

2021 Wisconsin State Fair Fun Facts

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.

Newsradio 620 WTMJ will be hosting a Wisconsin State Fair Fun Facts trivia game for the 2021 Wisconsin State Fair. Listeners will have the chance to call in to Wisconsin's Morning News (5am-8:30am CST) starting on Monday, July 19, 2021 and ending Friday, July 23, 2021 to win a 4-pack of tickets to the 2021 Wisconsin State Fair by correctly answering a Wisconsin State Fair fun fact trivia question. If the first caller gets the question wrong, a new caller will be chosen to answer. This will repeat until the question is answered correctly.

1. HOW TO ENTER

- a. These rules govern the Wisconsin State Fair Fun Facts promotion (the "Promotion") being conducted by Newsradio 620 WTMJ, 720 E Capitol Drive, Milwaukee, WI 53212 ("GKB") beginning at 5am CST on Monday, July 19, 2021 and ending at 8:30am CST on Friday, July 23, 2021.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Listen for the cue to call during Wisconsin's Morning News (5am-8:30am CST) starting on Monday, July 19, 2021 and ending Friday, July 23, 2021/
- i. To participate in the Promotion, you must listen to Wisconsin's Morning News each day beginning on Monday, July 19, 2021 and ending on Friday, July 23, 2021 between the hours of 5am and 8:30am CST each day during the promotional dates for the announcement of the cue to call. 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 able to compete in a Wisconsin State Fair Fun Fact Trivia questions. If the first caller answers the trivia question incorrectly, the host will take the next caller on the line. This can repeat up to four times or until the answer is guessed correctly. There may be a total of up to four callers each day of the promotion until the question is correctly answered. At the time of their call, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone numbers 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, the next eligible caller that successfully makes it through on the call-in line and completes their call will be a winner. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a winner only once. There will be up to a total five winners selected on-air during the Promotion dates. 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.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 and who reside Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, [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. (5) prizes will be awarded in this Promotion. Each prize consists of the following:
 - (4) tickets to the 2021 Wisconsin State Fair. The Approximate Retail Value ("ARV") of the prize is \$36. 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.
- 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.
- c. All prizes must be claimed by 5pm CST on Thursday, August 12, 2021.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.

- b. Winners will be chosen during Wisconsin's Morning News (5am – 8:30am CST) starting on Monday, July 19, 2021 and ending Friday, July 23, 2021.
- c. All winners will be chosen by Friday, July 23, 2021.
- d. Odds of winning a Grand Prize depends upon the number and order of calls received and upon answering the trivia question correctly. If the first caller answers incorrectly, the next caller will be chosen to compete. This will repeat up to four times or until a caller answers correctly.
- e. Qualifiers must listen to Wisconsin's Morning News (5am-8:30am CST) 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 within ten (10) days of winning or prize will be forfeited or an alternate winner may be selected by 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, July 23, 2021 to "Wisconsin State Fair Fun Facts – 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, September 24, 2021 to the above address marked "Wisconsin State Fair Fun Facts – 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.

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

Sponsor: Wisconsin State Fair, 640 S 84th St, West Allis, WI 53214