

CONTEST RULES

- 1) NAME OF PROMOTION: WNCY - FM Y100 Secret Sound 2026 (fall)
- 2) SPONSOR(S): Northstar Dental
\$500 + rolling jackpot (in the form of a check)
- 3) DESCRIPTION OF PRIZE(S):
- 4) VALUE OF PRIZE(S): ☐ _____ (Approx. Fair Market Value) ☒ Varies Depends on play
- 5) PROMOTION METRO AREA: (as defined by Nielsen)
Green Bay/Appleton WI DMA
WI Counties: Brown (includes Green Bay), Outagamie (includes Appleton), Winnebago (includes Oshkosh), Fond du Lac, Calumet, Door, Green Lake, Kewaunee, Manitowoc, Marinette, Oconto, Shawano, Waupaca, Waushara. In addition – MI county of Menominee. Failure to reside in these counties will void any and all entries.
- 6) MINIMUM AGE TO ENTER: ☒ 18 ☐ 21 ☐ Other _____
- 7) HOW TO ENTER:
☐ Complete an entry form located on the WNCY - FM website at: www.wncy.com
☐ Complete an entry form available at the following location:
Midwest Communications, Inc., 1420 Bellevue St, Green Bay, WI 54311
☐ For a free entry form, send a self-addressed, stamped envelope to:
Midwest Communications, Inc., 1420 Bellevue St, Green Bay, WI 54311
☒ See Additional Contest Notes, incorporated herein by reference.
- 8) COMPLETED ENTRY FORM SUBMISSION ADDRESS: Midwest Communications, Inc. - Y100 Secret Sound 2026 (fall)
1420 Bellevue St, Green Bay, WI 54311
- 9) PROMOTION PERIOD: Promotion Begins: Monday, Oct 26, 2026 08:00 ☒ am ☐ pm CST
Promotion Ends: Friday, Nov 20, 2026 05:10 ☐ am ☒ pm CST
(*Due to the nature of radio, all times are approximate)
- 10) DEADLINE FOR RECEIPT OF ENTRIES: Friday, Nov 20, 2026 05:10 ☐ am ☒ pm CST
- 11) NUMBER OF WINNERS: ☐ Up to _____ ☒ Number of winners dependent on contest play.
- 12) METHOD OF SELECTION OF WINNER(S): ☐ Winner(s) will be determined by a random drawing from all eligible entries received to be held on or about ☐ am ☐ pm CST
(all times are approximate) at:
Midwest Communications, Inc., 1420 Bellevue St, Green Bay, WI 54311
☒ See Additional Contest Notes below, incorporated herein by reference.
- 13) PRESENCE REQUIREMENT: ☒ Winner(s) need to be present to win
☐ Winner(s) need NOT be present to win
- 14) DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S): Noon, CST on Friday, Dec 04, 2026

15) ALL PRIZES WILL BE
AWARDED:

☒ Yes OR ☐ No

16) ALTERNATE WINNER(S):

(if a potential winner is disqualified, declines or forfeits prize, or is unreachable or unavailable)

☐ Yes OR ☒ No

17) OFFICIAL RULES REQUEST
ADDRESS:

Midwest Communications, Inc. - Y100 Secret Sound 2026 (fall)
1420 Bellevue St, Green Bay, WI 54311

18) WINNER(S) LIST REQUEST
ADDRESS:

Midwest Communications, Inc. - Y100 Secret Sound 2026 (fall)
Attn: Winner List, 904 Grand Ave, Wausau, WI 54403

19) DEADLINE FOR RECEIPT OF
WINNER(S) LIST REQUESTS:

Monday, Nov 23, 2026

20) PROXY ALLOWED AT PRIZE
GIVEAWAY:

☐ Yes OR ☒ No * If YES is checked, steps that must be taken will appear below.

- No purchase or payment of any kind is necessary to enter or win a prize. A purchase or payment will not increase an entrant's chances of winning.
- Winner will be notified. Prize will be awarded upon completion of all legal paperwork with Midwest Communications, Inc./WRIG, Inc. *Note: Failure of winner/guest to complete the proper paperwork will void win without further consideration and no prize will be awarded.*
- Winner will be required to show Photo ID before completing winner paperwork to establish identification and address to claim prize. This will be done at the pre-determined date and time arranged after winning at: *Midwest Communications, Inc., 1420 Bellevue St, Green Bay, WI 54311*
- Please note, when physical checks are awarded as a prize or part of a prize package, they must be cashed within 90 days of check date or check will be voided without further consideration and not re-issued.
- Any unused portions of the prize package are forfeited and prize packages have no trade or return value. When issued as part of a prize, amounts due over the value of the prize gift cards, vouchers, or in-store credits are the sole responsibility of contest winner and are subject to the contest sponsor's terms.
- Midwest Communications, Inc./WRIG, Inc. is not responsible for any changes, delays, cancellations or interruptions of any kind. It is recommended that winners investigate travel insurance protection for some prize packages.
- Winner is responsible for all additional related expenses not expressly included in the prize package, including but not limited to baggage fees, itinerary changes, gratuities, meals, beverages, passports, personal incidentals, trip interruptions, etc., when applicable.
- In compliance with the IRS, winner will receive a Form 1099-Misc from Midwest Communications, Inc./WRIG, Inc. for the total value of all claimed prizes in the calendar year, if required. This contest is valued at up to: **Varies, depends on play.**
- **All Contests are also subject to Midwest Communications, Inc./WRIG, Inc. Official Rules** which are incorporated herein by reference as Addendum C on the station website.

***** ** Please play safely. If you are driving during contest play, you must pull over to a safe location before calling/texting. *******

NOTE: *Due to the nature of our programs that are heard on-line, contests heard on the radio station's Internet audio stream are slightly delayed from the time the contests heard on the broadcast station and may be running behind the broadcast signal. Thus, all contests heard are delayed. This delay can last for 30 seconds up to several minutes. This means that when the station announces winning names in this contest, listeners to the on-line audio stream may be at a disadvantage in participating over those listeners who hear the contest on conventional radio. For this contest, the station will start counting down when the announcement is made on the radio broadcast signal.*

ADDITIONAL CONTEST NOTES

Listen to Y100-WNCY 100.3 FM for the cue to call and play Y100's Secret Sound weekdays at approximately 8:10am, 11:10am, 2:10pm, and 5:10pm Monday, October 26th, 2026 through Friday, November 20th, 2026.

The designated caller will have (1) chance to guess the "Secret Sound." If the caller correctly identifies the "sound" they will be awarded the \$500.00 plus the jackpot at the time. The first guess is the final guess.

If the designated caller does NOT identify the secret sound correctly, they are not eligible for a prize and may not enter again until the next day the game is played. Fifty dollars (\$50.00) will be added to the "jackpot" for the next round of the game until the correct answer is given.

The first guess the caller provides is their final guess. In the event that there is a dispute over the answering being correct or closer to the correct answer Midwest Communications Inc./WNCY at it's sole discretion will decide the validity of the answer.

PLEASE NOTE: The game will end November 20th, 2026, or after all "Secret Sounds" have been identified, whichever comes later. In the case that a "Secret Sound" has not been identified by 5:10pm on November 20th, additional plays may be required to finish the contest.