

2021-2022 Newsradio 620 WTMJ “Follow the Packers” 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.***

Starting Tuesday, September 7, 2021 to Friday, January 7, 2022 on 620 WTMJ’s Wisconsin’s Morning News (weekdays 5a – 8:30a CST) listeners will have the chance to win Follow the Packers presented by West Bend Insurance. Each week of the 2021-2022 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/host, will announce the cue to call and take one qualifier each weekday leading up to the Packers game. The number of qualifiers taken each week is dependent on the Packers schedule, see below table. At the end of each contest week, one daily qualifier for that contest week will be randomly selected to win the grand prize which consists of a prize package for winner and one guest to a designated Green Bay Packers home or away game and a West Bend Insurance Swag Bag.

To qualify for the week 8 game on Thursday October 28, 2021, fans must listen to Wisconsin’s Afternoon News (3-6pm CST) starting Monday, October 18, 2021 through Friday, October 22, 2021. The contest format will be the same but listeners may only qualify from 3-6pm CST with sports host, Greg Matzek, announcing the cue to call each weekday during those dates.

Weekly winners must abide by that week’s respective stadium/venue COVID-19 policies in order to win the contest and attend the games which may include showing proof of COVID-19 vaccination and/or a negative test result. Stadium and location policies may differ per location and may continue to change throughout the season.

In the event the Green Bay Packers make the 2021-2022 postseason (playoffs), the contest automatically renews per week that the Green Bay Packers are still playing in the season. The last possible date of the contest would be Friday, February 11, 2022 at 8:30am CST.

### 1. HOW TO ENTER

- a. These rules govern the 2021-2022 Newsradio 620 WTMJ “Follow the Packers” presented by West Bend Insurance promotion (the “Promotion”) being conducted by Newsradio 620 WTMJ, 720 E Capitol Drive, Milwaukee, WI 53212 (“GKB”) beginning on Tuesday, September 7, 2021 at 7:10 AM CST and ending on Friday, January 7, 2022 at 8:20am CST. In the event the Green Bay Packers make the 2021-2022 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 11, 2022 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. And by listening to Wisconsin's Afternoon News weekdays from Monday, October 18, 2021 through Friday, October 22, 2021 during Wisconsin's Afternoon News (3-6pm CST).
- c. Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB reserves the right to not notify fans and to not update contest rules or the webpage when such situations occur
- d. To participate in the Promotion, you must listen to WTMJ-AM, Newsradio 620 WTMJ-AM each weekday during Wisconsin's Morning News beginning on Tuesday, September 7, 2021 and ending on Friday, January 7, 2022 between the hours of 5:00am CST – 8:30am CST and by listening to Wisconsin's Afternoon News from Monday, October 18, 2021 through Friday, October 22, 2021 during Wisconsin's Afternoon News (3-6pm CST) each weekday for the announcement of the cue to call. In the event the Green Bay Packers make the 2021-2022 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 11, 2022 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 17 grand prize winners selected on-air during the Promotion dates from the eligible qualifiers. At the end of the contest week, one daily qualifier for that contest week will be selected by random to be the finalist select to win that week's trip. Weekly winners must abide by that week's respective stadium/venue COVID-19 policies in order to win the contest and attend the games. The contest schedule for each individual 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  
2021-2022 SEASON - GIVEAWAY SCHEDULE**

<b>Week</b>	<b>DATE OF GAME</b>	<b>NUMBER OF QUALIFIERS THAT WEEK</b>	<b>DAYS OF QUALIFIERS</b>	<b>DAY WE CALL THE WINNER</b>
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Week 1	Sunday, September 12	4	September 7 September 8 September 9 September 10	Friday, September 10, 2021
Week 2	Monday, September 20	5	September 13 September 12 September 15 September 16 September 17	Friday, September 17, 2020
Week 3	Sunday, September 26	4	September 21(x2) September 22(x2)	Wednesday, September 22, 2021
Week 4	Sunday, October 3	5	September 27 September 28 September 29 September 30 October 1	Friday, October 1, 2021
Week 5	Sunday, October 10	6	October 4 (x2) October 5 (x2) October 6 (x2)	Wednesday, October 6, 2021
Week 6	Sunday, October 17	5	October 11 October 12 October 13 October 14 October 15	Friday, October 15, 2021
Week 7	Sunday, October 24	5	October 18 October 19 October 20 October 21 October 22	Friday, October 22, 2021
Week 8	Thursday, October 28	5 qualifiers taken during Wisconsin's Afternoon News (3-6pm)	October 18 October 19 October 20 October 21 October 22	Friday, October 22, 2021
Week 9	Sunday, November 7	6	November 1 (x2) November 2 (x2) November 3 (x2)	Wednesday, November 3, 2021

Week 10	Sunday, November 14	5	November 8 November 9 November 10 November 11 November 12	Friday, November 12, 2021
Week 11	Sunday, November 21	6	November 15 (x2) November 16 (x2) November 17 (x2)	Wednesday, November 17, 2021
Week 12	Sunday, November 28	4	November 22 November 23 November 24 (x2)	Wednesday, November 24
<b>BYE WEEK 13</b>				
Week 14	Sunday, December 12	5	December 6 December 7 December 8 December 9 December 10	Friday, December 10, 2021
Week 15	Sunday, December 19	6	December 13 (x2) December 14 (x2) December 15 (x2)	Wednesday, December 15, 2021
Week 16	Saturday, December 25	4	December 20 December 21 December 22 December 23	Thursday, December 23, 2021
Week 17	Sunday, January 2	4	December 27 December 28 December 29 December 30	Thursday, December 30, 2021
Week 18	Sunday, January 9	6	January 3 (x2) January 4 (x2) January 5 (x2)	Wednesday, January 5, 2022

## 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 thirty (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.
- e. Weekly winners must abide by that week's respective stadium/venue COVID-19 policies in order to win the contest and attend the games which may include showing proof of COVID-19 vaccination and/or a negative test result. Stadium and location policies may differ per location and may continue to change throughout the season.

### 3. PRIZES

- a. A total of 17 grand prizes will be awarded in this Promotion. Each prize consists of the following:

Each grand prize winner will receive a prize package for two to a designated Green Bay Packers game. In all cases, the package includes two tickets to the game, and hotel accommodations. In the case of away games, the package may also include transportation, including airfare for two from Milwaukee to the away game city. Outline below includes the day the grand prize winner will be selected and must claim the prize and complete paperwork. The table below also includes the ARV for each individual trip depending on where the fan and guest is traveling. 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 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. 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. Weekly winners must abide by that week's respective stadium/venue COVID-19 policies in order to win the contest and attend the games which may include showing proof of COVID-19 vaccination and/or a negative test result. Stadium and location policies may differ per location and may continue to change throughout the season.

<b>2021-2022 Follow the Packers</b>					
<b>Trip Expenses</b>					
<b>Game</b>	<b>Opponent</b>	<b>Location</b>	<b>Game Time</b>	<b>Package Price</b>	<b>Giveaway Date</b>
Sun, Sept, 12, 2021	New Orleans Saints	Jacksonville, FL	3:25pm	\$3,368.00	Fri Sept 10, 2021
Mon Sept 20, 2021	Detroit Lions	Green Bay	7:15pm	\$862.99	Fri Sept 17, 2021
Sun Sept 26, 2021	San Francisco 49ers	San Francisco	7:20pm	\$2,798.00	Fri Sept 24, 2021
Sun Oct 3, 2021	Pittsburgh Steelers	Green Bay	3:25pm	\$1,379.94	Fri Oct 1, 2021
Sun Oct 10, 2021	Cincinnati Bengals	Cincinnati	12pm	\$2,490.00	Fri Oct 8, 2021
Sun Oct 17, 2021	Chicago Bears	Chicago	12pm	\$1,600.00	Fri Oct 15, 2021
Sun Oct 24, 2021	Washington	Green Bay	12pm	\$905.19	Fri Oct 22, 2021
Thurs Oct 28, 2021	Arizona Cardinals	Phoenix	7:20pm	\$3,060.00	Wed Oct 27, 2021
Sun Nov 7, 2021	Kansas City Chiefs	Kansas City	3:25pm	\$3,070.00	Wed Nov 3, 2021
Sun Nov 14, 2021	Seattle Seahawks	Green Bay	3:25pm	\$915.74	Fri Nov 12, 2021
Sun Nov 21, 2021	Minnesota Vikings	Minneapolis	12pm	\$2,598.00	Wed Nov 17, 2021
Sun Nov 28, 2021	LA Rams	Green Bay	3:25pm	\$789.14	Wed Nov 24, 2021
Sun Dec 12, 2021	Chicago Bears	Green Bay	7:20pm	\$915.74	Fri Dec 10, 2021
Sun Dec 19, 2021	Baltimore Ravens	Baltimore	12pm	\$2,738	Wed Dec 15, 2021
Sat Dec 25, 2021	Cleveland Browns	Green Bay	3:30pm	\$831.34	Thurs Dec 23, 2021
Sun Jan 2, 2021	Minnesota Vikings	Green Bay	7:20pm	\$862.99	Thurs Dec 30, 2021
Sun Jan 9, 2021	Detroit Lions	Detroit	12:00pm	\$2,278.00	Wed Jan 5, 2021

- b. All prizes or prize certificates will be emailed to the weekly grand prize winners after completion of the necessary paperwork. The winner will forfeit any prize or prize certificate not claimed by 12:00pm CST on the giveaway date as outlined above in the table.
- 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.

- If a game is cancelled in advance of selecting a weekly winner and the game is not rescheduled or made up, WTMJ will finish the week to get the correct number of qualifiers as outlined in the table above. Then from those qualifiers, one will be randomly selected to win a replacement cash prize of \$2,500.

#### 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 the giveaway date as outlined above in the table by random out of the eligible weekly qualifiers for that specific corresponding week. 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 complete all paperwork by 12:00pm CST, the fan will receive a call from the marketing team to go over specific details and logistics related to the grand prize.
  - \*During the week 8 Thursday, October 28, 2021 giveaway on Wisconsin's Afternoon News from Monday, October 18 through Friday, October 22, 2021, one grand prize winner will be determined by 5pm CST on Friday, October 22, 2021. The winner call will be played on-air at 4:40pm CST.
- c. The weekly final winner will be determined on each giveaway date as outlined above in the table by 8:20am CST.
  - \*During the week 8 Thursday, October 28, 2021 giveaway on Wisconsin's Afternoon News from Monday, October 18 through Friday, October 22, 2021, one grand prize winner will be determined by 5pm CST on Friday, October 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 in the number of qualifiers for that specific week. The weekly grand prize winners are 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 12:00pm CST (Noon) on the giveaway day of winning the prize 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.

- \*During the week 8 Thursday, October 28, 2021 giveaway on Wisconsin's Afternoon News from Monday, October 18 through Friday, October 22, 2021, the grand prize winner must execute and return any required affidavit of eligibility and/or liability/publicity release by 6pm CST (Noon) on the giveaway day of winning the prize 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.

- g. Weekly winners must abide by that week's respective stadium/venue COVID-19 policies in order to win the contest and attend the games which may include showing proof of COVID-19 vaccination and/or a negative test result. Stadium and location policies may differ per location and may continue to change throughout the season.

## 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 7, 2022 to "2021-2022 Newsradio 620 WTMJ "Follow the Packers" 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, February 25, 2022 to the above address marked "2021-2022 Newsradio 620 WTMJ "Follow the Packers" 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 [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

Last update: 9/16/21