

**GIVING FEST 2021**  
**Rules & Regulations**  
*(Subject to change)*

**BUSINESSES ELIGIBLE FOR PARTICIPATION**

- Identified as part of the hospitality or tourism sector, and that traditionally provides goods or services to visitors
  - Examples include, but are not limited to, accommodations, restaurants, theatres, tour companies, etc.
- Established business as of October 1, 2020 with a W-9 form readily available
- Established online presence (including business websites and Facebook business pages)
  - Business strongly encouraged to ensure websites and Facebook pages are up-to-date
- All VISIT Milwaukee partners eligible
- Non-partners located in Milwaukee County are eligible
- No entrance fee or cost to VISIT Milwaukee for businesses to participate in the promotion

**VIRTUAL EVENT REQUIREMENTS**

- 100% virtual event
  - In-person and hybrid events do not qualify for this promotion or cash prize
- Minimum of 30 minutes in length
- Takes place between January 15, 2021 and February 28, 2021
- Monetary exchange, ticket purchase, and/or fundraising element directly benefiting the business
- Uploaded and promoted on Milwaukee365.com starting Friday, January 15, 2021
  - VISIT Milwaukee will begin tracking the first 50 events starting after 8 a.m. CST on January 15
  - Businesses strongly encouraged to set up a Milwaukee365 account and familiarize themselves with the system prior to January 15
- Additional promotion on businesses' social media channels, websites, and other promotional means strongly encouraged.

**CASH PRIZES**

- **\$50,000 (\$1,000 increments)**
  - The first 50 businesses to successfully upload events to Milwaukee365.com starting at 8 a.m. CST on Friday January 15, 2021 will each receive a \$1,000 cash prize.
    - Winners will be determined based on the digital time stamp of events in Milwaukee365.com, which has functionality that allows VISIT Milwaukee to see a digital time stamp when events are uploaded into Milwaukee365.com.
  - Businesses hosting multiple events will only receive one \$1,000 prize
    - Ownership groups with multiple properties or businesses are limited to \$5,000 per partner ownership group (\$1,000 each for up to 5 businesses) or \$1,000 total to a non-partner ownership group
    - Businesses with one ownership group are limited to prizes per building (e.g., multiple entities inside one building). Businesses with multiple ownership groups in one building are excluded from this.
  - Businesses will be notified if they are one of the 50 winners within 72 hours of uploading their event to Milwaukee365.com.
- **\$5,000:**
  - Once 51 events are uploaded to Milwaukee365.com, VISIT Milwaukee will introduce an additional opportunity to win a \$5,000 cash prize
  - VISIT Milwaukee will provide an additional \$5,000 dollars of incentive for ONE lucky business. VISIT Milwaukee will take any virtual events taking place between January 15 and February 28, 2021 then randomly select one business to win a \$5,000 cash prize.

- Businesses received the fifty \$1,000 cash are still eligible to win this \$5,000 added incentive, encouraging businesses to submit even if not early.
- At the end of the promotion, VISIT Milwaukee will select one lucky winner to win a \$5,000 cash prize.
- Events must be uploading into Milwaukee365, and the event must be hosted/completed by Feb. 28 to qualify for the cash prize. Random drawing will take place March 1.

## **FUND DISTRIBUTION**

- a. All businesses selected to receive a cash prize will be required to submit a W-9 form to VISIT Milwaukee within 10 days of notification of winning. If not received in that time period, business forfeits cash prize.
- b. Businesses will be asked to supply a post-event recap form to VISIT Milwaukee within 10 days of event completion in order to receive the funding. VISIT Milwaukee will provide a form for businesses complete requesting the following information:
  - a. Event date
  - b. Event description
  - c. Total number of attendees
  - d. Revenue generated from the event (excluding cash prize)
  - e. *NOTE: This data will not be shared outside of VISIT Milwaukee; however, will be aggregated to show the estimated total impact of the 50 virtual events. The estimated total impact will be shared with the public.*
- c. Upon receipt of W-9 and post-event recap form, a check will be provided to the business following the conclusion of the campaign during the month of March.
- d. If the event was scheduled, but does not occur, the business forfeits their winnings and the prize will go to the next business in line for the prize based on their event time stamp for the \$1,000 cash prize and based on new random drawing for the \$5,000 cash prize.

## **VISIT MILWAUKEE ROLE AND RESPONSIBILITIES**

- **VISIT Milwaukee is responsible for:**
  - Working to increase the economic impact of tourism in the Greater Milwaukee area by marketing the region as a premier location for business and leisure travel
  - Helping to preserve the tourism ecosystem during the pandemic so that it remains viable post-pandemic
  - Announcing the Giving Fest promotion on Friday, December 11, 2020 and distributing a follow-up email to all VISIT Milwaukee partners
    - This timeframe provides businesses with a full month to work on their virtual event ideas
  - Facilitating the Giving Fest campaign forum for virtual events
  - Serving as advisor to businesses offering suggestions for putting on their virtual events
  - Assisting with promoting the virtual events as part of Giving Fest
  - Providing Milwaukee365 technical support for uploading events if an event organizer has technical difficulties uploading events, they may contact VISIT Milwaukee's digital team to help with troubleshooting. However, events must be uploaded successfully on the event calendar, and the digital time stamp will be the deciding factor of which 50 events will receive the \$1,000 cash giveaway.
- **VISIT Milwaukee is NOT responsible for:**
  - Content and execution of the virtual events being hosted
  - Determining how funds will be raised or what prices businesses are charging for their events
  - Endorsing any specific virtual platforms or tools to charge, collect money, or host businesses' virtual events
  - Planning and executing virtual event
  - Collecting ticket fees or donations
  - Extensive promotional coverage of individual events
  - Technical issues not reported and resolved prior to
- **VISIT Milwaukee has no influence over who receives cash prizes**

- \$1,000 prizes will be determined by the digital time stamp of when events are entered into Milwaukee365.com after 8 a.m. CST on Friday, January 15, 2021
- \$5,000 prize will be determined by random drawing
- VISIT Milwaukee staff members are ineligible to receive cash prizes in compliance with the organization's internal Conflict of Interest policy
- Board members are eligible due to several Board members' status as qualifying businesses for this campaign as well as VISIT Milwaukee's lack of ability to influence who receives cash prizes

**NEW VERSION BASED ON GABF OFFICIAL RULES**

**GREATER MILWAUKEE CONVENTION & VISITORS BUREAU, INC.  
(DBA VISIT MILWAUKEE)**

**GIVING FEST 2021**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO PARTICIPATE. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

1. **Participation:** To participate, eligible businesses must successfully upload their virtual event to Milwaukee365.com. **VISIT Milwaukee is the Sponsor of Giving Fest 2021.**
2. **Business Eligibility:** The Giving Fest promotion is open to any established VISIT Milwaukee partner or non-partner business that is:
  - a. Located in Southeastern Wisconsin
  - b. Identified as part of the hospitality or tourism sector (e.g., accommodations, museums, restaurants, theatres, tour companies, venues, etc.)
  - c. Traditionally provides goods or services to visitors
  - d. Able to provide a W-9 form
  - e. Actively present online via a business website and/or social media account

No entrance fee or cost for businesses to participate in the promotion.

3. **Virtual Event Eligibility:** In order to qualify for a cash prize and VISIT Milwaukee promotion, virtual events must:
  - a. Be 100% virtual (not an in-person or hybrid event)
  - b. Be a minimum 30 minutes in length
  - c. Take place between January 15, 2021 and February 28, 2021
  - d. Conducting a monetary exchange, ticket purchase, and/or fundraising element directly benefiting the business
  - e. Uploaded and promoted on Milwaukee365.com
  - f. Receive additionally promoted on businesses' social media channels, websites, and other available means of promotion by the participating business
4. **Cash Prizes:**
  - a. **\$1,000**
    - i. The first 50 businesses to successfully upload events to Milwaukee365.com starting at 8 a.m. CST on Friday January 15, 2021 will each receive a \$1,000 cash prize.
    - ii. Winners will be determined based on the digital time stamp of events in Milwaukee365.com, which has functionality that allows VISIT Milwaukee to see a digital time stamp when events are uploaded into Milwaukee365.com.
    - iii. Businesses are only eligible for one \$1,000 prize.
    - iv. Businesses hosting multiple events may only receive one \$1,000 prize
    - v. Ownership groups with multiple properties or businesses are limited to only one \$1,000 prize per ownership group
    - vi. Businesses will be notified if they are one of the 50 winners within 72 hours of uploading their event to Milwaukee365.com.
  - b. **\$5,000:**
    - i. Once 51 events are uploaded to Milwaukee365.com, VISIT Milwaukee will introduce an additional opportunity to win a \$5,000 cash prize

- ii. VISIT Milwaukee will provide an additional \$5,000 dollars of incentive for ONE lucky business. VISIT Milwaukee will take any virtual events taking place between January 15 and February 28, 2021 then randomly select one business to win a \$5,000 cash prize.
- iii. Businesses received the fifty \$1,000 cash are still eligible to win this \$5,000 added incentive, encouraging businesses to submit even if not early.
- iv. At the end of the promotion, we're going select one lucky winner to win a \$5,000 cash prize.
- v. Events must be completed by Feb. 28. Random drawing will take place March 1.

**5. Fund Distribution:**

- a. All businesses selected to receive a cash prize will be required to submit a W-9 form to VISIT Milwaukee within 10 days of notification of winning. If not received in that time period, business forfeits cash prize.
- b. Businesses will be asked to supply a post-event recap form to VISIT Milwaukee within 10 days of event completion in order to receive the funding. VISIT Milwaukee will provide a form for businesses complete requesting the following information:
  - i. Event date
  - ii. Event description
  - iii. Total number of attendees
  - iv. Revenue generated from the event (excluding cash prize)

*NOTE: This data will not be shared outside of VISIT Milwaukee; however, will be aggregated to show the estimated total impact of the 50 virtual events. The estimated total impact will be shared with the public.*
- c. Upon receipt of W-9 and post-event recap form, a check will be provided to the business following the conclusion of the campaign during the month of March.
- d. If the event was scheduled, but does not occur, the business forfeits their winnings and the prize will go to the next business in line for the prize based on their event time stamp for the \$1,000 cash prize and based on new random drawing for the \$5,000 cash prize.

**6. Drawing:** VISIT Milwaukee will select one (1) winner at random on November 1, 2019. Entrants need not be present to win. Potential winner will be notified by email. If any prize notification is returned as undeliverable, or if winner does not respond to notification within 48 hours of the date of notification, prize will be forfeited, and an alternate winner may be selected. If winner cannot redeem prize for any reason, all prizes will be forfeited, and no other reward or compensation will be provided. Except where prohibited by law, potential winner will be required to complete, sign and return a Affidavit of Eligibility/Ownership/Liability Release and Publicity Release (the "Affidavit") and a Form W-9 Request for Taxpayer Identification Number and Certification. Affidavit and Form W-9 must be returned within five (5) days from the prize notification email or prize may be forfeited and an alternate winner may be selected.

**7. Odds:** Odds of winning depend on the number of eligible entries received. No purchase necessary. Cash prizes are non-transferrable.

**8. Taxes/Fees:** Winners are responsible for all taxes on prizes and expenses, including, without limitation, federal, state and local sales, and income taxes, luxury taxes and any other costs incurred in claiming or using the prize. Unclaimed prizes may not be awarded. No prize substitutions are permitted except at VISIT Milwaukee's sole discretion, and then only for a prize of equal or lesser value.

**9. General:** Promotion is subject to applicable federal, state and local laws. Participants agree to be bound by these Official Rules, which are final and binding in all respects. By participating in the promotion, participants expressly acknowledge that these Official Rules have been drafted in the English language, and that any translation prepared for any reason will be of no legal effect and the English version of these Official Rules shall govern any dispute.

By participating, participant releases VISIT Milwaukee and its respective parents, affiliates, subsidiaries and agencies and their directors, officers, employees and agents from any and all liability for any injury, illness, death, loss, litigation, tax liability or damage of any kind arising from contestant's participation in this promotion, and/or resulting from participant's acceptance, possession, use or misuse of the prize.

Except where prohibited by law, acceptance of the prize constitutes and signifies winner's consent that VISIT Milwaukee, and/or its agents may use winner's entry, name, address (city and state only), prize information, and/or likeness for promotional purposes in any media now existing or hereinafter devised, without additional compensation. Subject to all federal, state and local laws and regulations.

VISIT Milwaukee is responsible for:

- Working to increase the economic impact of tourism in the Greater Milwaukee area by marketing the region as a premier location for business and leisure travel
- Helping to preserve the tourism ecosystem during the pandemic so that it remains viable post-pandemic
- Announcing the Giving Fest promotion on Friday, December 11, 2020 and distributing a follow-up email to all VISIT Milwaukee partners
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VISIT Milwaukee is NOT responsible for:

- Content and execution of the virtual events being hosted
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- Board members are eligible due to several Board members' status as qualifying businesses for this campaign as well as VISIT Milwaukee's lack of ability to influence who receives cash prizes

VISIT Milwaukee is not responsible for: (1) late, delayed, incomplete, destroyed, garbled, or incomplete entries, (2) incorrect or inaccurate entries; (3) any human error, technical malfunctions, or lost-delayed data transmission; (4) any omission, interruption, deletion, defect, or

line failures of any telephone network, computer equipment, or software; or (5) inability to access any website or online service, or any other error or malfunction.

VISIT Milwaukee reserves the right to: (i) disqualify from this or any promotion it sponsors, now or in the future, any person it finds, in its sole discretion, has intentionally violated these Official Rules, tampered with the participation process, the operation of the promotion or Milwaukee365.com, or any other aspect of this promotion; and (ii) cancel or suspend the promotion in its entirety should tampering, unauthorized intervention, fraud, technical failures or other causes beyond the sponsor's control corrupt the administration, security, fairness, integrity, or proper play of the promotion.

Information collected from participants is subject to VISIT Milwaukee's privacy policy available on [www.visitmilwaukee.org](http://www.visitmilwaukee.org).

- 10. WARNING:** ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS; AND SHOULD SUCH AN ATTEMPT BE MADE, VISIT MILWAUKEE RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PARTICIPANT OR OTHER PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING SEEKING CRIMINAL PROSECUTION.
  
- 11. DISPUTES:** Except where prohibited, each entrant agrees that any and all disputes, claims, and causes of action arising out of, or connected with, the promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Wisconsin. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participants' rights and obligations, or the rights and obligations of the sponsor in connection with the promotion, shall be governed by, and construed in accordance with, the laws of Wisconsin, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than Wisconsin.