



95 Days of Summer 2021

OFFICIAL CONTEST RULES

CONTEST/PRIZE DESCRIPTION: Midwest Family La Crosse d/b/a WRQT-FM "95.7 The Rock" is giving away a 2021 Harley Davidson Softail Slim. June 1 – September 1, 2021 95.7 The Rock will take online registrations at a variety of retail and public locations where the Bike is on display. One registrant will be qualified each day for 93 days, then all 93 qualifiers and their families, along with the general public, will be invited to our 95.7 The Rock "End of Summer Bash" where we'll give away the motorcycle! Two more qualifiers will be drawn at the "End of Summer Bash" from all new entries received that day. Then, all 95 qualifiers will have their names entered in the drawing for the grand prize. A first name will be drawn, by station staff or last year's bike winner, and that person will be eliminated from the chance at the motorcycle and will pull the next name for elimination. Contest will continue as described, until only one name is left in the drawing. That person will be the winner of the 2021 Harley Davidson Softail Slim. (Stand-ins at the final giveaway must be approved and arranged in advance with WRQT staff. Otherwise, must be present to win.)

THE RULES:

- No purchase necessary to enter or win. A purchase will not affect your chances of winning.
- Following each daily online registration period, 95.7 The Rock staff will conduct a random drawing and announce the name of one qualifier the following morning.
- Approximate retail value of grand prize: \$19,700
- Registrations will be online at www.957therock.com and/or on our 95.7 The Rock mobile app

ELIGIBILITY:

- Must be a resident of Wisconsin, Minnesota, or Iowa.
- Must be 18 years of age or older. Proof of age and valid driver's license or state issued ID required.
- Limit one entry per person, per day.
- Must have valid email address to enter.
- Employees of Midwest Family La Crosse, and contest Title Sponsors (Features, La Crosse Bierhaus, Great River Harley Davidson, Iron River Harley Davidson, Twisted Tea) and their immediate families are NOT eligible to enter or win.
- Employees of other station advertisers and Rock Stop sponsors who are not Title Sponsors of this contest are eligible to win, but they (and their immediate families) may not enter at their own place of employment.
- Must be present to register at retail and public locations. Weekly stops executed on Monday's and Thursday's, June-August, are executed through website and do not require presence to enter.
- Winner may be required to sign, execute, have notarized, and return an Affidavit of Eligibility, a Liability Release, (where legal), a Publicity Release and any other documentation that Sponsor requires (collectively "Affidavit/Release") before a prize will be awarded or such potential winner may be disqualified and an alternate potential winner may be selected.

DISCLAIMERS:

- All federal, state and/or local rules and regulations apply. Void where prohibited by law. Winners are responsible for any and all taxes associated with their acceptance of the prize and will be required to sign a Release Form. Once claimed, a prize cannot be revoked / returned by winner to avoid tax obligation. Prizes are not redeemable for cash and are non-transferable. Midwest Family La Crosse, reserves the right to substitute a comparable prize of like value for any prize, for any reason. Allow 30 days for prize delivery.
- All contestants acknowledge, as a condition of entry, that Midwest Family La Crosse has a right to publicize, or broadcast the winner's name, picture, character, likeness, voice, or all matters incidental herein.
- Additions/deletions to these rules may be made at the discretion of Midwest Family La Crosse and may be enacted at any time.
- Midwest Family La Crosse reserves the right at its sole discretion to suspend or terminate this contest should causes beyond the control of Midwest Family La Crosse, corrupt the administration, security, or proper play of the contest.

DISQUALIFICATION:

- In the event that any winner fails to timely claim their prize(s) or fails to meet the eligibility requirements as set forth, at the discretion of Midwest Family La Crosse, an alternate winner may be selected.
- In the event that a qualifier is named, and then later found to be ineligible due to age, place of employment, multiple entries, etc., the qualifier status will be revoked, and that qualification will be awarded from a random drawing at the End of Summer Bash.

ODDS OF WINNING:

- Depend upon the number of eligible entries received for the contest.