

**98.9 The Rock**  
**2021 Harley-Davidson / Trip to Sturgis Giveaway**  
**Official Contest Rules**

These contest rules are specific to the above contest conducted by Audacy Kansas, 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 website at [www.989therock.com](http://www.989therock.com). **As a preventative measure in light of the COVID-19 (Coronavirus) pandemic, copies of the specific contest rules and the Station’s general contest rules will not be available at the Station’s studio. 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 or payment of any kind is necessary to enter or to win.
2. There are three (3) ways to enter the 2021 Harley-Davidson / Trip to Sturgis Giveaway (the “**Contest**”):
  - a. **Call-in Method of Entry:** Each weekday (*i.e. Monday-Friday only, excluding weekdays and holidays*) from Monday, June 14, 2021 through Thursday, July 29, 2021 listen to the Station weekdays between 6:00am (CT) and 10:00am (CT) (the “**Call-in Entry Period**”) for the KQRC Harley Key announcement to call (the “**Call-In Announcement**”). Immediately after the Call-In Announcement airs, the 9th caller received on the Station’s contest line at (913 or 816) 576-7989 will win one (1) Qualifying Prize (*as described in Section 6 below*) and will be qualified to win the one (1) Grand Prize (*as described in Section 7 below*) in this Contest, subject to confirmation of eligibility and compliance with these Contest rules (each a “**Call-in Qualifier**”).
    - i. There will be up to, but not more than, seventy (70) Call-In Qualifiers in this Contest.
    - ii. **WARNING! ONLINE LISTENERS TO STREAMED BROADCASTS MAY EXPERIENCE A LAG IN TRANSMISSIONS DUE TO BUFFERING LIMITATIONS. CONTEST PARTICIPANTS SHOULD NOT RELY ON STREAMED BROADCASTS FOR CONTEST ENTRY.**
    - iii. **CALLS TO ANY PHONE NUMBER OTHER THAN THE STATION’S CONTEST LINE AT (913 OR 816) 576-7989 WILL NOT BE ACCEPTED FOR ENTRY TO THIS CONTEST.**
  - b. **Text-in Method of Entry:** From Monday, June 14, 2021 through Thursday, July 29, 2021 listen to the Station weekdays between 10:00am (CT) and 11:59pm (CT) and weekends between 12:00am (CT) and 11:59pm (CT) (the “**Text-in Entry Period**”) for the KQRC Harley Key announcement to text a unique keyword to the Station’s SMS shortcode at 49891 (the “**Text-In Announcement**”). Immediately after the Text-In Announcement is made and until either 98 text entries have been received by the Station or fifteen (15) minutes have passed since the Text-in Announcement was made by the Station, whichever happens first, text the correct announced keyword to the Station’s SMS shortcode (49891) as many times as you wish (a “**Text-In Contest Play**”). The entrant who sends the 98th text with the correct announced keyword for that particular Text-In Contest Play will win one (1) Qualifying Prize (*as described in Section 6*

*below*) and be qualified for the chance to win the one (1) Grand Prize (*as described in Section 7 below*) in this Contest, subject to confirmation of eligibility and compliance with these Contest rules (each a “**Text Qualifier**”).

- i. There will be up to, but not more than, two-hundred and thirteen (213) unique Text Qualifiers in this Contest.
  - ii. If the Station does not receive at least 98 text entries during any one Text-In Contest Play, there will be no Text Qualifier for such Text-In Contest Play.
  - iii. **WARNING! ONLINE LISTENERS TO STREAMED BROADCASTS MAY EXPERIENCE A LAG IN TRANSMISSIONS DUE TO BUFFERING LIMITATIONS. CONTEST PARTICIPANTS SHOULD NOT RELY ON STREAMED BROADCASTS FOR CONTEST ENTRY.**
  - iv. The Station has no obligation, liability, or responsibility whatsoever if individuals who do not hear a particular Text-in Announcement receive the Contest entry keyword(s), SMS shortcode, or particular time of entry from any third parties such as other listeners. Station not responsible for text messages mistakenly sent to SMS short codes other than station’s SMS shortcode. Station will not post Contest entry keyword(s) on its website, provide Contest entry keyword(s) on any social media platform or by any other electronic means, or reveal Contest entry keyword(s) over the telephone on any of the station telephone numbers. Entrants utilizing the Text-in Method of Entry may receive bounce back texts from Stations with information about subsequent plays of the Contest but they will receive no “extra” information that is not otherwise available to the public. For text entries, standard message and data rates may apply (fees may apply even for any bounce-back message you receive) check with your carrier before entering, terms and conditions available at <http://bit.ly/15FDy2P>, text STOP to cancel, text HELP for help.
- c. **On-Site Method of Entry:** Beginning Monday, June 14, 2021 through Sunday, July 25, 2021 there are two (2) ways to enter at participating On-Site Sponsor locations (collectively, the “**On-Site Entry Period**”):
- i. Beginning Monday, June 14, 2021 through Thursday, July 22, 2021 register at Worth Harley-Davidson located at 9400 NW Prairie View Road in Kansas City, MO 64153 during their normal business hours. All On-Site entries must be received by 6:00pm (CT) on each Thursday to be eligible for that week’s drawing. At approximately 12:00pm (CT) on each Friday during the On-site Entry Period (June 18, 2021, June 25, 2021, July 2, 2021, July 9, 2021, July 16, 2021, July 16, 2021 and July 23, 2021) one (1) On-Site entry will be randomly selected by the Station from all eligible On-site entries received by 6:00pm (CT) on the Thursday before each drawing to receive a Qualifying Prize (*as described in Section 6 below*) and additionally will be qualified for a chance to win the Grand Prize (*as described in Section 7 below*), subject to verification of eligibility and compliance with these Contest rules (each an “**Worth Harley-Davidson On-Site Qualifying Prize Winner**”. On-site entries will only be included in the one (1) drawing they were received before. On-site entries will NOT roll over or be included in any subsequent drawings in this Contest. Each Worth Harley-Davidson On-site Qualifying Prize Winner’s name will be announced on-air the following week on The Johnny Dare Morning Show and each Worth Harley-Davidson On-site Qualifying Prize Winner will also be notified of winning by telephone at the

phone number listed on their On-site entry form. On-site Qualifying Prize Winners do not need to be listening to the Station to win. The On-site dedicated collection box will be emptied on each Friday morning for each new week in this Contest, and any entries for previous contesting weeks will not be included in the current week. Seven (7) total entries will be randomly selected via as Worth Harley-Davidson On-Site Qualifying Prize Winners in the Contest.

- ii. Beginning Monday, June 21, 2021 through Sunday, July 25, 2021 visit any one (1) or more of the locations listed in Exhibit A attached to these rules and incorporated herein by this reference (each, an **“On-Site QR Entry Location”**) during their regular business hours ONLY, look for the Budweiser Harley Trip to Sturgis QR Display, scan the QR code, then completely fill out all required fields in the online entry form and hit SUBMIT. On Monday, July 26, 2021, up to ten (10) On-Site QR entries will be randomly selected from all On-Site QR entries received to win a Qualifying Prize (*as described in Section 6 below*) and be qualified for the chance to win the one (1) Grand Prize (*as described in Section 7 below*) in this Contest, subject to confirmation of eligibility and compliance with these Contest rules (each, an **“On-Site QR Qualifier”**).
  - iii. All locations on where displays are located to register will be listed on the Harley Trip to Sturgis contest page on [www.989therock.com](http://www.989therock.com).
  - iv. There will be up to, but not more than, seven (7) Worth Harley-Davidson On-Site Qualifying Prize Winners and up to, but not more than ten (10) On-Site QR Qualifying Prize Winners in this Contest, collectively referred to herein as the **“On-Site Qualifiers”**. There will be up to a total of seventeen (17) On-Site Qualifiers in this Contest.
3. All Call-In, Text and On-site Qualifiers are collectively hereafter referred to as **“Qualifier(s)”**. **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). QUALIFIERS CANNOT TRANSFER OR ASSIGN THEIR QUALIFYING SPOTS TO OTHER PERSONS.** Station will only be required to leave one (1) message at the number provided through or in the potential Qualifier’s entry. If no answer or answering machine is reached or the number is wrong or disconnected, 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.
4. There may be up to, but not more than, three hundred (300) Qualifiers in the aggregate in this Contest consisting of (i) up to, but not more than, seventy (70) Qualifiers from the Call-In Method of Entry, (ii) up to, but not more than, two-hundred and thirteen (213) Qualifiers from the Text-In Method of Entry, and (ii) up to, but not more than, seventeen (17) Qualifiers from the On-site Method of Entry.

### **How to Win**

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5. On Friday, July 30, 2021 at approximately 7:30am (CT) one (1) Qualifier will be randomly selected from among all of the up to 300 Qualifiers in this Contest to become the one (1) Grand Prize Winner, subject to verification of eligibility and compliance with these Contest rules, to win the one (1) Grand Prize in this Contest (the **“Grand Prize**

**Winner”)**. Station will announce the name of the one (1) potential Grand Prize Winner and/or attempt to call the potential Grand Prize Winner at approximately 7:30am (CT) on Friday, July 30, 2021 The Grand Prize Winner need not be listening or answer their phone in order to win. **In the event the potential Grand Prize Winner does not answer the phone when the Station calls, the Station will leave a voicemail and the potential Grand Prize Winner shall have until 5:00pm (CT) on Friday, July 30, 2021 to call the Station back. If the potential Grand Prize Winner does not call the Station back by 5:00pm (CT), such potential Grand Prize Winner shall be disqualified and will not be eligible for any prize in this Contest.** Should the potential Grand Prize Winner not meet the eligibility requirements or become disqualified for any other reason, an alternate Grand Prize Winner may be selected by Station, but in the event such alternate Grand Prize Winner does not meet eligibility requirements or is disqualified, no grand prize will be awarded in this Contest.

**Prize(s)**

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6. Up to three hundred (300) Qualifiers in this Contest will each receive one (1) digital download of Jackyl's CD/DVD album "Family Reunion: Live in Kansas City" valued at \$15.00 courtesy of Mighty Loud Entertainment (each a **"Qualifying Prize"**).
7. The one (1) verified Grand Prize Winner of the Contest will receive the one (1) Grand Prize in this Contest, valued at approximately \$22,999.00 and consisting of the following (the **"Grand Prize"**):
  - a. One (1) 2021 Low rider S with an MSRP of \$19,999.00 (VIN# 1HD1YWK11MB026668);
  - b. Five Hundred Dollars (\$500.00) awarded to the Grand Prize Winner in the form of a company check made payable to Grand Prize Winner, which will be available for pick-up within thirty (30) days after winner can be confirmed and completed all required paperwork;
  - c. Standard double-occupancy cabin accommodations (room only -- no meals or incidental expenses included) for the Grand Prize Winner and one (1) guest (21 years of age or older) at the Pappy Hoel Camping Ground at Full Throttle Saloon for four (4) nights (August 11, 2021 – August 14, 2021), valued at approximately \$2,500.00. The cabin accommodations also include full admission to the Sturgis Motorcycle Rally. WINNER AND TRAVEL GUEST ARE RESPONSIBLE FOR ALL TRAVEL TO AND FROM FULL THROTTLE SALOON AND FESTIVAL. Trip cancellation insurance, meals, gratuities and all other expenses not specified herein are solely the Grand Prize Winner's responsibility. If the potential Grand Prize Winner cannot accept prize as stated, Grand Prize will be forfeited and an alternate Grand Prize Winner may be chosen, in Station's sole discretion and time permitting, in a random drawing of all Finalists. Other significant restrictions may apply.
8. **THE GRAND PRIZE WINNER IS SOLEY RESPONSIBLE FOR THE PAYMENT TO WORTH HARLEY-DAVIDSON OF ANY AND ALL APPLICABLE STATE SALES TAX, DELIVERY FEES, TITLE AND REGISTRATION FEES, AND ANY OTHER CHARGES PRIOR TO BEING ENTITLED TO RECEIVE THE HARLEY IN THIS CONTEST.** Failure to do so within 30 days of the date that the Winner is advised that the Harley-Davidson is ready for pick-up may result in forfeiture of this portion 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 Grand Prize Winner resides in Kansas, the required sales tax of this portion of the Grand Prize may be as much as \$2,000.00. If the Grand Prize Winner

resides in Missouri, the required sales tax may be as much as \$1,200.00. **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**

9. 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. 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 nor Worth Harley-Davidson has made or will be 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.
10. Odds of winning a Qualifying Prize on-air depends on the number and order of phone calls received. Odds of winning a Qualifying Prize via text entry depend on the number and order of text entries received after each Text-In Contest Play airs. Odds of winning a Qualifying Prize on-site depend on the number of entries received for each drawing. Odds of a Qualifier winning the Grand Prize depend on the total number of eligible Qualifiers but shall in no event exceed 1:300.

#### **Sponsors**

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11. The sponsors of this Contest are Audacy Kansas, LLC, Worth Harley-Davidson, Anheuser-Busch St. Louis MO, Mighty Loud Entertainment and Jesse James Spirits.

#### **Miscellaneous**

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12. In order to be eligible as a Qualifier, all entrants must be twenty-one (21) years of age or older as of June 14, 2021.
13. Any persons who have won a KQRC Harley Trip to Sturgis Contest in the past ten (10) years are not eligible to be Qualifiers or Finalists or win any prize in this Contest.

## **Exhibit A**

1. **The Other Place**  
7324 W. 80th St., Overland Park, KS 66204
2. **Twin Peaks**  
14805 W. 119th St., Olathe, KS 66062
3. **Tool Shed**  
14940 E. 40 Hwy., Kansas City, MO 64136
4. **The Bar**  
428 SW Ward Road, Lee's Summit, MO 64081
5. **The Landing**  
1189 W. Kansas St., Liberty, MO 64068
6. **The Sandbox**  
509 NW Barry Rd., Kansas City, MO 64155
7. **Kobi's Bar and Grill**  
113 Oak St., Bonner Springs, KS 66012
8. **Mason Jar Brew and Burgers**  
941 N. 74th Dr, Kansas City, KS 66112
9. **Headlights**  
1036 N. Agnes Ave., Kansas City, MO
10. **Knuckleheads**  
2715 Rochester Ave., Kansas City, MO