

2020-2021 Newsradio 620 WTMJ "Follow the Packers" presented by West Bend Insurance –  
NFC Championship Game

## 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.***

Starting Monday, January 18, 2021 to Friday, January 22, 2021 on 620 WTMJ's Wisconsin's Morning News listeners will have the chance to win the Follow the Packers at home experience presented by West Bend Insurance. Each week of the 2020-2021 NFL season that the Green Bay Packers play, fans will have the chance to qualify to win the grand prize during Wisconsin's Morning News (weekdays 5:00am CST – 8:30am CST). Sports Anchor, Bryan Dee, will announce the cue to call and take one qualifier each weekday leading up to the Packers game. There will be a total of (5) daily qualifiers taken. Qualifiers must reside in Milwaukee, Ozaukee, Racine, Washington, Kenosha, Sheboygan or Waukesha county. At the end of the week, one daily qualifier will be randomly selected to win the grand prize which consists of a Sony 55" 4K Ultra HD LED HDR Smart TV, Sony Soundbar, \$300 VISA gift card, \$100 Packers Pro Shop gift card and a West Bend Insurance Swag Bag.

The contest automatically renews per week that the Green Bay Packers are still playing in the 2020-2021 Playoffs. The last possible date of the contest would be Friday, February 5, 2020 at 8:30am CST.

### 1. HOW TO ENTER

a. These rules govern the 2020 - 2021 Newsradio 620 WTMJ "Follow the Packers" presented by West Bend Insurance – NFC Championship Game promotion (the "Promotion") being conducted by Newsradio 620 WTMJ, 720 E Capitol Drive, Milwaukee, WI 53212 ("GKB") beginning on Monday, January 18, 2021 to Friday, January 22, 2021 at 8:20am CST. The contest automatically renews per week that the Green Bay Packers are still playing in the 2020-2021 Playoffs. The last possible date of the contest would be Friday, February 5, 2020 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 18, 2021 to Friday, January 22, 2021 between the hours of 5:00am CST – 8:30am CST each weekday for the announcement of the cue to call. In the event the Green Bay Packers make the 2020 – 2021 postseason (playoffs), the contest automatically renews per week that the Green Bay Packers are still playing in this season. The last

possible date of the contest would be Friday, February 5, 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 the grand prize 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 a total of (1) grand prize winner selected on-air during the Promotion dates from the eligible qualifiers. At the end of the contest week, one daily qualifier will be selected at random to win the grand prize. The contest schedule for each 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  
2020 - 2021 PLAYOFFS GIVEAWAY SCHEDULE**

<b>Week</b>	<b>GAME THAT WEEK</b>	<b>NUMBER OF QUALIFIERS THAT WEEK</b>	<b>DAYS OF QUALIFIERS</b>	<b>DAY WE CALL THE WINNER</b>
Week 20	Sunday, January 24, 2021	5	January 18 January 19 January 20 January 21 January 22	Friday, January 22, 2021

**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 Wisconsin counties of Milwaukee, Ozaukee, Racine, Washington, Kenosha, Sheboygan and Waukesha. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors (West Bend Insurance), 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. Each prize consists of the following:
  - Sony 55" 4K Ultra HD LED HDR Smart TV
  - Sony Soundbar
  - \$300 Visa Gift Card
  - \$100 Packers Pro Shop Gift Card
  - West Bend Insurance Swag Bag

ARV of the prize is \$1,500.

- b. The weekly winner will receive a call from the marketing team and must verbally accept the prize by 12pm CST on Friday, January 22, 2021. Winners will forfeit any prize or prize certificate not verbally claimed by 12pm CST on Friday, January 22, 2021, and another qualifier will be randomly chosen to win the grand prize. Once the prize is verbally accepted, the marketing team and Wisconsin's Morning News Sports Anchor, Bryan Dee, will drop off the prize at the address given by the winner between 4:00pm – 4:30pm CST on Friday, January 15, 2021. The prize must be fully accepted with signed paperwork by 5pm CST.
- 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. The weekly grand prize winner will be chosen by 7:30am CST on Friday, January 22, 2021 at random out of the eligible qualifiers. The winner will be contacted by an on-air talent to announce that the fan is the grand prize winner. That call is then replayed on-

air at 8:20am CST on the giveaway date. After confirming that the fan is eligible and resides in either Milwaukee, Ozaukee, Racine, Washington, Kenosha, Sheboygan and Waukesha county, the fan will receive a call from the marketing team to go over specific details and logistics related to the grand prize.

- c. The weekly grand prize winner will be determined by 8:20am CST on Friday, January 22, 2021.
- 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 out of 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 verbally accept the prize by 12pm CST on the day they win. If they do not, the prize will be forfeited, and an alternate winner may be selected randomly from that week's qualifiers. Once the prize is verbally accepted, the winner must execute and return any required affidavit of eligibility and/or liability/publicity release by 5:00pm CST on Friday, January 22, 2021. 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 12, 2021 to "2020 - 2021 Newsradio 620 WTMJ "Follow the Packers" presented by West Bend Insurance – NFC Championship Game 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 19, 2021 to the above address marked "2020 - 2021 Newsradio 620 WTMJ "Follow the Packers" presented by West Bend Insurance – NFC Championship Game – 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 [WTMJ.com](http://WTMJ.com).

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

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