

# WIMZ 103.5 FM PICK A PICKUP OFFICIAL RULES

(To be used when prizes are valued at or over \$600)

- .01 NAME OF PROMOTION: WIMZ Pick a Pickup
- .02 SPONSORS: Ted Russell Ford, Budweiser
- .03 DESCRIPTION OF PRIZE(S): Grand prize winner will get to select one of two trucks.  
-Truck "A" is a Blue Flame Metallic 2015 Ford F-150, Model F15H 4x2 Supercrew, VIN# 1FTEW1C85FKD46439  
-Truck "B" is a Tuxedo Black Metallic 2015 Ford F-150, Model F15H 4x2 Supercrew, VIN# 1FTEW1C83FKD46438
- .04 VALUE OF PRIZE(S): Truck "A" \$34,175.00 or, Truck "B" \$34,175.00  
(Note: Winners are responsible for all taxes and other fees on this/these amount(s))
- .05 PROMOTION METRO AREA: Knoxville, TN DMA  
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Twenty-One (21)
- .07 HOW TO ENTER:  Complete an entry form located on the WIMZ 103.5 FM website at <http://wimz.com/>  
AND/OR  
 Complete an entry form available at the following locations:  
1100 Sharps Ridge Road, Knoxville, TN 37917  
AND/OR  
 For a free entry form, send a self-addressed, stamped envelope to:  
1100 Sharps Ridge Road, Knoxville, TN 37917  
AND/OR  
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 05/08/2016 at 11:59pm EST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WIMZ Pick a Pickup Promotion Entry  
c/o Midwest Communications, Inc., Marketing Department  
1100 Sharps Ridge Road, Knoxville, TN 37917
- .10 PROMOTION PERIOD: Promotion Begins: 03/21/2016 at 6:00am EST  
Promotion Ends: 05/08/2016 at 11:59pm EST
- .11 NUMBER OF WINNERS: 1
- .12 METHOD OF SELECTION OF WINNER(S):  Winner(s) will be determined by a random drawing from all eligible entries received to be held on or about at CST at  
1100 Sharps Ridge Road, Knoxville, TN 37917  
OR  
 See Addendum B, incorporated herein by reference.
- .13 PRESENCE REQUIREMENT:  Winner(s) need to be present to win  
OR  
 Winner(s) need not be present to win
- .14 DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S): NOON 05/31/2016 PLEASE NOTE: Failure of winner or winner/guest to complete the proper paperwork and pay taxes (if applicable) will void prize without any further prize consideration
- .15 ALL PRIZES WILL BE AWARDED:  Yes  
OR  
 No

- .16 ALTERNATE WINNER(S):  Yes  
 (if potential winner(s) do(es) not  
 qualify, decline(s) acceptance of  
 prize(s), or is unreachable/unavailable) OR  
 No
- .17 OFFICIAL RULES REQUEST ADDRESS: WIMZ Pick a Pickup Official Rules,  
 c/o Midwest Communications, Inc., Marketing Department,  
 1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: WIMZ Pick a Pickup Winner List,  
 c/o Midwest Communications, Inc., Marketing Department,  
 1420 Bellevue Street, Green Bay, WI 54311
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 05/13/2016
- .20 PROXY ALLOWED AT PRIZE GIVEAWAY:  Yes  
 OR  
 No

**If YES:**

Proxies for the grand prize drawing WILL be allowed. Winner or their proxy must be on-site at time of drawing parameters. If you must send a proxy to this event, the following steps must be taken to have a proxy in your place. Failure to follow this will void person from acting as proxy.

- #1: Qualifier must put in writing who the person is that will be representing them at drawing. This statement must include the proxy legal phone number, mailing address and phone number.
- #2: This information must be signed by qualifier and have signature notarized.
- #3: Proxy will bring with them your Registration Form that is completed & signed by Qualifier.
- #4: Upon acceptance of this letter your proxy will legally represent you at the drawing.

Winner will be notified. Prize will be awarded upon completion of all legal paperwork with Midwest Communications, Inc./WRIG, Inc.

Winner will be required to show Photo ID before completing winner paperwork. This will be done at 1100 Sharps Ridge Road, Knoxville, TN 37917 at the pre-determined date and time

Winner will receive a 1099 in the approximate amount of \$34,175.00. of this prize package.

In addition, the winner will need to pay sales taxes, tags and dealer fee to Ted Russell in the approximate amount of \$3,593.55 of this prize package at the time of accepting prize and completing paperwork.

Winner is responsible for all taxes and additional expenses, including but not limited to any: baggage fees, itinerary change fees, gratuities, tour provider/airline fuel surcharge fees, personal incidentals, passport fees and trip interruption costs.

Midwest Communications, Inc./WRIG, Inc. is not responsible for any changes, delays or trip interruptions of any kind. It is recommended that winners investigate travel insurance protection for some prize packages.

Additional Rules

In addition to these Official Rules, this Promotion is also subject to the Midwest Communications, Inc./WRIG, Inc. Official Rules for All Contests which are either incorporated herein by reference as Addendum C on the station website.

## HOW TO ENTER – ADDENDUM A

**NOTE:** to be eligible to participate in this contest, qualifiers must be a legal resident of the United States of America and permanently reside in the following Tennessee, Kentucky, Virginia or North Carolina counties:  
Anderson (TN), Bell (KY), Blount (TN), Campbell (TN), Claiborne (TN), Cocke (TN), Cumberland (TN), Fentress (TN),  
Graham (NC), Grainger (TN), Greene (TN), Hamblen (TN), Hancock (TN), Hawkins (TN), Jefferson (TN), Knox (TN),  
Lee (VA), Loudon (TN), McCreary (KY), McMinn (TN) Meigs (TN), Monroe (TN), Morgan (TN), Rhea (TN), Roane (TN),  
Scott (TN), Sevier (TN), Swain (NC), Union (TN) and/or Whitley (KY).

- 1) Listen for the cue to call that will air at announced times throughout the day every weekday between March 21, 2016 and May 6, 2016.
- 2) Register in person by completing an entry form at either of Ted Russell Ford's two locations on Kingston Pike and Parkside Drive in Knoxville, TN between March 21, 2016 and May 8, 2016.
- 3) Participating in specified WIMZ Facebook contests or by registering through the "Call to Action" button posted on the WIMZ Facebook page linking to wimz.com between March 21, 2016 and May 6, 2016.
- 4) Register in person by completing an entry form at specified "Pick a Pickup" remote broadcasts between March 21, 2016 and May 8, 2016. Locations will be listed on wimz.com
- 5) Register at designated in-store Budweiser "Pick a Pickup" displays by texting an entry to 76622 between March 21, 2016 and May 8, 2016. Standard message and data rates may apply.

Please note that additional/deletions of ways to register may occur without notification.

## ADDENDUM B

### METHOD OF SELECTION OF WINNER

Qualifiers will be notified.

Qualifiers will check in during a specified time outlined in their official qualifying letter. Each qualifier, upon check-in, will receive their qualifying prize. Qualifiers will need to show photo ID upon registration.

Grand Prize drawing will take place on Tuesday, May 24, 2016 at a location in the Knoxville area.

Must be present to win.

Qualifiers will receive complete information regarding exact times and location.

If you feel that you are a qualifier and did not receive your information before Friday, May 20, 2016 please contact WIMZ at 865-525-6000.