

**United Way of Marathon County
2025 Sweepstakes Incentive**

Sponsored by:

UMR, EO Johnson, and The Dirks Group

Sponsored by United Way of Marathon County (the "Sponsor")

705 S. 24th Ave., Ste. 400B

Wausau, WI 54401

1. This incentive promotion begins on January 1, 2025, and ends on December 31, 2025. Participants must be legal residents of Wisconsin and at least 18 years of age.

2. The Sweepstakes is sponsored by UMR, EO Johnson, and The Dirks Group. The odds of winning depend on the number of eligible entries received.

3. Anyone who donates \$52.00 - \$77.99 to United Way of Marathon County will automatically receive one entry for a chance to win. If this is a new gift (no gift in 2024) OR is an increase of at least \$13 from their 2024 campaign gift, the donor will receive one additional entry for a total of two entries for a chance to win.

Anyone who donates \$78.00 - \$103.99 to United Way of Marathon County will automatically receive two entries for a chance to win. If this is a new gift (no gift in 2024) OR is an increase of at least \$13 from their 2024 campaign gift, the donor will receive two additional entries for a total of four entries for a chance to win.

Anyone who donates \$104 or more to United Way of Marathon County will automatically receive three entries for a chance to win. If this is a new gift (no gift in 2024) OR is an increase of at least \$13 from their 2024 campaign gift, the donor will receive three additional entries for a total of six entries for a chance to win.

Entry without donation can also be made by sending up to 6 entries on a "4 x 6 card" (1 entry per envelope) with proper postage to United Way of Marathon County, Attn: Drawing, 705 S. 24th Ave., Ste. 400B, Wausau, WI 54401, containing name, age, address, and phone number. Entries are void if incomplete or not legible. All submissions become the property of the Sponsor. A limit of SIX entries per person, automatic or otherwise, is allowed.

4. The deadline to turn in a pledge for it to be entered into the sweepstakes is 5 pm on December 31, 2025. The sponsor will not be responsible for companies that fail to submit their employees' pledge forms or any other lost submissions by this date.

5. Nine (9) winners will be drawn for the sweepstakes (randomly) from all valid entries on or around January 12, 2026.

The winners will be notified and recognized publicly during the Campaign Recognition Process.

First Place: \$7,000.00 cash

Second Place: \$3,000.00 cash

Third Place: \$1,000.00 cash

Fourth Place: \$500.00 Gift Certificate to the Grand Theatre

Fifth Place: \$500.00 Gift Card Certificate to Country Fresh Meads

Sixth Place: \$500.00 Gift Card to Kwik Trip

Seventh Place: \$500.00 Gift Card to Festival Foods

Eight Place: \$100 Gift Cards to each of the following:

- Dale's Weston Lanes
- Sconni's Alehouse & Eatery
- Tine and Cellar Restaurant
- Patron Restaurant
- Clean Slate Coffee House

Ninth Place: \$100 gift cards to each of the following:

- Sam's Pizza
- Evolutions In Design
- The Milk Merchant
- The Chocolate Café
- The LOCAL

Gift cards subject to change.

Winners will be required to provide proper photo identification, and verification of compliance with these rules upon presentation of prize. If the potential winner does not meet these eligibility requirements or is not in compliance with these official rules, the potential winner will be disqualified and an alternate winner will be selected.

6. Employees of United Way of Marathon County and members of their immediate families are not eligible to participate. (Spouses and individuals who reside in the residence of the employee.)

7. By entering, all participants hereby agree to comply with these Rules, represent that he/she is eligible to win the sweepstakes, consent to the use of his/her name and/or photograph for publicity purposes without further compensation, unless prohibited by law. All entrants release the Sponsor, UMR, EO Johnson, and The Dirks Group and their employees, directors, officers and agents, parent, subsidiary and affiliated companies, advertising, fulfillment, publicity and promotion agencies from all claims or liability in connection with their participation in this promotion. Entrants agree to hold harmless the Sponsor, UMR, EO Johnson, and The Dirks Group and their parents, subsidiaries, affiliates, agencies, officers, directors and employees from responsibility for damages, losses or injuries, including death, personal injury or property damage; due in whole or part, directly or indirectly, from participation in this promotion or acceptance, possession, use or misuse of the prize.

8. No substitution or transfer of prize is allowed. Sponsor reserves the right to cancel, terminate or modify this promotion if not capable of completion as planned and to award the prize as of the date as provided above.

9. The winner will be required to pay federal and state income taxes, including, but not limited to, federal and state income taxes. The sponsor will provide the winner with a W-2G.

10. Participation in this promotion may affect the tax deductibility of your undesignated gift. You should consult your tax advisor for more detailed information.

11. The names of the prize winners will be published at www.unitedwaymc.org as soon as the winners are notified. A recognition event and process will proceed in the first part of 2026. This event may be in-person or virtually online.

Ensuring the Integrity of the Entries:

Those individuals who qualify for the cash prizes are automatically and systematically (not manually) entered into the drawing as their pledges are processed. Participating in public sector campaigns provides individual donor information, which is audited, so public sector qualifiers

can be assured they will be included, and there is little room for human error. Companies or their corporate headquarters, who do not typically provide individual pledge information within this timeframe, may submit a list of qualified employees. Those names are added to the database of automatic qualifiers. Additionally, those who submit an entry outside of the automatic qualification process are also entered into the database.

The Director of Resource Development or another member of the Resource Development team will pull a list of those who qualify and verify it by the Director of Finance/Administration to ensure everyone's inclusion before the drawing. The final list of entries will be assigned a random number. A computer-generated number from the total assigned field of numbers will determine the nine winners.

Although the Sponsor cannot publish the list of all those who qualify if an Employee Campaign Manager requests a list of their company qualifiers, the Sponsor can provide it before the drawing, but after all pledges received by December 31, 2025, have been audited and processed.

**No donation necessary. Void where prohibited.
Donations will not improve the chances of winning.**