

## **SPECIFIC RULES FOR ROOTS PICNIC 2024 SWEEPSTAKES**

In addition to the General Rules posted on the website for Station, which is owned and operated by the Company, the following Specific Rules apply to this Promotion. Please consult those General Rules in addition to these Specific Rules. All capitalized terms not defined in these Specific Rules will have the meanings established in the General Rules. In the event there is a discrepancy or inconsistency between those General Rules and these Specific Rules, these Specific Rules shall control. The General Rules and these Specific Rules shall be collectively referred to as the "Official Rules".

### **PROMOTION DESCRIPTION:**

- Station: WWIN-FM owned and operated by: Urban One, Inc. d/b/a Radio One Baltimore
- Promotion: Roots Picnic 2024 Sweepstakes
- Promotion Period: The Promotion begins on Monday, May 6, 2024, and ends on Friday, May 17, 2024
- Entry Methods: There is one (1) Entry Method: During the Promotion Period, eligible participants may register for this Promotion Online via the Station's website at [www.magicbaltimore.com](http://www.magicbaltimore.com).
- Number of Entries: Participants may submit no more than one (1) Entry.
- Entry Period: All Entries must be received by the Station by 11:59PM ET on Friday, May 17, 2024.
- Number of Winners: There will be one (1) winner (the "Winner") for this Promotion.
- Winner Selection: The Winner will be selected randomly from among all eligible entries received electronically on Monday, May 20, 2024.

**The Station shall contact the Winner via EMAIL by no later than 5:00PM ET on Monday, May 20, 2024, and the Winner must respond to the Station' email by no later than 5:00PM ET on Tuesday, May 21, 2024.** In the event a Winner fails to respond to the Station's initial communication by 5:00PM ET on Tuesday, May 21, 2024, the Station, in its sole discretion, may forfeit the Winner's Entry and select another entrant as the Winner if time permits.

- Prize (ARV): There is one (1) prize package, which has an approximate retail value ("ARV") of Nine Hundred Ten Dollars, and consists of the following elements:
- One (1) pair of General 2-Day Admission Tickets ("Concert Tickets"), to the Roots Picnic (the "Event") to be performed at The Mann Center, located at 5201 Parkside Avenue, Philadelphia, PA 19131 (the "Venue"), on Saturday, June 1 – Sunday, June 2, 2024 (ARV \$360)
  - One (1) Gift Gard, valued at Two Hundred Fifty Dollars (ARV \$250); and
  - Two (2) night's hotel accommodations for two (2) at a hotel of the Prize Provider's choosing, which shall be within close proximity to the Event (ARV \$300)

*(Total ARV \$910 – subject to hotel rates and fluctuations)*

Prize Claim: Unless otherwise stated herein, all Concert Tickets won in this Promotion must be claimed at the Venue's box office and/or will call. Upon arrival at the Event, the Winner and his or her guest may be required to display a government-issued ID, which may be needed to confirm their identities as the Winners of the Concert Tickets.

Unless otherwise stated herein, all gift cards won in this Promotion shall be electronically sent to the Winner and are subject to terms and conditions of the issuer.

All information regarding the Winner's hotel accommodations shall be emailed. The Station shall coordinate Prize claim with the Winner as necessary.

Prize Provider: Donna Eichmeyer, Vice President – Regional Marketing  
Live Nation Concerts, Northeast Division  
225 Liberty Street  
New York, NY 10281  
P: (518) 281-5675

**ADDITIONAL PRIZE TERMS & CONDITIONS:**

This Promotion is only open to entrants who are legal citizens of the United States, residing within the Baltimore, MD metropolitan area, and twenty-one (21) years of age or older as of the commencement of the Promotion Period.

Winner must be available to physically attend the Event on Saturday, June 1 – Sunday, June 2, 2024. If the Winner is either unable or unwilling to physically attend the Event on Saturday, June 1 – Sunday, June 2, 2024, he/she accepts and acknowledges that his or her Entry will be forfeited. It will be at the sole discretion of the Station to determine if another entrant is to be selected as a Winner if time permits. No substitute prizes will be given if any Winners are not available at the locations, dates, and times noted in the Official Rules for Prize redemption.

The Prize Provider in its sole expense shall provide lodging accommodations for the Winner and his/her guest and shall select the hotel at which the Winner and his/her guest will stay. The Prize Provider shall pay for all hotel room fees and taxes. However, any incidental fees occurred during the Winner's stay at the hotel shall be paid for solely by the Winner and/or his/her guest. By accepting the Prize, the Winner understands and agrees that upon check-in at the hotel, he/she may be required to place a credit card on file to cover any incidental expenses occurred during his/her stay.