

Food City Big Orange Pep Rally 2015 Official Contest Rules

1. How to Enter the Contest:

- a. The Food City Big Orange Pep Rally contest will take place between 3:00 p.m. and 6:00 p.m. on September 11, 2015, September 18, 2015, October 2, 2015, October 9, 2015, November 6, 2015, and November 14, 2015.
- b. To participate in the contest, listeners must completely fill out the registration form (including name, address, phone number, and date of birth) at a Food City Big Orange Pep Rally and drop the completed registration form into the registration box provided on-site. The Food City Big Orange Pep Rallies will take place from 3 p.m. to 6 p.m. as follows: **September 11, 2015** Food City – #679 Powell (7350 Clinton Hwy.), **September 18, 2015** Food City - #644 Seymour (11503 Chapman Hwy), **October 2, 2015** Food City - #681 Oak Ridge (1199 Oak Ridge Turnpike), **October 9, 2015** – Food City #672 Middle Brook Pike (9565 Middle Brook Pike), **November 6, 2015** – The Pinnacle at Turkey Creek (11251 Parkside Drive), and **November 14, 2015** – The Pinnacle at Turkey Creek (11251 Parkside Drive). Entry forms can be obtained at the Food City Big Orange Pep Rallies or in the Knoxville News Sentinel, but must be submitted at a Food City Big Orange Pep Rally in order to be eligible. Entry forms must be received by 5:45 p.m. at the designated Food City Big Orange Pep Rally in order to be eligible. Food City and Sponsors (Coca-Cola Zero, Dish Network, Knoxville News Sentinel, Mayfield Dairy Farms, Vol Network, Boot Factory Outlet, WIVK-FM, and WVLT-TV) are not responsible for lost, stole, mutilated, destroyed, misdelivered, postage due, illegible, incomplete, or untimely entries. Food City and Sponsors are not responsible for entries not received due to difficulty accessing the internet, service outages or delays, computer difficulties, or other technological glitches. Food City and Sponsors are not responsible for any lost, disconnected, dropped, misdirected, or incomplete telephone calls. Entrants may be disqualified at the sole discretion of Food City and sponsors.
- c. **Only one (1) entry per person per Food City Big Orange Pep Rally will be permitted in this contest.**

2. Eligibility Restrictions:

- a. The contest is open to all WIVK listeners who are legal United States citizens 18 years of age or older and who reside in the East Tennessee listening area. Employees of WIVK, its licensee, Cumulus Media, their subsidiaries, affiliated entities, affiliated advertising agencies, participating sponsors/promotional partners, Food City, Coca-Cola Zero, Dish Network, Knoxville News Sentinel, Mayfield Dairy Farms, Vol Network, Boot Factory Outlet, WIVK-FM, WVLT-TV, and other radio stations in the Knoxville area and the members of their immediate familiars are ineligible to participate or win. Immediate family shall include spouse, parents, children, siblings, grandparents, grandchildren, and any other person residing within the same household.
- b. Listeners are eligible to win a WIVK contest only once every thirty (30) days. Only one (1) winner per household is permitted in any contest. Only one (1) winner per Food City Big Orange Pep Rally is permitted.
- c. Participants in the contest must possess valid government issued photo identification.
- d. Winners will be required to sign a Contest Winner Release and a W-9 Tax Form as a condition of receiving a prize in this contest.

3. Prizes:

- a. A total of five (5) prizes will be awarded at each of the Food City Big Orange Pep Rallies, for a total of thirty (30) total prizes to be awarded. At each event, one (1) winner will receive a football or mini helmet autographed by Butch Jones, three (3) winners will each win one (1) pair of University of Tennessee home game football tickets; and one (1) winner will receive one (1) prize pack which includes one (1) pair of University of Tennessee home game football tickets, one (1) parking pass, one (1) Mayfield Prize Pack, a pair of boots from Boot Factory Outlet valued at up to \$229.99, and one (1) \$100 Food City Gift Card. The approximate retail value of one (1) pair (2 tickets) of tickets to a University of Tennessee home football game is \$100. The approximate retail value of one (1) football autographed by Butch Jones is \$60. The approximate retail value of one (1) prize pack is \$529.99.
- b. Prizes are provided courtesy of Food City, Coca-Cola Zero, Dish Network, Knoxville News Sentinel, Mayfield Dairy Farms, Vol Network, Boot Factory Outlet, WIVK-FM, and WVLT-TV.
- c. All prizes or prize certificates will be awarded on-site at each Food City Big Orange Pep Rally. Any prize or prize certificate not claimed by the end of that particular Food City Big Orange Pep Rally will be automatically forfeited by the winner. In the event that a prize or prize certificate is mailed to a winner, it will be with the prior written consent of the winner and, therefore, winner assumes the risk of its arrival. Food City and Sponsors are not responsible for the safe arrival of a prize or prize certificate.
- d. Contest prizes are not transferable. Prizes may not be substituted for or redeemed for cash.
- e. Grand Prize winner will receive 1099 IRS Tax form for the value of the grand prize as stated in these contest rules.
- f. Prizes are limited solely to those items explicitly set forth herein and shall not include any and all other expenses, incidentals, or taxes that may arise out of the winner's receipt of this prize.
- g. Prizes will be awarded as is, with no written or express warranty.

4. Selection of Winners:

- a. Decisions of Food City and Sponsors with respect to the contest are final.
- b. Prizes will be awarded at each Food City Big Orange Pep Rally as follows: at 4:00 p.m., one (1) winner will be selected at random from all eligible entries received at that Food City Big Orange Pep Rally to win one (1) football or mini helmet autographed by Butch Jones. At 4:30 p.m., one (1) winner will be selected at random from all eligible entries received at that Food City Big Orange Pep Rally to win one (1) pair (2 tickets) of tickets to a University of Tennessee football home game. At 5:00 p.m., one (1) winner will be selected at random from all eligible entries received at that Food City Big Orange Pep Rally to win one (1) pair (2 tickets) of tickets to a University of Tennessee football home game. At 5:30 p.m., one (1) winner will be selected at random from all eligible entries received at that Food City Big Orange Pep Rally to win one (1) pair (2 tickets) of tickets to a University of Tennessee football home game. At 5:50 p.m., one (1) winner will be selected at random from all eligible entries received at that Food City Big Orange pep Rally to win one (1) pair (2 tickets) of tickets to a University of Tennessee football home game, one (1) parking pass, one (1) Mayfield prize pack, one (1) Boot Factory Outlet gift card for one pair of boots valued up to \$229.99, and one (1) \$100 Food City gift card. **THE UNIVERSITY OF TENNESSEE HOME GAME TICKETS THAT ARE AWARDED AT EACH BIG ORANGE PEP RALLY WILL BE BASED ON UPCOMING HOME GAMES AND WILL BE DECIDED BY FOOD CITY AND SPONSORS.** Seat locations are at Food City and Sponsors' discretion. Food City and Sponsors are not responsible if game is postponed or cancelled.

- c. Winners must be present to win. If winner is not present, another entry will be randomly selected via the method described above.
- d. The odds of winning depend on the number of eligible entries received.

5. Conditions:

- a. Photo identification and social security number of the Grand Prize winner may also be required in order to collect the prize. Payment of all federal, state and local taxes is the sole responsibility of the winner. Winners will be required to sign an IRS Form W-9 or the equivalent. Winner will receive a 1099 for the value of the prize as stated in these contest rules.
- b. Winner is required to sign a release in order receive their prize. Failure or refusal to execute the release will result in winner forfeiting the prize. Pursuant to the liability release, the winners will agree to hold WIVK-FM its licensee, Cumulus Media, their subsidiaries, affiliated companies and the officers, shareholders, directors, employees, agents and representatives of each of them, along with all Sponsors (Food City, Coca-Cola North America, Dish Network, Knoxville News Sentinel, Mayfield Dairy Farms, Vol Network, Boot Factory Outlet, WIVK-FM, and WVLT-TV) harmless against any and all claims or liability arising directly or indirectly from the prize, it's use, or participation in the contest.
- c. By participating in the contest, the winner or winners (and their guest or traveling companion, if applicable) agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, and to sign a publicity release prior to acceptance of the prize.
- d. Food City and Sponsors, in their sole discretion, reserve the right to disqualify any person tampering with the entry process, the operation of the WIVK website or who is otherwise in violation of the rules. Food City and Sponsors further reserve the right to cancel, terminate, or modify the contest if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, or technical failures of any sort.
- e. Food City and Sponsors reserve the right in their sole discretion to modify the contest rules and dates at any time for any reason. Material modifications shall be announced on-air, when practical. By participating in this contest, you agree to be bound by these contest rules, any modifications thereof, and by all other rules imposed by Station management. If due to circumstances beyond the control of Station, any event associated with this contest or the prize is delayed, rescheduled, postponed or cancelled, Station reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.
- f. No purchase is necessary. The contest is void where prohibited.
- g. Failure to comply with the contest rules may result in a contestant's disqualification, at the sole discretion of **Food City and Sponsors.**
- h. **Food City and Sponsors** are not responsible for typographical or other errors in the printing, the offering or the administration of the contest or in the announcement of a prize.
- i. Copies of the written contest rules and a list of all winners are available during regular business hours at the main studio of **WIVK, 4711 Old Kingston Pike** or by sending a self-addressed stamped envelope to **WIVK, 4711 Old Kingston Pike Knoxville, TN 37919.**
- j. Station reserves the right to substitute a prize of greater or equal value at its sole discretion.
- k. For a complete copy of these contest rules, please go to www.wivk.com or send a self addressed stamped envelope to: **WIVK, 4711 Old Kingston Pike Knoxville, TN 37919.**