

Newsradio 620 WTMJ “2019 – 2020 Follow the Packers – NFC Divisional Playoffs” presented by West Bend Insurance

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 Newsradio 620 WTMJ “2019 – 2020 Follow the Packers – NFC Divisional Playoffs” presented by West Bend Insurance promotion (the “Promotion”) being conducted by Newsradio 620 WTMJ, 720 E Capitol Drive, Milwaukee, WI 53212 (“GKB”) beginning on Monday, January 6, 2020 and ending on Friday, January 10, 2020 at 8:20am CST. The contest automatically renews per week that the Green Bay Packers are still playing in the 2019-2020 season’s playoffs. The last possible date of the contest would be Friday, January 31, 2019 at 8:30am CST.

- b. To participate in the Promotion, you may enter via the following method(s):

Via live on-air entry by listening to Wisconsin’s Morning News on Newsradio 620 WTMJ-AM weekdays from 5:00am CST – 8:30am CST.

- c. To participate in the Promotion, you must listen to WTMJ-AM, Newsradio 620 WTMJ-AM each weekday during Wisconsin’s Morning News beginning on Monday, January 6, 2020 and ending on Friday, January 10, 2020 between the hours of 5:00am CST – 8:30am CST each weekday for the announcement of the cue to call. The contest automatically renews per week that the Green Bay Packers are still playing in the 2019-2020 season’s playoffs. The last possible date of the contest would be Friday, January 31, 2020 at 8:30am CST. Upon hearing the cue to call, the designated number caller (as announced by the on-air personality prior to the cue to call) to get through to the GKB contest line at **855-616-1620** will be the designated daily qualifier and entered for a chance to win that specific weekly giveaway trip upon confirmation of eligibility. At the time of their call, callers will be required to provide all information requested including their full name, city, day and evening phone numbers, email and date of birth in order to be eligible to win. In the event that the selected caller is disconnected or is found to be ineligible, there will not be a new qualifier for that designated day of the contest. There is no limit to the number of times a listener may attempt to call in to win to be a qualifier, but a listener may be a grand prize winner only once. There will be up to a total of (1) grand prize winner selected on-air during the Promotion dates from the eligible qualifiers. On Friday, January 10, 2020, one of the daily qualifiers for that contest week will be chosen by random to be the finalist selected to win the trip. The contest schedule for the week is listed below and subject to change. GKB is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his/her telephone call. Due to delays in the GKB online

streaming of its broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests.

"FOLLOW THE PACKERS PROMOTION PRESENTED BY WEST BEND INSURANCE 2019 - 2020 NFC DIVISIONAL PLAYOFFS - GIVEAWAY SCHEDULE"

Week	GAME THAT WEEK	NUMBER OF QUALIFIERS THIS WEEK	DAYS OF QUALIFIERS	DAY WE CALL THE WINNER
19 (NFC DIVISIONAL PLAYOFFS)	Sunday, January 12, 2020	5	Monday, January 6, 2020 Tuesday, January 7, 2020 Wednesday, January 8, 2020 Thursday, January 9, 2020 Friday, January 10, 2020	Friday, January 10, 2020

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older at the time of entry and U.S. residents who reside in the state of Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB’s advertising and promotional agencies, its participating sponsors (West Bend Insurance and Event USA), [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. 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. A total of (1) grand prize will be awarded in this Promotion. The prize consists of the following:

The grand prize winner will receive a prize package for two to the Green Bay Packers NFC Divisional Playoff game on Sunday, January 12, 2020 at 5:40pm. The package includes two tickets to the game, and hotel accommodations for Sunday, January 12, 2020 following the game. Certain travel restrictions may apply. Travel arrangements will be provided by GKB and Events USA. Prize is subject to availability. If the winner cannot travel on dates specified by GKB, the winner will 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 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. 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. GKB reserves the right to remove or to deny entry to the winner and/or travel companion(s) if either engages in a disruptive manner or with intent to annoy, abuse, threaten or harass any other person at the Green Bay Packers game. ARV of the prize is \$916.05.

- b. All prizes or prize certificates must be picked up at the office of GKB at the address below. The winner will forfeit any prize or prize certificate not claimed by 5:00pm CST on Friday, January 10, 2020.
- b. 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 grand prize winner will be chosen randomly by 7:30am CST on Friday, January 10, 2020 out of the eligible weekly qualifiers. The winner will be contacted by an on-air talent to announce that the fan is packing their bags and heading to a Green Bay Packers football game. That call is then replayed on-air at 8:20am CST on the giveaway date. After confirming that the fan can attend the game and claim all paperwork at the GKB office on that day by 5:00pm CST, the fan will receive a call from the marketing team to go over specific details and logistics related to the grand prize.

- c. The final winner will be determined on by 8:20am CST on Friday, January 10, 2020.
- d. Odds of being a qualifier to be entered for a chance to win the grand prize depends upon the number and order of calls received. Odds of a qualifier winning the grand prize is 1 in 5. The weekly grand prize winner is chosen at random.
- e. Qualifiers must listen to WTMJ-AM (Newsradio 620 WTMJ) to win. Qualifiers and the Grand Prize winner need not be present to win.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release by 5:00pm CST on Friday, January 10, 2020 or prize will be forfeited and an alternate winner may be selected by choosing the next potential qualifiers at random. 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, January 10, 2020 to "Newsradio 620 WTMJ "2019-2020 Follow the Packers – NFC Divisional Playoffs" presented by West Bend Insurance – Official Rules," Attn: Promotions, GKB 720 E Capitol Drive Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, March 13, 2020 to the above address marked "Newsradio 620 WTMJ "2019-2020 Follow the Packers - NFC Divisional Playoffs" presented by West Bend Insurance – 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 <http://www.wtmj.com/about-us/contests/follow-the-packers-for-2019-1114281090>.

Administrator: GKB, 720 E Capitol Drive Milwaukee, WI 53212

Sponsor: West Bend Insurance, 1900 S 18th Ave, West Bend, WI 53095