

THE "96.5 KOIT TAYLOR SWIFT SECRET SONG OF THE DAY"  
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.**

**1. HOW TO ENTER**

- a. These rules govern the "96.5 KOIT Taylor Swift Secret Song of the Day" Promotion (the "Promotion") being conducted by KOIT-FM (the "Station") beginning at 4:00pm Pacific Time ("PT") on April 30, 2018 and ending at 5:00pm PT on May 10, 2018.
- b. To participate in the Promotion, you must be a member of the KOIT eMail Club program. 1) If you received a direct mail piece in the mail called "The 96.5 KOIT Taylor Swift Secret Song of the Day", you will have the "Taylor Swift Secret Songs of the Day" for the Promotion. 2) If you belong to the KOIT eMail Club program, you will also have access to the webpage on the Station website that will list the "Taylor Swift Secret Songs of the Day" for the Promotion. 3) If you did not receive a direct mail piece, or you're not already a KOIT eMail Club member, you can join at [www.KOIT.com](http://www.KOIT.com) by filling out the required membership application. Just click on the 'Join KOIT eMails' button and follow the prompts to enter. Once you enter, you are entered in the Promotion. No purchase necessary for membership. Membership form must include your first and last name, complete address, city, state, and zip code, telephone number, date of birth and valid email address. Only one internet membership per person. Membership will be deemed by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. All membership entries submitted become the sole property of the Station and will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of a membership entry shall not be deemed proof of receipt by Station. Station's computer is the official time keeping device for the Promotion. The Station is not responsible for membership entry not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems.
- c. **On-Air:** Then, you must listen to the Station beginning Monday, April 30, 2018 between the hours of 4:00pm PT and 5:00pm PT each weekday for the "Taylor Swift Secret Song of the Day" to air. Upon hearing the "\$Taylor Swift Secret Song of the Day", the twenty fifth (25) caller to get through to the Station contest line at 415-777-KOIT (5648) will be awarded a prize, pending 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 win, but a listener may be a winner only once. There will be up to a total of nine (9) winners selected on-air during the Promotion dates. The Station is not responsible for telephone service outages, delays, busy signals, equipment malfunctions and any other technological

difficulties that may prevent an individual from completing his/her telephone call. Due to delays in the KOIT 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 members of the KOIT eMail Club and all deemed qualified participants as listed on the KOIT database who are 18 years of age or older and who reside in one (1) of the nine (9) county jurisdiction that makes up the Greater San Francisco / Bay Area (San Francisco, Santa Clara, Alameda, Contra Costa, Marin, San Mateo, Solano, Napa, and Sonoma Counties). Employees of Bonneville International Corporation, the Station, its licensee, the licensee's parent, subsidiary and affiliated entities, Station's advertising and promotional agencies, its participating sponsors, other radio stations in the San Francisco metropolitan area, the members of their immediate families (spouse, parent, sibling or child) and those living in the same household of each (whether related or not), are ineligible to enter 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 an on-air Promotion conducted by the Station only once during the promotion period. Only one winner per household is permitted in any promotion conducted by the Station.
- c. The winner must provide valid government-issued photo identification and provide their complete address, date of birth and phone number to claim a prize.
- d. Winners will be required to complete and submit an IRS Form W-9 or the equivalent including the winner's full Social Security Number for receipt of any prize valued at \$600 or more or for any prizes awarded by the Station in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in disqualification and forfeiture of the prize.
- e. Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from individuals who do not meet the eligibility requirements. The Station will also delete any entry knowingly received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

## **3. PRIZES**

- a. Up to nine (9) prizes will be awarded. The prize consists of two (2) tickets to Taylor Swift Reputation Tour at Levi's Stadium, 4900 Marie P DeBartolo Way, Santa Clara, CA 95054. The Approximate Retail Value ("ARV") of the prize(s) is \$76.00. Tickets are valid on May 11, 2018. The winner(s) 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(s). The prize(s) is awarded as is. Tickets valid only on the date(s) printed on the tickets. Tickets are not refundable or transferable, and may not be substituted or exchanged for cash or credit at any time, nor will tickets be replaced if lost or stolen. Tickets may not be sold to a third party. If a prize-related event 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 Promotion Entities, their sole responsibility to the winner(s) 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).

- b. No more than the stated number of prizes specified in these official rules will be awarded. All prizes or prize certificates may be claimed at the office of the Station at 201 Third Street, 12<sup>th</sup> Floor, San Francisco, CA 94103 during regular business hours. The prize winners will forfeit any prize or prize certificate not claimed by May 11, 2018. In the event that a prize or prize certificate is mailed or shipped to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. The Station 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 the Station may, at its sole discretion, substitute prizes of comparable value or cash due to prize unavailability or where required by law. The prizes are expressly limited to the item(s) listed above and do not include taxes, gratuities or any other expenses. Other restrictions may apply.

#### **4. WINNER SELECTION AND NOTIFICATION**

- a. Decisions of the Station management with respect to the Promotion are final.
- b. Nine (9) winners will be selected on-air as described in Section 1 of these Official Rules.
- c. Winners must listen to the Station to win, but do not need to be present to win.
- d. Odds of winning depend on the number and order of calls received.
- e. All prizes will be awarded pending verification of eligibility. Winners must execute and return any required affidavit of eligibility and/or liability/publicity release before May 11, 2018 or prize will be forfeited. 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, potential winner forfeits 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 the Station (or any other Bonneville International Corporation station in Station's market) 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 or prize certificate, the Station, in its sole discretion, may require Promotion winner (and any travel companion(s) or guest(s) to sign a liability release, agreeing to release and hold harmless the Station, its licensee, the licensee's parent, 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 the Station 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 or modify the Promotion. If the Promotion is terminated before the original end date, the Station reserves the right to select the winners by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winners.
- e. The Station, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Station'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 the Station makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, the Station 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. The Station 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 the Station, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel or modify the Promotion and shall not be required to award a substitute prize.
- g. The Station 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 June 11, 2018, the "96.5 KOIT Taylor Swift Secret Song of the Day" Promotion – Official Rules", Attn: Promotions, KOIT-FM, 201 Third Street, 12<sup>th</sup> Floor, San Francisco, CA 94103. For the names of the prize winners send a self-addressed stamped envelope for receipt by July 11, 2018, to the above address marked the "96.5 KOIT Taylor Swift Secret Song of the Day" Promotion – Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of the Station and may be posted online at [www.KOIT.com](http://www.KOIT.com).

6. **PRIVACY**

- a. By use of the Station's website or by entering the Contest through the Station's website, you agree to the website's Terms of Use Agreement located at [www.KOIT.com](http://www.KOIT.com) and to the use of your personal information as described in the Privacy Policy located at [www.KOIT.com](http://www.KOIT.com).

**Promotion Administrator/Sponsor:**

KOIT, 201 Third Street, 12<sup>th</sup> Floor, San Francisco, CA 94103