

## BUDWEISER KINGS OF FOOTBALL JOURNEY COMPETITION RULES

28 MAY 2021 – 30 MAY 2021

### 1. Introduction

- 1.1. This promotional competition (“**Competition**”) is run by The South African Breweries (Pty) Limited (“**Promoter**”) and is open to all persons of 18 (eighteen) years or older and resident in South Africa, except for (a) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families, (b) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Competition, or (c) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies, associated companies, and participating outlet owners and staff.
- 1.2. The rules set out in this document constitute the rules which will govern the Competition (“**Competition Rules**”).
- 1.3. Participation in the Competition by all entrants (“**Participants**”) constitutes acceptance of these Competition Rules.

### 2. Competition Period

This Competition will run from 28 May 2021 until 30 May 2021 or until the Promoter provides a public notice that the Competition has ended, whichever is earlier (“**Competition Period**”). Entries will only be accepted during the Competition Period.

### 3. Competition Entry Process

- 3.1. Internet access and a valid social media Twitter account are required to enter the Competition.
- 3.2. This Competition will take place on Twitter only, and posts on other social media platforms, if any, are only to create awareness of the Competition. Only entries on Twitter will be valid. A Participant will be required to engage with and tag the official Twitter account of Budweiser (@BudweiserSA). The Competition will consist of 2 (two) phases as detailed below. An entry into one of the phases will not constitute an entry into any of the other phases. Participants must comply with the entry requirements (listed below) of each phase to be eligible to win a prize associated with that phase. The entry requirements for each phase of the Competition are as follows:
  - 3.2.1. **Phase 1** – In order to take part in the Competition the Participants must follow the official Twitter account of Budweiser SA (available at @BudweiserSA) and ‘like’ the Promoter’s official “Budweiser Kings of Football Competition” tweet (the “**Competition Post**”), which will be posted on the official Twitter account of Budweiser SA on 28 May 2021, before 20:00 on 29 May 2021,

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whereafter the Participant will receive an instant reply on Twitter confirming that they have secured entry into Phase 2 of the Competition.

3.2.2. **Phase 2** – Between 11:00 and 20:00 on 29 May 2021, ahead of the kick-off of a football final (the “**Football Final**”) on the weekend of 29 and 30 May 2021, the Promoter will provide instructions to all Participants who successfully secured entry into Phase 2 of the Competition via the official Twitter account of Budweiser SA, by way of direct messaging on Twitter, regarding the actions required to obtain a valid entry into the Competition. To obtain a valid entry into a random draw, a Participant must, during the hours of 20:00 and 23:00 on 29 May 2021, tweet at BudweiserSA’s official Twitter account (@BudweiserSA) every time they view a beer advertisement during the Football Final and include the hashtag #KingsofFootball in such tweets. Entry will only be valid if a Participant posts such a tweet before 23:00 on 29 May 2021.

3.3. Entry is only valid through this medium described in 3.2 above. Participants can enter the Competition as many times as they wish, provided they meet the requirements for Phase 1 and Phase 2 of the Competition set out above.

3.4. Participants will be liable for their own data and voice charges in respect of the Competition participation as well as any verification process, if applicable.

## 4. Description of Prize

4.1. The prizes for this Competition are:

4.1.1. 1 (one) mobile, BudweiserSA branded mobile draught tap, valued at R15 000.00 (fifteen thousand Rand) (the “**Main Prize**”); and/or

4.1.2. 1 (one) of 80 (eighty) y-code vouchers, valued at R65.00 (sixty five Rand), entitling the recipient to 1 (one) 6-pack of Budweiser beer (the “**Secondary Prizes**”), (collectively, the “**Prizes**”).

4.2. There will be 1 (one) Main Prize to be won by 1 (one) winner and a total of 80 (eighty) Secondary Prizes to be won by multiple winners.

4.3. No Prize, in whole or in part, can be transferred to any other person or exchanged for an alternate prize or for its cash value. A winner may not substitute him/herself with any other person.

4.1. The Promoter does not guarantee stock availability of the Prizes. The availability of the Prizes shall at all times be subject to the stock availability of the Promoter, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a winner being able to collect his/her Prize nor shall the Promoter be liable to provide prizes or goods in substitution for Prizes which are not available due to stock being depleted.

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- 4.2. The Main Prize will be delivered by the Promoter to the nominated address of the winner within the Republic of South Africa on or before 7 June 2021, unless the Promoter advises the winner otherwise. The Promoter will contact the winner to arrange delivery of the Main Prize.
- 4.3. The Promoter will send the Secondary Prizes to the winners electronically on or before 7 June 2021, unless the Promoter advises the winners otherwise.

### **5. Winner Selection and Notification**

- 5.1. The winners will be selected by a random draw process. The draw will take place on 31 May 2021 and will consist of all valid entries received during the Competition Period.
- 5.2. The winners will be randomly selected by appointed by the Promoter and the random draw will consist of all valid entries provided during the Competition Period.
- 5.3. The winners will be notified by the Promoter on 31 May 2021 via direct messaging on Twitter. If the Promoter is unable to contact a winner within a reasonable period of time, he/she will be disqualified and a substitute winner may at the discretion of the Promoter be selected, using the same winner selection process
- 5.4. The outcome of the random draw is final and no correspondence will be entered into.

### **6. Winner Verification**

- 6.1. Winner must be over the age of 18 (eighteen) years old and will be verified as complying with the Participant eligibility criteria set out in Competition Rule 1.1. Winners may be asked to provide a copy of their identity document/passport/driver's license/proof of residential address in order to receive the Prize. The Promoter reserves the right to conduct the validation and verification process via automated means and/or any other means that the Promoter may deem necessary and by participating in the Competition, all Participants consent to the appropriate validation and verification measures that the Promoter may implement from time to time.
- 6.2. A Prize will only be awarded after successful verification of the winner. Failing successful verification of any winner, a substitute winner may be selected at the discretion of the Promoter.
- 6.3. The Promoter reserves the right to carry out audits in respect of any winner to verify their eligibility and/or the validity of the winner's entry. The Promoter may disqualify any winner if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of entry or otherwise falsifying data. All entries, participants or travel partners determined by the Promoter or their agents to be invalid or ineligible will forfeit all rights to any Prize and will not be compensated in any way.

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### 7. Prize Forfeiture

- 7.1. The winner must communicate his/her full details to the Promoter or its agent as requested by the Promoter or its agent. Failure to do so may result in forfeiture of the Prize.
- 7.2. If a winner is unable to attend, receive or utilise (as applicable) the Prize then the entire Prize shall be forfeited. There will be no compensation, in any form, including, but not limited to monetary compensation and/or rescheduling, to any party, irrespective of the reason/s for the inability of that winner to attend, receive or utilise (as applicable) the Prize.
- 7.3. Time permitting and subject to the Promoter's approval, where a Prize is forfeited a substitute winner may be chosen in the same manner as the original winner was chosen.

### 8. General

- 8.1. Participation in the Competition as well as the availability of the Prizes shall be subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 ("**Regulations**").
- 8.2. All Participants must comply with the Regulations at all times and any non-compliance with the Regulations will result in automatic disqualification. It shall be the sole responsibility of the Participants to observe and comply with any and all restrictions imposed by the Regulations from time to time. All Participants indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, against any losses or damages arising from a breach of the provisions of the Regulations by such Participants and the Promoter shall not in any manner whatsoever be liable for any transgressions by any Participant in this regard.
- 8.3. To the extent that any intellectual property rights vest in the Participants through the creation and submission of content to enter this Competition, any and all intellectual property arising as a result will vest in the Promoter and the Participants hereby waive any associated rights. The Participants shall indemnify the Promoter from and against any and all claims, actions, legal proceedings, losses, damages and expenses (including attorney's fees and expenses) arising as a result of or in connection with any actual or alleged infringement of any intellectual property rights of a third party arising from entry in the Competition and/or the Promoter's use of any content, including without limitation any pictures, social media posts, videos, drawings or other creative works, created pursuant to the Participant's entry in the Competition.
- 8.4. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.

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- 8.5. The timelines stated by the Promoter or its agent must be adhered to. Failing adherence to any timeline, at any stage, may result in disqualification and forfeiture of the Prize in its entirety with no compensation to any party by the Promoter.
- 8.6. Each Participant, by participating in the Competition, acknowledges, agrees and expressly consents to the following:
  - 8.6.1. the Promoter may process the Participant's personal information, including in the form of names, telephone numbers, identity numbers and/or email addresses, during and after the course and scope of the Competition; and
  - 8.6.2. the Promoter may transfer the winning Participant's personal information, including names, telephone numbers, identity numbers and/or email addresses, to the relevant third parties in order to make any required travel, delivery or other arrangements, as may be applicable, during the course and scope of the Competition for utilisation of the Prize, which processing and transfer shall take place in accordance with the provisions of the Protection of Personal Information Act 14 of 2013 ("POPIA") and any other applicable law, and for the purpose of giving effect to the Competition.
- 8.7. With the exception of Competition Rule 8.5 above, the Promoter will not share any personal information with any third party except where such disclosure is necessary to enable the Promoter to provide, deliver or in any other way give effect to these Competition Rules and/or the Prize, where such disclosure is permitted by law and/or where consent to sharing personal information is obtained from the Participants by the Promoter. The Promoter will comply with the relevant data protection legislation, including POPIA.
- 8.8. The Promoter may make media announcements or publish the names and/or photographs of the winner without remuneration being made payable to the winner, provided that any such person may expressly elect to decline this by written communication to the Promoter.
- 8.9. Should the Prize not be available despite the Promoter's reasonable endeavours to procure the Prize, the Promoter reserves the right to substitute the Prize with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be compensated in any way in this instance by the Promoter.
- 8.10. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the winner which are not expressly contemplated as part of the Prize.
- 8.11. These Competition Rules may be amended by the Promoter on public notice at any time during the Competition Period or thereafter. These Competition Rules will be interpreted by the Promoter only.

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- 8.12. The Promoter reserves the right to alter, amend or cancel this Competition in whole or in part. Any alterations, amendments or cancellations will be interpreted by the Promoter only. In the event of an alteration, amendment and/or cancellation the Promoter will not compensate any individual for any reason whatsoever.
- 8.13. **All Participants and the winner indemnify and hold harmless the Promoter, their respective associated companies (directors, officers and employees) and agents, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of their participation in any way in this Competition or their receipt, participation, ownership and/or use of the Prize. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**
- 8.14. The Promoter shall not be responsible for any lost, damaged, corrupted, delayed, incorrect or incomplete entries for any reason whatsoever. Proof of sending an entry will not be accepted as proof of receipt of such entry. The Promoters shall not be responsible for the failure of any technical element relating to this Competition that may result in an entry not being successfully submitted. The Promoter is not responsible for lost, damaged or delayed entries as a result of any network, computer or cell phone hardware or software failure of any kind. No applications from agents, third parties, organized groups or applications automatically generated by computer will be accepted. Entries will only be accepted if they comply with all entry instructions. Any form of network or systems manipulation including but not limited to Botnets, Sim Farms, Trojans, SMS malware may not be used when entering the Competition.
- 8.15. By participating in the Competition each Participant gives the Promoter consent to market its products and campaigns to Participant, using the details provided by the Participant, which Participants may decline by opting out via the opt out mechanism provided on the communications.
- 8.16. These Competition Rules are also available on <https://budweiser.co.za/terms-and-conditions>