

ROAD TO THE FINAL POUR 2023! EXECUTION AND SPECIFIC CONTEST RULES...

Cheers to beer and the men and women who serve it! For the 2nd year, Classic Rock, 92.1 serves up a new twist on your bracket challenge. Let's have some fun and raise your glass to the Road to the Final Pour!

What It Is: Who's the best bartender in the Bluegrass? Let's find out! Eight of Central Kentucky's best bartenders go head to head in a bracket-style competition to see who is Kentucky's favorite bartender!

How Does It Work?

Introduction: March 15th we'll post a video with last year's winner, Whitney. On Thursday, March 16th the top 8 contestant's videos and photos will be posted on Facebook. Listeners will have a chance to 'get to know' the bartenders before they cast their vote, which begins Friday the 17th.

Round 1: March 17th – 22nd . The 8 bartenders will be posted on the contest app. Listeners will vote on their favorite bartender. The top bartender in each bracket on March 19th will advance to round two..

Round 2: March 22nd – March 27th. Brackets advance to the final four bartenders!

Round 3: March 28th – April 2nd. The top two finalists compete to see who makes it to the Final Pour!

Monday, April 3rd – the Grand Prize winner is announced! The Grand Prize winner and runner up will receive a cash prize.

Once the brackets advance to the final four, we'll post a second video in which each of the four bartenders make their favorite drink. These videos will also have a link to the contest and above listed hashtags and sponsor tags.

Each participating bar/restaurant will receive a poster featuring their bartender and a 'Vote for Me' QR code on the poster redirecting patrons to the contest page so they can support their favorite bartender!

First Place bartender receives \$1000, 2nd place \$500 and 3rd and 4th place get \$250 each!

No Purchase Necessary

Voters can vote once every five minutes.

We Monetize/Clarks Pump N' Shop/The Contestants/Staff of Classic Rock 92.1 are not eligible to vote...