

## **CAMPAIGN TERMS & CONDITIONS RUSSIAN BEAR – King of Kicks Competition**

1. The promoter is Edward Snell & Company Pty Ltd (“the Promoter”).
2. The promotional competition is open to all South African residents residing in South Africa who are in possession of a valid identity document, except any director, member, partner, employee, agent or consultant of the Promoter, the marketing service providers or any person who directly or indirectly controls or is controlled by these entities, including their spouses, life partners, business partners or immediate family members.
3. The terms and conditions are applicable to the Russian Bear competition titled, ‘King of Kicks’.
4. No participant under the legal drinking age in South Africa of 18 years old, may enter the Russian Bear King of Kicks Competition and a valid identity document must be produced at any time as requested by the Promoter, to validate an entrant’s legal age.
5. Participants must enter in their correct contact details. If a winner’s has given incorrect contact details, the Promoter reserves the right to select another winner in terms of the rules (see point 15 below)

### **THE COMPETITION**

6. This promotional competition is open from 16 October 2017 – 31 December 2017. Entries will be open from 16 October 2017 - 26 November 2017, any entries received after the closing date will not be considered.
7. Participants may enter as many times as they wish provided that each entry is associated with a separate sneaker entry.
8. To enter the competition, individuals need to follow the following process:
  - I. Upload a photo of your sneakers onto the Russian Bear King of Kicks website at [www.kingofkicks.co.za](http://www.kingofkicks.co.za)
  - II. Enter your sneakers into one of the four category – I.e. Classic, 247s, Colourways, Grails
  - III. Complete the entry form correctly
  - IV. Entries to the competition are valid from the 16 October 2017 until 12pm on the 27<sup>th</sup> November 2017.
  - V. the 4 judges will announce their respective category winner on the 29<sup>th</sup> November 2017.
  - VI. the public will then be able to vote for their favourite of the 4 category winners, voting will be open from 29<sup>th</sup> November 2017 – 11<sup>th</sup> December 2017.
  - VII. the overall winner will be announced and contacted by the 15 December 2017.
9. Once a participant enters King of Kicks on either the website or on Twitter or Instagram, the entries will be reviewed by Russian Bear and entries will take up to 24-48 hours before they are loaded onto the website.
10. The number of votes will display on the website.
11. One entry on Twitter or Instagram is valid for only one category. If a consumer uses a number of category #'s in their entry, eg. #kingofclassics and #kingof247s, the entry will be entered into the first # used and will only be valid for that category. Another image will need to be published on the social platforms to enter into additional categories.

### **WINNERS AND PRIZES**

12. The winners of each category / finalists for the grand draw, as specified in point (8.v), will each receive a Shelflife voucher to the value of R2000. This prize may be communicated on the website, social media pages, printed collateral as, 'Sneakers to the value of R2000' but will be a physical R2000 voucher, and therefore is subject to availability of the sneakers. The sneaker brands and/or variations may vary across Shelflife branches. Vouchers can be redeemed at any Shelflife store for items to the value of R2000 and cannot be exchanged for cash.
13. The grand prize is sneakers for the value of R 60 000 (Sixty Thousand Rand Only) for one winner. Sneakers will be purchased at Shelflife between the 15<sup>th</sup> December 2017 – 15<sup>th</sup> December 2018. The winner will be accompanied by a member from the brand at the shopping experience where they will be filmed. Content produced at the shopping experience will be owned by the brand and Russian Bear has all usage rights to this content.
14. The prize is not transferrable and cannot be exchanged for cash.
15. The winner will be selected and notified by no later than. 15<sup>th</sup> December 2017. Winners have until the 15<sup>th</sup> December 2017 to accept the prize.
16. The Promoter will contact the Grand prize winner to arrange quarterly shopping experiences.
17. The winner may be required to sign an indemnity form before any travel, and in possession of a valid South African ID.
18. Any additional expenses over and above the grand prize value will be for the winners own account.
19. The winner will be announced on the Russian Bear Vodka social platforms as per the entry details and names provided, more details may be requested from the winner before the announcement.
20. Winners are consenting to publication of his/her name and photographs on websites, social media pages, printed collateral and other media. The winner's image may be published or require that the winner participates in any marketing activity.

#### **GENERAL**

21. The category winners are selected by the respective category judge, the decision is final and no negotiations will be entered into.
22. The Grand Prize winner will be selected by means of a public vote, the decision is final and no negotiations will be entered into.
23. The Promoter (or their agent) will endeavour to contact the Grand Prize winner once every day for 2 consecutive working days after their name is drawn. If the prize winner cannot be contacted during this period, the prize will be forfeited and another winner will be selected in accordance with the rules.
24. A copy of these rules can be found on the following website [www.kingofkicks/termsconditions.co.za](http://www.kingofkicks/termsconditions.co.za) throughout the period of the competition or can be obtained from the Promoter by contacting, [simoneb@esnell.co.za](mailto:simoneb@esnell.co.za)
25. The names of the winners, once contacted, will be published on [www.facebook.com/russianbearvodka](http://www.facebook.com/russianbearvodka) and [www.twitter.com/russianbearsa](http://www.twitter.com/russianbearsa)
26. The Promoter shall not be responsible for any lost, damaged, delayed, incorrect or incomplete entries for any reason whatsoever.
27. The Promoter shall not be responsible for the failure of any technical element relating to this promotion that may result in an entry not being successfully submitted.

28. The Promoter reserves the right to disqualify any entry if fraud or cheating is suspected, including without limitation, through the manipulation of code or otherwise frequently falsifying data without explanation.
29. The Promoter reserves the right to use the images taken of the winner for publicity purposes in any manner they deem fit, without further remuneration being made payable to the winner. However, the winner has the right to object to these images being used by written notification to the Promoter at Edward Snell & Company Pty Ltd, Corner Wallflower and Industry Road, Paarden Eiland, 8005. Att: Legal Department.
30. The Promoter shall have the right to change or terminate the promotional competition immediately and without notice, if deemed necessary in its opinion and if circumstances arise outside of their control. In the event of such change or termination, all participants agree to waive any rights that they have in respect of this promotional competition and acknowledge that they will have no recourse against the Promoter or its agents.
31. In the event that the prize is not available despite the Promoter's reasonable endeavors to procure the prize, the Promoter reserves the right to substitute prizes of equal value.
32. Neither the Promoter, its agents, its associated companies, nor any directors, officers nor employees of such, shall be liable for any loss or damage, whether direct, indirect, consequential or otherwise arising from any cause whatsoever, which may be suffered by the participant.
33. The judges' decision is final and no correspondence will be entered into.
34. Participation in the promotional competition constitutes acceptance of the promotional competition rules and participants agree to abide by the rules.
35. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook and the participants acknowledge that they are providing information to the Promoter and its agents only and not to Facebook.
36. All entrants in this Competition release Facebook from all liabilities and claims arising out of or in connection with this competition and these terms and conditions.

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