CINCINNATI

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 Bud Light Windy City Takeover in Cincinnati sweepstakes (the "Sweepstakes") being conducted by Good Karma Broadcasting LLC dba ESPN Chicago, 190 N State St Suite 700, Chicago, IL 60601 ("GKB") beginning on Monday, September 15, 2025 at 12pm central time ("CT") and ending on Monday, October 6, 2025 at 11:59pm CT ("Sweepstakes Period").
- b. To participate in the Sweepstakes for a chance to win one (1) of three (3) grand prizes (defined below), you may do any or all of the following:

- i. attend a GKB street team appearance at one (1) of eight (8) select Chicagoland locations during the Sweepstakes Period on:

Monday, September 15, 6p-8p CT, Thursday, September 18, 7p-9p CT, Friday, September 19, 7p-9p CT, Saturday, September 20, 3:30p-5:30p CT, Monday, September 22, 7p-9p CT, Thursday, October 2, 7p-9p CT, Sunday, October 5, 3p-5p CT, Monday, October 6, 7p-9p CT (each a "Sweepstakes Date" and collectively referred to as "Sweepstakes Dates"); and,

- ii. play the football toss game ("Football Toss"). You must be the winner of the event you attend to win one (1) of eight (8) qualifying prizes and qualify for a chance to win a grand prize ("Qualifier").
 - a. Each game of Football Toss consists of each player throwing footballs into three (3) holes which are marked with three (3) points, five (5) points and seven (7) points respectively. Each player will have 45 (forty-five) seconds to score as many points as possible. The one (1) player who scored the most points during their attempt will be deemed the winner of that Sweepstakes Date.
 - b. In the event of a tie at the end of any Sweepstakes Date, GKB will conduct a play-off round (or rounds, if needed) between the tied players in the same manner as the general round until the tie is broken.
 - c. Locations can be found at <https://goodkarmabrands.com/chicago-contest/2025-bud-light-windy-city-takeover-sweepstakes/>.
 - d. Schedule of locations are subject to change throughout the Sweepstakes.

- iii. Go to Chicagoland retail locations during the Sweepstakes Period and scan the QR Code on the Bud Light display (“QR Code Entry”); and,
- iv. Complete the online entry form. One (1) grand prize winner will be selected from all eligible entries. If no eligible entries are received, we will select another winner from one of the other methods of entry.
- v. Listen to ESPN 1000 WMVP during Waddle & Silvy 3p CT through 6p CT on any weekday during the Sweepstakes Period (each an “On-Air Sweepstakes Date” and collectively “On-Air Sweepstakes Dates”) for a trivia question; and,
- vi. Be the first caller to get through to the GKB contest line at (312) 332-3776 to correctly guess the answer to a trivia question to be a qualifier (“On-Air Qualifier”).

GKB is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries.

- c. Entries can be made in-person at any one of the street team appearances on the Sweepstakes Dates, by scanning the QR code at area retailers, or by correctly answering a football trivia question during Waddle & Silvy.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 as of Monday, September 15, 2025 and who reside in Illinois. Employees of GKB, its subsidiary and affiliated entities, GKB’s advertising and promotional agencies, Anheuser-Busch, LLC, 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. Up to (11) total prizes will be awarded in this Promotion.

- b. Up to eight (8) qualifying prizes for each Sweepstakes Date will be given out. Each qualifying prize will be one (1) Fanatics virtual gift card each with an Approximate Retail Value (“ARV”) of \$50 and a total ARV of \$400.
- c. Up to three (3) grand prizes will be given away. The grand prize will be a trip for (2) to Cincinnati, OH and includes airfare, hotel and tickets to Bears-Bengals on Sunday, November 2, 2025. The grand prize has an ARV of \$1,200. The Grand Prize consists of the following:

Roundtrip airfare for two people to Cincinnati, OH from Chicago, Illinois, a 2-night hotel stay and (2) tickets to see the Chicago Bears at Cincinnati 49ers on Sunday, November 2, 2025. The Approximate Retail Value (“ARV”) of the prize is \$1,200. Certain travel restrictions may apply. Travel arrangements must be made through GKB. Prize is subject to availability. If the winner cannot travel on dates specified by GKB, the winner may be disqualified and an alternate winner may be selected in GKB’s sole discretion. All other costs not specifically stated herein, including but not limited to those of, taxes, meals, tips and ground transportation to/from the airport and/or to/from the hotel, are the responsibility of the winner. The winner and travel companion(s) must travel on the same itinerary and are responsible for obtaining all required travel documents, including, without limitation, passports for international travel. Winner’s one (1) guest must be twenty-one (21) years of age or older as of Monday, September 15, 2025. If applicable, the winner may be required to present a valid credit card upon hotel check in to cover any incidental expenses incurred during the winner’s stay. The winner and travel companion(s) must sign a Publicity, Liability Waiver and Travel Release form prior to traveling. If a selected event is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, or for any reason beyond the control of the Station, the Station’s sole responsibility to the winner will be to award the remaining available portion of the prize and no substitution or compensation will be provided for the unawarded portion of the prize.

- d. All qualifying prizes or prize certificates may be picked up at any of the street team appearances. Grand Prize fulfillment will be handled via email. The winner will forfeit any prize or prize certificate not claimed within two (2) 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.
- 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. Football Toss Grand Prize winner will be randomly selected by Tuesday, October 7, 2025 at 5pm CT.
- c. QR Code Entry Grand Prize winner will be randomly selected by Tuesday, October 7, 2025 at 5pm CT.
- d. On-air Grand Prize winner will be randomly selected by Tuesday, October 7, 2025 at 5pm CT.
- e. Odds of being selected as a Football Toss qualifier are dependent on total number of entries at each location. Odds of a Football Toss Qualifier winning the Grand Prize are 1 in 8.
- f. Odds of being selected as a Grand Prize winner via QR Code Entry are dependent on total number of entries.
- g. Odds of being an On-Air Qualifier are dependent on the order and number of calls received.
- h. Odds of an On-Air Qualifier winning a Grand Prize are 1:12.
- i. Qualifying prize winners must be present to win. Grand Prize winner need not be present to win.
- j. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within two (2) days of winning or prize will be forfeited. 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 Monday, October 6, 2025 to "Bud Light Windy City Takeover in Cincinnati – Official Rules," Attn: Promotions, GKB 190 N State Street Suite 700, Chicago, IL 60601. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, December 5, 2025 to the above address

marked “Bud Light Windy City Takeover in Cincinnati – 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.espnchicagocontests.com.

6. RELEASE:

By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC, and Administrator harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize including, without limitation, personal injuries, death and property damage.

Sponsor: GKB 190 N State Street Suite 700, Chicago, IL 60601

Administrator: GKB 190 N State Street Suite 700, Chicago, IL 60601

Advertiser: Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118