

Newsradio 620 WTMJ – Palermo’s Pizza Bracket Challenge

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.

On Tuesday, March 22, 2022 during Newsradio 620 WTMJ local programming (5am – 6pm CST) sixteen (16) fans will have the chance to participate in the Palermo’s Pizza Bracket Challenge. Fans who successfully call in to one of the local WTMJ shows will be randomly assigned to a college basketball team and will be eligible to win a prize courtesy of Palermo’s Pizza.

Each local WTMJ show (Wisconsin’s Morning News 5-9a, Steve Scaffidi 9a-12p, Jeff Wagner 12-3p, and Wisconsin’s Afternoon News 3-6p) has been randomly assigned a region which will determine what teams their callers may be randomly assigned to. Wisconsin’s Morning News will be representing the North, Steve Scaffidi will represent the East, Jeff Wagner will represent the West and Wisconsin’s Afternoon News will represent the South. On March 22, 2022 each show will take four callers and randomly assign them to the four teams remaining in their respective regions in the college basketball tournament held in March for a total of (16) callers.

In order to qualify for the bracket, callers must be the designated caller determined and announced by the hosts for each show, those who get through the contest line will then be deemed a qualifier and randomly assigned to a team in that show’s respective region. In order for a qualifier to win a prize, their randomly assigned team must win their game and continue to win their games until the championship basketball game on April 4, 2022. There will be a total of (8) bronze winners, (4) silver winners and (1) gold winner by the end of the promotion. The (8) bronze winners will receive (1) Palermo’s Pizza coupon, the (4) silver winners will receive (4) Palermo’s Pizza coupons and a pizza cutter, and the (1) gold winner will receive Palermo’s pizza for a year (52 coupons), a pizza cutter and pizza oven.

1. HOW TO ENTER

- a. These rules govern the Palermo’s Pizza Bracket Challenge (the “Promotion”) being conducted by Newsradio 620 WTMJ, 720 E Capitol Drive, Milwaukee, WI 53212 (“GKB”) beginning at 5am through 6pm CST on Tuesday, March 22, 2022.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Listen for the cue to call during local WTMJ shows (Wisconsin’s Morning News 5-9a, Steve Scaffidi 9a-12p, Jeff Wagner 12-3p, and Wisconsin’s Afternoon News 3-6p) on Tuesday, March 22, 2022.
- i. To participate in the Promotion, you must listen to the local WTMJ shows on Tuesday, March 22, 2022 between the hours of 5am and 6pm CST for the

announcements of the cue to calls. 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 deemed a qualifier upon confirmation of eligibility. 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 qualify, but a listener may be a qualifier only once. Also at the time of their calls, eligible qualifiers will be randomly assigned to a college basketball team that remains in the tournament and that is in the respective region of the show they called in to. There will be up to a total of (4) qualifiers selected on-air during each local WTMJ show for a total of (16) qualifiers. 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.

- 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.

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. (3) level of prizes will be awarded in this Promotion. Each level of prizes consists of a different prize and different number of winners. The levels and prizes are outlined below. Of the (16) total qualifiers taken on March 22, 2022, (8) of them will receive a bronze level prize if their team they were randomly assigned to wins. Those (8) qualifiers will then qualify to win a silver level prize. Of those (8) bronze level winners, (4) of them will receive a silver level prize if their team wins again. Those (4) qualifiers will then qualify to win a gold level prize. Of the (4) silver level winners, only (1) of them will receive the gold level prize if their team wins the college basketball tournament championship on April 4, 2022.

1. BRONZE LEVEL: (1) Palermo's Pizza coupon. ARV is \$10.99
2. SILVER LEVEL: (4) Palermo's Pizza coupons and a pizza cutter. ARV is \$47.
3. GOLD LEVEL: (52) Palermo's Pizza coupons, (1) pizza oven and pizza plates. ARV is \$667.

- The Approximate Retail Value ("ARV") of the (4) levels of prizes are listed above. 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 or prize certificates will be mailed to the winners and winners will assume the risk of its loss. GKB is not responsible for the safe arrival of a prize or prize certificate. Winners will forfeit any prize or prize certificate not claimed within ten days. 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. Some prizes may be picked up at will call at the prize location and GKB will inform listeners of the ones that apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. Qualifiers will be chosen and randomly assigned to a college basketball team that remains in the tournament and that is in the respective region of the show they called in to during local WTMJ programming (5am-6pm CST) on Tuesday,

March 22, 2022 and be notified by a member of the marketing team to discuss paperwork and more details if their team wins and advances.

- c. All qualifiers will be chosen by 6pm CST on Tuesday, March 22, 2022.
- d. Odds of being a qualifier depends upon the number and order of calls received.
- e. Odds of being a prize winner depends upon the team each (16) callers were randomly assigned to and the outcome of the college basketball games played. Odds of a caller's team winning is 50%.
- f. The (8) bronze level winners will be determined on March 24 and 25, 2022 and depends on the outcome of each college basketball tournament game played those days. If a qualifier's team wins, they will receive a bronze level prize and then qualify for a silver level prize.
- g. The (4) silver level winners will be determined on March 26 and 27, 2022 and depends on the outcome of each college basketball tournament game played those days. If a qualifier's team wins, they will receive a silver level prize and then qualify for the gold level prize.
- h. The (1) gold level winner will be determined on April 4, 2022 and depends on the outcome of the college basketball tournament game played that day.
- i. Qualifiers must listen to local WTMJ programming (5am-6pm CST) to qualify and win. Qualifiers and the 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 ten days 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 Tuesday, March 22, 2022 "Palermo's Pizza Bracket Challenge – 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, April 29, 2022 to the above address marked "Palermo's Pizza Bracket Challenge– 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: Palermo's Pizza, 3301 W Canal St, Milwaukee, WI 53208