

**Entercom Kansas City, LLC**  
d/b/a KQRC 98.9 The Rock  
**2011 Fall Harley-Davidson/Muscle Car Giveaway**  
**Official Contest Rules**

These contest rules are specific to the above contest conducted by Entercom Kansas City, LLC d/b/a KQRC-FM 98.9 The Rock (the “**Station**”). Except to the extent specifically set forth below with respect to this specific contest, the Station’s general contest rules apply to this contest as well. A copy of these specific contest rules and the Station’s general contest rules are available at the Station’s studio at 7000 Squibb Road, Mission, Kansas 66202 during regular business hours and on the contest page on the Station’s website at [www.989therock.com](http://www.989therock.com). **To the extent the general contest rules differ from these rules, these rules will govern and control with respect to this Contest.**

**How to Enter**

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1. No purchase necessary.
2. There are two ways to enter the Fall 2011 Harley-Davidson/Muscle Car Giveaway (the “**Contest**”):
  - a. ***Listen to Win:*** Listen to the Station between 6:00 a.m. (CT) and 11:59 p.m. (CT) beginning Monday, October 3<sup>rd</sup>, 2011 through Wednesday, November 23<sup>rd</sup>, 2011 (the “**Call-in Entry Period**”) for the KQRC Harley Key Sounder (the “**Sounder**”). Immediately after the Sounder is played in its entirety (and not in a promotional announcement for the Contest) the ninth (9<sup>th</sup>) caller received on the Station’s contest line (816) 576-7989 or (913) 576-7989 will be qualified to participate in the Grand Prize Harley Giveaway Event, subject to confirmation of eligibility and compliance with these Contest rules (each a “**Qualifier**”). If the Station does not receive at least 9 calls when the Sounder is played, there will be no Qualifier for that round. Station may choose to play the Sounder and solicit calls multiple times each day, but the Sounder will be played no more than 12 times per day. Up to, but no more than, 475 Qualifiers may be selected during the Call-in Entry Period. The contest will be played at least once per weekday (excluding holidays) during the Call-In Entry Period (Station may or may not conduct this Contest on particular weekend days or holidays, in its sole discretion). Only the actual contestant who calls in for the Contest play can be the Qualifier if that contestant is 9<sup>th</sup> caller after the Sounder is played in its entirety. Contestants cannot transfer or assign their qualifying spots to other persons. Listeners can opt-in to receive text messages from the Station containing approximate dates and times that the Sounder will be played on-air by texting “KEY” to 49891. However, listeners who opt-in to receive these text messages will receive no advantage in calling in to win. It is each Listener’s responsibility to check with their individual carrier as charges may apply to receive these text messages.
  - b. ***Entry Forms at Station Event(s):*** Between Monday, October 3<sup>rd</sup> and Wednesday November 23<sup>rd</sup>, 2011 the Station will host approximately twenty-five (25) on-site Station events (each, an “**Event**” and collectively, the “**Events**”) in the greater Kansas City, MO area (the “**On-site Entry Period**”). Dates, times, and locations of all Events will be announced on-air a minimum of two (2) days in advance of an Event. Persons desiring to enter must complete an official entry blank and deposit it in the official entry box during the announced Event times only at the announced location (no mechanical reproductions will be accepted), while supplies last only. At the end of each such Event the Station will

randomly select one (1) entry who will be qualified to participate in the Grand Prize Harley Giveaway Event, subject to verification of eligibility and compliance with these Contest rules (each a “**Qualifier**”). Entrants do not have to be present at time of each random drawing at each Event to win. Each potential Qualifier will be contacted by phone at the phone number provided in his or her entry within two (2) business days of random drawing at the particular Event in which a potential Qualifier is entered. If Station is unable to contact any potential Qualifier to notify such person that he or she has been selected as a Qualifier, such person's opportunity to participate as a Qualifier shall be forfeited. Station will only be required to leave one (1) message at the number provided in the potential Qualifier's entry form. If no answer or answering machine is reached, Station will not be obligated to attempt any further contact. However, Station reserves the right, in its sole discretion, to attempt to contact any potential Qualifiers more than once and shall not be required to attempt to contact all potential Qualifiers an equal number of times. Up to, but no more than, twenty-five (25) Qualifiers will be selected during the On-site Entry Period.

3. There may be up to, but no more than, 500 Qualifiers selected in this Contest.
4. In addition to being eligible to win the Grand Prize, all Qualifiers who are also registered members of the Rockaholic listener club (the “**Club**”) prior to 11:59 p.m. on Wednesday, November 23<sup>rd</sup>, 2011 (the “**Registration Deadline**”) are eligible to win the Bonus Prize, if they are the Grand Prize Winner (see below for details), subject to verification of eligibility and compliance with these Contest rules. **Membership is free.** To become a member of the Club go to [www.989therock.com](http://www.989therock.com).

## **How to Win**

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5. All Qualifiers, subject to verification of eligibility and compliance with these Contest rules, will be invited to participate in The Grand Prize Harley Giveaway Event (the “**Grand Prize Event**”). The Grand Prize Event will take place on Wednesday, December 7<sup>th</sup> 2011 at Harrah's VooDoo Lounge, located at 1 Riverboat Drive in Kansas City, Missouri.
6. **IN ORDER TO PARTICIPATE IN THE GRAND PRIZE EVENT, QUALIFIERS MUST ATTEND THE GRAND PRIZE EVENT IN PERSON AND CHECK-IN WITH STATION STAFF NO LATER THAN 7:00 PM (CT).** Qualifiers must check-in at The Rock Check-In Table (located at the front entrance of Harrah's VooDoo Lounge) between 5:00 p.m. (CT) and 7:00 p.m. (CT). Qualifiers must present a valid government-issued picture ID and will be required to sign a Release “as-is” at check-in. If a Qualifier has not checked-in and produced and executed all required documentation at The Rock Check-In Table by 7:00 p.m. (CT), such Qualifier will be disqualified and their opportunity to participate in any portion of the Grand Prize Event shall be forfeited. Qualifier spots are not transferable or assignable. Properly checked-in Qualifiers will be deemed “Finalists” in this contest.
7. Each Finalist will randomly draw a number and be given a wristband bearing that number, which will represent that Finalist's official number. Numbers will range from 1 to 500, or, in the case the total number of Finalists is less than 500, only up to the number of total Finalists will be assigned. This official number serves to designate the order in which each Finalist will line-up to participate in the Grand Prize Event. Finalists will then, in ascending numerical order, draw a key out of the official container as their official number is called and then will immediately use this key to attempt to open the locked box containing the keys to the Grand Prize (as described

below). The first Finalist whose key unlocks the box will be declared the Grand Prize Winner, subject to verification of eligibility and compliance with these Contest rules, and the Contest will be immediately over. There will be only one (1) Grand Prize Winner. No other Finalists will be permitted to try a key after that point. It is a possibility that not all Finalists will be able to try their key. However, all non-winning Finalists may choose to remain at the Grand Prize Event in the event no key unlocks the box and a random drawing has to take place to select the Grand Prize Winner (see immediately following paragraph).

8. In the event no Finalist unlocks the box with their key, then the Station will conduct a random drawing among all Finalists to select one (1) Grand Prize Winner, subject to eligibility and compliance with these Contest rules. **ANY FINALIST WHO HAS DEPARTED THE GRAND PRIZE EVENT WILL FORFEIT THEIR RIGHT TO PARTICIPATE IN THE DRAWING.** All Finalists then present will be eligible to participate in the drawing.
9. Participants hereby agree to strictly follow all instructions and directions given by Station personnel at the Grand Prize Event and understand that any intentional failure to comply with these Contest rules or procedures or instructions given by Station staff will result in immediate disqualification. In no event will any “deal-making” between participants be permitted. Station reserves the right to disqualify any person that it suspects has participated in or offered or accepted any type of “deal-making” with respect to this Contest.
10. Once a Grand Prize Winner is selected, if such person is a Club member, registered prior to the Registration Deadline he/she will also be awarded one of the two Bonus Prizes of their choice. In such an event, all references to “Grand Prize” in these rules shall include the “Bonus Prize.” If the Winner is not a Club member by the Registration Deadline then he/she will NOT win the Bonus Prize and such prize will remain the property of the Station. In such event, references to the “Grand Prize” in these rules shall refer ONLY to the Harley Davidson motorcycle described in Paragraph below.

#### **Prize(s)**

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11. The verified Grand Prize Winner will receive: one (1) 2012 Street Glide Harley Davidson motorcycle (the “**Grand Prize**”). In the event the verified Grand Prize Winner was a Club member by the Registration Deadline then the Grand Prize Winner will have the option of one of two additional prizes (each a “**Bonus Prize**” and together “**Bonus Prizes**”): one (1) 2011 Mopar Dodge Charger (the “**First Bonus Prize**”), or one (1) 2012 Jeep Wrangler Rubicon customized by Chux Trux (the “**Second Bonus Prize**”). The estimated retail value of the Grand Prize is \$19,499. The estimated retail value of the First Bonus Prize is \$47,670. The estimated retail value of the Second Bonus Prize is \$42,160. Only one (1) Grand Prize will be awarded. Only one (1) Bonus Prize will be awarded, if any. The verified Grand Prize Winner will have until 12:00 p.m. (CST) on Monday, December 12<sup>th</sup> to make a final decision on which Bonus Prize they would like to receive and will be required to complete and sign a Station Prize Election Form by that date. See other prize restrictions and requirements described in below.
12. **State sales tax must be paid by the Grand Prize Winner in accordance with state law, based on the estimated retail value of the Grand Prize, as awarded. SALES TAX AND OTHER GOVERNMENTAL FEES AND CHARGES MUST BE PAID BY THE WINNER TO THE APPROPRIATE AUTO DEALER(S) PRIOR TO BEING ENTITLED TO RECEIVE ANY PRIZE IN THIS CONTEST. Failure to do so within 30 days of the date that the Winner is advised that the vehicle(s) is ready for pick-up may result in forfeiture of the Grand Prize, in Station’s sole and unappealable decision. In both Kansas and Missouri, the actual sales**

tax rate is dependent on the home address of the taxpayer. If the winner resides in Kansas, and receives both the Grand Prize and a Bonus Prize, the required sales tax may be as much as \$4,500. If the Winner is a Missouri resident and receives both the Grand Prize and Bonus Prize, the sales tax may be as much as \$5,000. If the Grand Prize Winner is a Kansas resident and receives only the Grand Prize, the required sales tax may be as much as \$1,500. If the Winner is a Missouri resident and receives only the Grand Prize, the sales tax may be as much as \$2,000. These tax values are estimates only. Station does not guarantee that tax information contained in these Contest rules will accurately reflect the actual tax due from Winner upon receipt of Grand Prize. Contest participants are advised to contact their State Department of Revenue for actual sales tax rates and information. Sales tax must be paid by the Winner before any Grand Prize or Bonus Prize will be awarded.

13. Grand Prize Winner shall be solely responsible for obtaining and payment of any federal or state required registration, inspection, insurance coverage, and taxes for the Grand Prize and, if applicable, the Bonus Prize. Additional information regarding the warranty, pick-up/delivery, and additional information will be mailed to the Grand Prize Winner within three weeks of winning. Grand Prize Winner will be required to complete all relevant transfer documents for the Grand Prize at Worth Harley-Davidson in Kansas City, Missouri during regular business hours. Neither Station or Worth Harley-Davidson has made or is responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to such vehicle, including without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the vehicle.
14. In the event that Grand Prize Winner is awarded the Bonus Prize, he/she will be required to complete all relevant transfer documents at the entity designated by Station on dates and times designated by Station. Station nor the participating dealer has made or is responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to such Bonus Prize vehicle, including without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the Bonus Prize vehicle. BOTH BONUS PRIZE VEHICLES WILL HAVE ADDITIONAL MILES ON IT BY THE CONCLUSION OF THE PROMOTION BECAUSE THEY WILL BE DRIVEN FOR PROMOTIONAL PURPOSES DURING THE CONTEST AND COULD HAVE UP TO 2,000 MILES ON ITS ODOMETER.. BONUS PRIZE MUST BE ACCEPTED "AS-IS."
15. Odds of winning depend on total number of eligible entries received. Odds of becoming a Qualifier through an on-air call-in depend, in part, on the number of callers at the time the calls are solicited and the order in which the calls are answered. Odds of becoming a Qualifier through a Station Event depend, in part, on the number of entries received at that particular Event. Odds of a Qualifier winning the Grand Prize depend on the total number of eligible Qualifiers who attend the Grand Prize Event who are timely checked-in but shall in no event exceed 1:500.

### **Sponsors**

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16. The sponsors of this contest are: Entercom Kansas City, LLC, Worth Harley-Davidson North, Harrah's Riverboat Casino, New Century Dodge Chrysler Jeep, Chux Trux and Captain Morgan.
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**Miscellaneous**

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- 17. In order to be eligible as a Qualifier, all entrants must be 21 years of age or older by Monday, October 3<sup>rd</sup>, 2011.
- 18. Any persons who have won any KQRC Harley/Muscle Car contest in the past are not eligible to be Qualifiers or win any prize in this contest.
- 19. Notwithstanding anything to the contrary in the Station's general contest rules:
  - a. No person may be a Qualifier in this contest more than once, regardless of the mode of entry (only the first chronological qualification will count, any subsequent qualifications will be deemed disqualified), and
  - b. You may enter as often as you like, provided, however, that all on-site entries must be handwritten and must be submitted no later than the end of the event at which the entry form was obtained and otherwise fully complies with the requirements of the contest rules applicable to this Contest.
- 20. In the event that the Grand Prize Event needs to be rescheduled for any reason, such postponement will be announced on air and on the Station's website. It is the sole responsibility of each Qualifier to check the website and/or listen on-air for cancellation and/or rescheduling information. Notwithstanding the foregoing, Station may (but is not obligated to) send a written, email or telephonic notice to Qualifiers regarding any necessary rescheduling of the Grand Prize Event with the rescheduled date/time but in no event will Station or Sponsors have any liability or responsibility for any Qualifier's failure to receive the message for any reason or any Qualifier's inability to attend the event on the rescheduled date (and no alternative opportunities will be offered).

**Qualifier Acknowledgement**

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I have read, understood, accepted and agreed to all of the above rules, regulations, terms and conditions for participating in this Contest.

**QUALIFIER'S NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**HOME PHONE** \_\_\_\_\_ **WORK PHONE** \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

**WITNESSED** \_\_\_\_\_