



“HOT 96.9 Secret Cash Contest” OFFICIAL CONTEST RULES

These rules apply to the HOT 96.9 Secret Cash Contest (“Contest”) conducted by Beasley Media Group, LLC d/b/a HOT 96.9/WBQT-FM (“Station”). **In addition, the General Contest Rules posted at HOT969Boston.com apply to this Contest. If there is a conflict between the General Contest Rules and the Rules for this Contest, the Rules for this Contest shall control.**

1. HOW TO ENTER

- a. The Contest will begin on Thursday, October 24, 2024, and end on Wednesday, November 6, 2024.
- b. To participate in the Contest, listen to the Station each weekday beginning on Thursday, October 24, 2024 and ending on Wednesday, November 6, 2024 between the hours of 8:00am Eastern Time (“ET”) and 5:00pm ET for the Secret Song of the Day (the “Song”) to play in the pre-selected Contest hour, as instructed on a mailer sent to listeners in select Boston metro area zip codes, which will serve as the cue to enter. When the Song begins in the designated Contest hour, text the Keyword provided on the mailer to **833-973-0969**. Message and data rates may be charged by your wireless carrier. The Station is not responsible for any fees incurred by you for this method of entry. Text message and any mobile device entries will be deemed made by the authorized account holder of the mobile account submitted at the time of entry. The authorized account holder is the natural person who is assigned to the text or mobile telephone number by a telecommunications provider, or other organization that is responsible for assigning such numbers. By initiating a text message to the Station in this contest, you also expressly consent to the receipt of a reply message confirming your entry and notification via text if you are selected to be a winner. There will be no cue to enter on-air as part of this Contest. **If a Song is aired outside of the pre-selected, designated Contest hour, it will not be considered a cue to enter.**

Only one (1) entry per person per day is permitted. Multiple entrants are not permitted to share the same telephone number. Entrants are not permitted to use multiple telephone numbers. The deadline to enter the Keyword is five (5) minutes past the airing of the cue to enter. Any text message received after five (5) minutes past the cue to enter or any text message with the incorrect Keyword will be disqualified. Up to one (1) winner will be selected for each “cue to enter” as described below in Section 4.

- c. There will be up to a total of ten (10) winners selected in the Contest.

2. ELIGIBILITY RESTRICTIONS

- a. This Contest is open to all Station listeners who are 18 years of age or older as of the date of entry into the Contest, who are legal US residents and reside in MA, NH and RI, except where prohibited by law. Winners must possess a valid, government-issued ID and show proof of residency to verify eligibility.
- b. **Only members of the household who this mailer is addressed to are eligible to participate in the Contest.**
- c. **There is no limit to the number of times a listener may win in this Contest.**

3. PRIZES

- a. Up to ten (10) prizes will be awarded in this Contest. Each prize consists of five hundred dollars (\$500) in the form of a company check issued in the name of the winner. Approximate Retail Value (“ARV”) of each prize is \$500.

No check will be awarded, processed, or mailed until winner has claimed the prize at the Station, presented all required documentation, and signed all required releases and tax forms. Checks will then be issued within approximately eight (8) weeks following confirmation of eligibility and completion of all requisite releases and IRS forms.

- b. Prizes or prize certificates must be claimed as described by the Station at the time of winning. Failure to claim Prize by the specified time will result in forfeiture of the prize. It is the winner’s sole responsibility to claim the Prize or prize certificate within the timeline provided in these Official Rules. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its arrival. The Station is not responsible for the safe arrival of a prize or prize certificate.

4. SELECTION OF WINNERS

- a. Up to ten (10) total winners will be selected as follows.

Up to one (1) winner will be selected each weekday beginning on Friday, October 26, 2024, and ending on Thursday, November 7, 2024, at approximately 10:00am ET in a Station-conducted random drawing from all eligible text message entries received on the previous weekday. Potential winner will be notified by phone promptly following the random drawing.

- b. Odds of winning depend on the number of eligible text message entries received for each random drawing.
- c. Entrants must listen to the Station but need not be present to win.
- d. Winner must confirm acceptance of prize within fifteen (15) minutes of winning, or

risk disqualification and selection of an alternate winner (time permitting) in a random drawing of all remaining eligible text message entries from the respective entry pool.

- e. Decisions of Station management with respect to the Contest are final.

5. CONDITIONS

- a. The Station reserves the right to end any contest or amend these rules upon announcement on air and by publication at www.hot969boston.com.
- b. For website contests: By use of the Station's website and by entering this Contest, entrants agree to the Station's Terms of Service Agreement and to the use of Personal Information as stated in the Privacy Policy located at www.hot969boston.com.
- c. Copies of the written Contest rules and a list of all winners are available during regular business hours at the main studio of the Station, 1075 Main Street, Suite 300, Waltham, MA 02451, or by sending a self-addressed, stamped envelope to the Station.