

101 WRIF's "Catch The Big One" CONTEST RULES

These rules apply to WRIF's "Catch The Big One" Contest ("Contest") conducted by Beasley Media Group, LLC d/b/a 101 WRIF ("Station"). **In addition, the General Contest Rules posted at www.wrif.com apply to this Contest. If there is a conflict between the General Contest Rules and the Rules for this Contest, the Rules for this Contest shall control.**

1. HOW TO ENTER

a. The Contest will begin on December 31, 2018 and end on January 11, 2019.

b. To participate in the Contest, entrant may enter as follows:

I. **To enter on-air**, listen to the Station each day beginning on December 31, 2018 and ending on January 8, 2019 between the hours of 12:01am Eastern Time ("ET") and 11:59pm ET for the announcement of the cue to call. Upon hearing the cue to call, the designated number caller (as announced on-air at the time of the cue to call) to the Station contest line at (248) 544-WRIF will win a Qualifying Prize and be qualified for a chance to win the Grand Prize at the Grand Prize Event, as described below, (each deemed a "Qualifier"), upon confirmation of eligibility. Station is not responsible for any failure of a caller to reach the Station contest line including but not limited to busy phone lines, misdirected calls, equipment breakdowns, or disconnections. Calls will only be accepted at the designated phone number. At the time of entrant's call, entrant will be required to provide all information requested including entrant's full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win. P.O. Boxes are not permitted. In the event that the selected caller is disconnected or is found to be ineligible, the next eligible caller who successfully makes it through on the call-in line and completes the call will be a Qualifier. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a Qualifier only once. Up to five (5) Qualifiers will be selected on-air.

II. **To enter on-site**, visit a Station booth, both inside the show and outside the entrance, at the Ultimate Fishing Show at the Suburban Collection Showplace, 46100 Grand River, Novi, MI 48374 between 3:00pm and 5:30pm ET on Friday, January 11, 2019 to obtain an official entry form (available while supplies last). All entry forms must be filled out completely and legibly and submitted as instructed by the Station. Incomplete or illegible entries may be removed in the Station's sole discretion. Entries must be received by 5:30pm ET. One (1) entry per person.

At approximately 5:30 pm ET, up to five (5) on-site Qualifiers will be selected in a Station-conducted random drawing from all eligible on-site entries received. Potential Qualifiers' names will be announced on-site and will be

notified by telephone promptly following the drawing. If any on-site Qualifiers do not present themselves within five (5) minutes of the first announcement regardless of the reason, Station reserves the right, but not the obligation, to disqualify that selected Qualifier and select an alternate Qualifier(s) until there are a total of five (5) Qualifiers(s). If a potential on-site Qualifier is not inside the paid area of the Ultimate Fishing Show, the Station will provide admission for the Qualifier at no cost to participate in the Grand Prize Event.

- c. There will be up to a total of ten (10) Qualifiers, including five (5) On-Air Bonus Prize winners, and one (1) Grand Prize winner selected in the Contest.

2. ELIGIBILITY RESTRICTIONS

- a. This Contest is open to all Station listeners who are 21 years of age or older as of the date of entry into the Contest, who are legal US residents and who reside in the Detroit Metro Area, consisting of the following Michigan counties: Lenawee, Monroe, Wayne, Washtenaw, Jackson, Hillsdale, Ingham, Livingston, Oakland, Macomb, St. Clair, Lapeer, Genesee, and Shiawassee; and the following Ohio Counties: Lucas, Fulton, and Williams, except where prohibited by law. Winners must possess a valid, government-issued ID and show proof of residency to verify eligibility.
- b. Employees of the Station, its licensee, its parent corporation and their affiliated entities, advertising and PR agencies, participating sponsors/promotional partners, other radio stations in the Detroit metro survey area (as defined by Nielsen Audio) and the members of their immediate families are ineligible to participate or win.

3. PRIZES

- a. Up to five (5) On-Air Bonus Prizes will be awarded.
- b. Up to one (1) Grand Prize will be awarded, The Grand Prize is a Manistee Fishing & Lodging Getaway, which includes the following: (i) a ½ day afternoon Charter Fishing Trip for up to 4 people with Steelhead Hunter Charters aboard Steelhead Hunter; (ii) one night lodging at the Steelhead Hunter Lodge for up to 4 people (one room, quad occupancy) at the Steelhead Hunter Lodge in Manistee, MI (room and tax only). Approximate Retail Value of the Grand Prize is \$599.

Trip and Lodging are awarded as one package and must be used at the same time. The charter trip package, including lodging must be used by **December 31, 2019**. Scheduling of trip and lodging are subject to availability. Winner is responsible for Fishing License fees and transportation to/from Manistee, MI. Winner is responsible for all expenses not specifically listed as included in the prize, including (without limitation) transportation, meals, gratuities, taxes, and any other fees associated with the trip. Prize is non-transferable and not redeemable for cash.

Actual value may vary and any difference between stated value and actual value will not be awarded. Certain restrictions may apply. 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. Winner and guest must abide by all hotel and venue policies. The winner and guest must sign all required releases prior to booking of any travel. If winner is unwilling or unable to travel on the dates specified, the prize will be forfeited and may be awarded to another winner at Station's sole discretion. All travel is subject to availability and restrictions. If a prize-related event or travel is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, including for weather, or for any reason beyond the control of the Station and prize provider, their sole responsibility to the winner will be to award the remaining available elements of the prize(s) and no substitution or compensation will be provided for the unawarded elements of the prize(s). No refund or compensation will be made in the event of the cancellation or delay of any prize-related event. If winner chooses to take the trip without a guest, s/he will be awarded the prize elements for one person only, and the remainder of the prize will be forfeited without compensation. Winner understands that there are inherent risks involved in travel and that these risks may be present before, during and after the trip.

- c. Prize certificate must be claimed at the completion of the Grand Prize Event, as described below. Failure to claim Prize by the specified time will result in forfeiture of the prize. It is the winner's sole responsibility to claim the Prize or prize certificate within the timeline provided in these Official Rules.

4. SELECTION OF WINNERS

- a. Up to ten (10) Qualifiers will be selected as described in Section 1 of these Official Rules.
- b. Up to one (1) Grand Prize winner will be selected at the "Grand Prize Event" on January 11, 2019 at the Ultimate Fishing Show at the Suburban Collection Showplace, 46100 Grand River, Novi, MI 48374 as follows:

All ten (10) Qualifiers must be present and check-in at the Station booth at the Grand Prize Event by 5:30pm ET. If any Qualifiers are not present by 5:30pm ET, they will be disqualified at the sole discretion of the Station, and the Station reserves the right but not the obligation to select additional Qualifiers from all eligible on-site entries received as described in Section 1(II) in order to reach ten (10) total Qualifiers. No proxies will be permitted.

The Grand Prize Event will begin at 6:00pm ET on Friday, January 11, 2019. Each Qualifier will be given a maximum of five (5) minutes to catch and land one (1) single fish from the Lake Ultimate Display at The Ultimate Fishing Show. The Qualifier that catches the largest fish, by weight will win the Grand Prize. Qualifier

will be permitted to catch up to one (1) fish during the time allotment. In the event a fish is hooked but not successfully reeled in and placed in the designated weigh zone, Qualifier will be allowed to continue to fish and attempt to catch and land a fish before the allotted time expires. The fish caught and landed will determine their position in the Contest. Once a Qualifier catches and lands a fish, their time will be deemed over. Each fish will be weighed following being caught to determine the largest fish. In the event a Qualifier does not catch a fish in the five (5) minute time allotment, they will receive a score of “zero weight” as their score. Each Qualifier must use the fishing gear provided to them during the Grand Prize Event to participate, and cannot use their own gear, including rods, reels, tackles, etc.

In the event of a tie between the top weighing fish, the Qualifiers that are tied will be given an additional five (5) minutes to catch and land another fish. The Grand Prize winner will be determined by the weight of the second fish that is caught and landed (**weight will not be a cumulative total from the first and second catches**). This process will continue until a Grand Prize winner is determined.

- c. Odds of being deemed a Qualifier on-air depend on the order and number of calls received. Odds of being deemed a Qualifier on-site depend on the number of eligible on-site entries received.
- d. Entrants must listen to the Station but need not be present to be deemed a Qualifier on-air. Entrants need not listen to the Station but must be present to enter and be deemed a Qualifier on-site. Qualifiers need not listen to the Station but must be present at the Grand Prize Event in order to win the Grand Prize.
- e. Decisions of Station management with respect to the Contest are final.

5. CONDITIONS

- a. The Station reserves the right to end any contest or amend these rules upon announcement on air and by publication at www.wrif.com.
- b. For website contests: By use of the Station’s website and by entering this Contest, entrants agree to the Station’s Terms of Service Agreement and to the use of Personal Information as stated in the Privacy Policy located at www.wrif.com.
- c. Copies of the written Contest rules and a list of all winners are available during regular business hours at the main studio of the Station, One Radio Plaza, Ferndale, MI 48220, or by sending a self-addressed, stamped envelope to the Station.