

2024 Steve Scaffidi's Salute to Service

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.

OVERVIEW

Newsradio 620 WTMJ, WaterStone Bank, Botana's Mexican Restaurant and WTMJ's Steve Scaffidi are teaming up together to honor (5) first responders throughout Hero Week. Fans are encouraged to nominate first responders from April 22, 2024 – May 10, 2024. Waterstone Bank will provide two (2) tickets and one (1) parking pass for the WaterStone Bank Air & Water Show that takes place on Sunday, July 28, 2024, at the Milwaukee Lakefront for each winner. Botanas Mexican Restaurant to provide one (1) \$50 gift card for each winner. If you know of a First Responder that deserves recognition for their duties, please [email Steve Scaffidi](mailto:steve@goodkarmabrand.com) or fill out the Salute to Service Nomination Form at WTMJ.com and let him know why. All nominations are due by 5:00pm CST on Friday, May 10, 2024. ARV of each prize is \$153.

5 honorees will be selected by Steve and his team by Friday, May 17, 2024, and on-air interviews with one (1) winner per day will start on Monday, May 20, 2024, and ending Friday, May 24, 2024. Over the course of the month, Steve will share the heroic stories on air at Newsradio 620 WTMJ and online at wtmj.com.

1. HOW TO ENTER

a. These rules govern the Steve Scaffidi's Salute to Service promotion (the "Promotion") being conducted by Newsradio 620 WTMJ 301 W Wisconsin Ave Suite 200, Milwaukee, WI 53203 ("GKB") beginning on Monday, April 22, 2024, at 9am CST and ending on Friday, May 10, 2024, at 5pm CST.

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

To participate in the Promotion, you may email Steve Scaffidi at sscaffidi@goodkarmabrand.com or fill out the Salute to Service Nomination Form at WTMJ.com and submit your first and last name, complete address, city, state, zip code, telephone number, date of birth and a valid email address. You will then also need the name, address, city, state, zip code, telephone number, date of birth, and a valid email address for the first responder you are nominating. Only one entry per person is permitted. You may email Steve Scaffidi at sscaffidi@goodkarmabrand.com or submit your form at WTMJ.com starting on Monday, April 22, 2024, at 9am CST and ending on Friday May 10, 2024, at 5pm CST. All entries must be received by Friday May 10, 2024, by 5pm CST. GKB is not

responsible for lost, misdirected, or incomplete or late entries. The submission must contain a story regarding the heroism of the first responder being nominated. Newsradio 620 WTMJ will capture contact information of the person nominating someone with first and last name, phone number, email, address, birthdate and then also that same information for the person being nominated.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 and who reside in 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. There will be (5) grand prizes awarded in this promotion. Each prize consists of a \$50 gift card courtesy of Botanas Mexican Restaurant, as well as two (2) tickets and one (1) parking pass for the WaterStone Bank Air & Water Show at the Milwaukee Lakefront on Sunday, July 28, 2024.
 - i. The Approximate Retail Value ("ARV") of the prize is \$153.00. 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. All prizes or prize certificates may be picked up at the office of GKB at the address below. The winner will forfeit any prize or prize certificate not claimed within thirty (30) days of winning. 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.

- 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. (5) total winners will be selected throughout the week of Monday, May 20-24, 2024, following the end of the promotion. Winners will be chosen at the discretion of Steve Scaffidi based on the heroism in the nomination story submitted. All decisions made by the host are final.
- c. All final winners will be known by 5pm CST on Friday, May 10, 2024, and will be notified by a phone call from the WTMJ staff.
- d. The odds of winning the promotion are based on the heroic nominations that are received.
- e. Qualifiers must email Steve Scaffidi at sscaffidi@goodkarmabrands.com or fill out the Salute to Service Nomination Form at WTMJ.com 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 and an alternate winner may be selected by the sole discretion of Steve Scaffidi. 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 May 10, 2024, to “Steve Scaffidi’s Salute To Service – Official Rules,” Attn: Promotions, GKB 301 W Wisconsin Ave Suite 200, Milwaukee, WI 53203. For the names of the prize winners send a self-addressed stamped envelope for receipt by Thursday, July 18, 2024, to the above address marked “Steve Scaffidi’s Salute To Service – 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 www.wtmj.com

Administrator: GKB 301 W Wisconsin Ave Suite 200, Milwaukee, WI 53203

Presenting Sponsor: Waterstone Bank, 11200 W. Plank Ct. Wauwatosa WI 53226

Supporting Sponsor: Outdoor Living Unlimited, 665 Larry Ct, Waukesha, WI 53186

Prize Donation: Botanas Mexican Restaurant, 900 E Layton Ave, Milwaukee, WI 53207