



WBQB OFFICIAL RULES: FALL SECRET SOUND CONTEST 2024

ELIGIBILITY: NO PURCHASE NECESSARY. Contest is only open to residents of the United States, who are eighteen (18) years or older on date of entry and abide by these Official Rules.

- **There is a limit of one (1) prize per household in this Contest.**
- **If you or someone in your household won a prize of \$500 or more in a B101.5-sponsored contest in the past thirty (30) days (counting backwards from 10/28/24) you are not eligible to win a prize in this Contest.**

This Contest is void where prohibited by law, rule, regulation or ordinance. Employees and directors of Centennial Broadcasting II, LLC, d.b.a. WBQB (B101.5), their affiliated companies, participating Sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing agencies (and their immediate family members and those living in the same households) are ineligible. By participating, you agree to these Official Rules and to the decisions of the judges which are final and binding in all respects. Centennial Broadcasting II, LLC, d.b.a. WBQB assumes no responsibility whatsoever for any telephone charges, whether long distance, local toll, wireless or data use charges incurred by a contestant participating in this promotion.

SPONSOR: Centennial Broadcasting II, LLC, d.b.a. WBQB and B101.5 (“B101.5” or “Sponsor”) is the sole sponsor of this FALL SECRET SOUND CONTEST 2024 (“Contest”) that is responsible for awarding designated prize(s) to the verified winner(s) of the contest. Any advertisers of B101.5 identified as participating advertisers may have contributed to the available prizes in this Contest, but B101.5 is solely responsible for operating the Contest.

WHEN AND HOW TO PLAY:

This Contest will run weekdays (Monday through Friday only) starting Monday 10/28/24 and continuing through Friday 12/13/24, but excluding Thursday 11/28/24 and Friday 11/29/24 (Thanksgiving holiday) (“Contest Period”). If three (3) or more \$1000 prizes have been awarded prior to 12/13/24, Sponsor may end the Contest Period early.

During the Contest Period, B101.5 will reveal a “Secret Sound” on air a minimum of six (6) times each weekday. In addition, listeners who have downloaded the B101.5 app (free to download via the Apple® and Google® app stores), and have enabled notifications, will also receive push notifications indicating a single “bonus money” amount available each weekday morning during the Contest Period. Push notifications will be sent at approximately 7am each weekday morning. The “bonus money” amount will change each weekday during the Contest Period. The same Secret Sound will be repeated until someone correctly identifies it

during the Contest Period.

When the Secret Sound plays on-air, listeners must be caller number 10 after the sound plays to have the opportunity to identify the Secret Sound and win a prize of \$1000. Winning the available prize is contingent on: (1) being the 10th caller, and (2) correctly identifying the then-current Secret Sound (one answer only; multiple answers are not permitted).

If the Secret Sound has been correctly identified that same entrant will then be asked if they can identify that day's "bonus money" amount (if offered that day) (one answer only; multiple answers are not permitted). If the entrant is successful in identifying the "bonus money" amount, they will win the additional amount along with the \$1000 prize as a single combined prize. Total amounts will vary. If the entrant has correctly identified the Secret Sound but is unable to identify that day's "bonus money" amount, they will still win \$1000, but not the additional "bonus money". A 10th caller that fails to correctly identify the Secret Sound will not win and will not have the opportunity to identify the "bonus money" prize amount, but they may try to call in again.

When the prize in play is a \$1,000 prize, it will not be necessary to correctly state the amount of the prize to be able to claim it, but correctly identifying the Secret Sound and being a 10th caller still apply as conditions to claim the \$1,000 prize.

In some instances, if so announced for a given day, the prize could be a combined \$1,000 prize and opportunity to claim a "bonus money" prize (subject to correctly stating the amount of the available bonus money prize), all of which together will be considered one prize.

Sponsor's time keeping device is the official time keeping device for purposes of this Contest, including any tie-breaker decisions. Sponsor will appoint a panel of qualified judges to judge who is the applicable 10th caller (being the first caller to have their call "get through" to B101.5 following airplay of the Secret Sound on B101.5 on a weekday during the Contest Period). **B101.5 reserves the right to record all incoming phone calls and play them back on the air.**

PRIZE(S): Sponsor will award money prizes in this Contest; at least one (1) money prize will be available each weekday during the Contest Period (provided that unwon prizes may not be awarded or may "roll over" to another day, in Sponsor's discretion). Up to three (3) winners will have the opportunity to each win a \$1,000 amount during the Contest Period. All available money prizes will be announced daily during the Contest Period on-air and via the B101.5 app. Stay tuned! In some instances, the opportunity to win the \$1,000 amount may be paired with the opportunity to win the "bonus money" prize as a single prize opportunity. The "approximate retail value" of each prize is the same as the announced money amount of the prize (all in U.S. Dollars).

As indicated in "WHEN AND HOW TO PLAY" above, winning the available prize on a weekday during the Contest Period is contingent on being the 10th caller and correctly identifying the then-current Secret Sound and possibly the amount of the then-available bonus money prize, as directed. **All persons meeting the criteria to "win" a prize are only potential winners until their eligibility to be a winner is confirmed by Sponsor, which may not be possible in "real-time" or "on-air."**

Every money prize will be paid in the form of a check. A winner adjacent to B101.5 in Central Virginia can claim in person and mailed to other winners as mutually agreed between such person and Sponsor. Checks will be available within 15 to 20 days of the end of the Contest for pick up on a weekday during Sponsor's business hours. Sponsor will not replace lost, stolen, or damaged checks.

RESTRICTIONS: Limit one (1) winner per household in this Contest. Sponsor, its affiliated companies, participating sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing agencies, and any other companies involved with or otherwise providing services related to this Contest, are not responsible for any undeliverable messages, dropped calls, failure of any electronic equipment, computer, internet, phone or mobile transmissions and/or network connections, nor are they responsible for any inaccuracies in information in connection with the Contest, or for any technical or human error which may occur in the processing of attempted calls by contestants. Sponsor reserves the right to suspend, discontinue, change, extend, halt and/or restart the Contest at any time if the Contest cannot be administered as planned or due to circumstances beyond Sponsor's control. Any such changes will be reflected in an update to these Official Rules. Entrants should not use bots or non-human intervention (e.g., computerized entry software) to enter; entrants who do so risk disqualification.

UNCLAIMED PRIZES NEED NOT BE AWARDED. Prize(s) will only be awarded upon winner verification of eligibility to claim a prize under these Official Rules. If for some reason a given weekday during the Contest Period fails to elicit a 10th caller or fails to elicit a 10th call that correctly identifies the Secret Sound that day, or the correct amount of the bonus money prize for that day, the prize for that day may not be awarded. Decisions of judges in this Contest are final. Taxes, fees or other charges in connection with claiming or using a prize, if any, are the sole responsibility of winner(s). By accepting a prize, winner(s) release and discharge Sponsor, its affiliated companies, participating sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing agencies, and any other companies involved with or otherwise providing services related to this Contest, and all their respective employees, officers, directors, representatives and agents from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of any prize or from participation in this Contest. Any prize not claimed within thirty (30) days of notification to a potential winner that they are the potential winner will be forfeited and become property of Sponsor.

Contest or promotional winnings the same person in one calendar year, valued at more than \$599.99 alone or in the aggregate, will be reported by Sponsor to the IRS and state and local governments in accordance with applicable law. Winner(s) are solely responsible for any tax implications of winning a prize.

NOTIFICATION AND AWARDED OF PRIZE(S): Potential winners may be requested to sign and return an Affidavit of Eligibility and Publicity/Liability Release ("Affidavit"), within ten (10) days of receipt, as a condition to claiming a prize. The Affidavit must be completed in full and may be accompanied by a request to complete and return IRS Form W-9 (Request for Tax Payer Identification Number). The information in the potential winner's Affidavit and any Form W-9 must be complete and correct and must match any information provided in potential winner's entry and/or in their government-issued photo ID, or potential winner

may be disqualified. If potential winner cannot be contacted, is ineligible, fails to claim a prize or fails to return the completed and executed Affidavit/Form W-9 as required, or if a prize notification or prize is returned as undeliverable, prize will be forfeited. Unclaimed prizes need not be awarded.

PUBLICITY RELEASE. By accepting a prize, a winner, except where prohibited by law, grants Sponsor, Sponsor's designees and their affiliated companies the right to use the winner's name, likeness, picture, portrait, hometown, voice, biographical information and written submissions and written or oral statements in connection with the Contest, for advertising and promotional purposes without additional compensation, notice or review.

WINNER VERIFICATION. Prize will be awarded upon confirmation of potential winner's eligibility. Potential winner must present his/her government-issued photo ID as directed by Sponsor. Potential winners will be contacted by phone call or email in Sponsor's discretion.

LIMITS ON LIABILITY. By accepting a prize, each winner releases Sponsor and its parents, subsidiaries, affiliates, related companies, agents, employees, offices, shareholders, suppliers, licensees, and retailers and their advertising, contest and production companies and agencies (collectively, "Released Parties") from any and all liability for any loss, harm, damages, cost or expense, including without limitation property damage, personal injury and/or death, arising out of participating in this Contest, use or misuse of any prize, merchandise delivery and violation of publicity rights.

The Released Parties are not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic, including those resulting from the efforts of hackers. Persons found tampering with or abusing any aspect of this Contest, as solely determined by the judges, will be disqualified. If disqualified for any of the above abuses, Sponsor reserves the right to terminate a contestant's eligibility to participate in this and other contests of Sponsor. In the event any portion of this Contest is compromised by virus, bugs, hackers, non-authorized human intervention or other causes beyond the control of Sponsor, which corrupts, or impairs the administration, security, fairness or proper play of the Contest, Sponsor reserves the right, at its sole discretion, to suspend or terminate the Contest.

WINNERS' LISTS: For a Winners List or copy of these Official Rules, send your request with a self-addressed, stamped envelope for receipt by March 13, 2025 to **Winners' List - Fall Secret Sound Contest 2024**, c/o WBQB (B101.5), 1914 Mimosa Street, Fredericksburg, VA, 22405.

These Official Rules govern this Contest; this Contest has its own rules and is not subject to any general contest rules on www.b1015.com or in the B101.5 mobile app.