

PLAY BRAND LAUNCH GIVEAWAY – PLAY BALL COMPETITION

Schedule

<u>General</u>	
Promotion Name	AFL Play Brand Launch Giveaway
Promoter's Details	Name: Australian Football League (AFL) Address: 140 Harbour Esplanade, Docklands, 3008 ABN: 97 489 912 318 Telephone Number: (03) 9643 1999 Privacy Policy: http://www.afl.com.au/privacy
Permit Numbers	NSW: TP/03104 ACT: TP 23/02315 SA: T23/1778
Promotion Start/Close Date	The Promotion starts at 9:00 am (AEDT) on Monday, 15 January 2024 and closes at 11:59 pm (AEDT) on Thursday, 15 February 2024. No entries will be accepted after this time.
<u>Entry Details</u>	
Entry Instructions	Information for Participant Entrants: To enter, entrants must, during the Promotion Period scan the QR Code on the AFL PLAY Ball and enter their details on the website play.afl/win . For an additional entry, entrants must take a photo with the Pixta machine at any PLAY Activation and upload the photo on social media, tagging @aflplay . Each valid entrant who has entered the competition during the Promotion Period will be entered into the relevant draw.
Entry Restrictions	Entry is open to all Australian residents. Entrants under the age of eighteen (18) must obtain the prior permission of a parent or guardian over the age of eighteen (18) to claim a prize. Directors, management, employees, officers and contractors (and their immediate families) of the Promoter or of the agencies or organisations associated with this Promotion, including Engage Interactive Pty Ltd, are ineligible to enter.
Maximum Number of Entries	There is no limit to the number of entries.
<u>Winner Determination Details</u>	
Prize Draw Details	Method: Random electronic selection Time: 2:00 pm (AEDT) Date: Thursday 22 February 2024 Location: Engage Interactive Pty Ltd (24 Washpool Crescent Woongarra NSW 2259) Winners: There will be 66 prize winners, with each winner eligible to receive one (1) prize only.
<u>Prize Details</u>	

There are 66 Prizes to be won during the Promotion Period. The Prizes are as follows:

Prize number:	Prize Partner:	Prize Description:	Number of Winners:	Individual Prize Value:	Prize Terms/Details:
1	AFL Play \$5000	AFL Play Your Way \$5,000 Cash	1	\$5,000	<ul style="list-style-type: none"> A direct bank transfer into the winner's nominated bank account to the sum of \$5,000.
2	AFL Play \$4500	AFL Play Everywhere Xbox Series X & AFL23 Game	5	\$900	<ul style="list-style-type: none"> Xbox Series X and AFL23 (Disk Game) – delivered to winning individuals. Cannot be returned or exchanged.
3	AFL Play Rebel \$2000	Get Ready to Play Rebel Gift Card / Store Voucher	20	\$100	<ul style="list-style-type: none"> https://www.rebelsport.com.au/customer-service/giftcard-terms.html
4	AFL Play The AFL Store \$1000	AFL Play More \$50 AFL Stores vouchers	20	\$50	<ul style="list-style-type: none"> Gift Cards should be treated like cash. Lost or stolen cards will not be replaced or refunded. Redeemable online at www.theaflstore.com.au and instore at AFL Stores for merchandise, excluding Ballarat and Traralgon locations. Not redeemable for cash or payment of accounts. Not redeemable for match day tickets. Other exclusions may apply, please see full terms of use for details. No change will be given but the balance may be applied to future purchases. Where the cost of purchases exceeds the available card balance, the card holder will be required to make up the difference between the purchase price and the gift card balance. Gift cards expire three (3) years from the date of issue. Any unused balance will not be refunded or credited when the card expires.
5	AFL Play Coles \$2000	AFL Play Fuel \$100 Coles gift vouchers	20	\$100	<ul style="list-style-type: none"> The Coles Gift Card allows you to shop in all Coles Supermarkets and Coles Central stores nationwide. The Coles Gift Card is redeemable at Coles Supermarkets and Coles Central stores nationwide. Coles Gift Cards are not redeemable on Coles Online or at Coles Express or Liquorland. Not redeemable for cash or payments of credit or store accounts. Gift Cards cannot be used to purchase Gift Cards. This card will expire four (4) years from the date of issue. Treat this card like cash. Lost or stolen cards will not be replaced or refunded.

Additional Prize Terms

Prizes are subject to the terms and conditions as imposed by the provider of the prize, including period of validity and expiry, or any booking or redemption time frames.

Once dispatched, the Promoter is not liable for any damage (whether lost, stolen, forged, or tampered with) or delay occurring in the transit of prizes.

The prize is not transferrable to any other person and is not redeemable for cash or an alternative prize unless otherwise stated in the Prize Terms.

If the winner is under eighteen (18) years of age, the prize will be awarded to the winner's parent or legal guardian on behalf of the winner unless otherwise

	stated in the Prize Terms.
Total Prize Pool	<ul style="list-style-type: none"> The total overall prize pool is valued at \$14,500.00 (RRP inc. GST). All prize values are in AUD.
<u>Notification, Publication, Verification, Delivery</u>	
Notification/Publication of Wins	<p>Winners will be notified in writing via email within seven (7) days of the draw.</p> <p>Each Winner will have their details published at https://play.afl/win from Monday, 4 March 2024.</p> <p>If you are a prize winner in this competition, an AFL promotions partner, Engage Interactive, will contact you by email to confirm your details and advise winners on how to claim their prize. The email will be from Engage - Customer Service (Winners) customerservice@engageinteractive.com.au.</p>
Verification Requirements	<p>Entrants and winners may, at the discretion of the Promoter, be required to provide proof of identity, age and residency to verify their entry (Proof of Identity). Identification considered suitable for verification is at the Promoter's discretion.</p> <p>If an entrant/winner fails to provide Proof of Identity by the time and date stipulated by the Promoter, their entry/prize claim will be deemed invalid at the Promoter's discretion. The Promoter reserves the right to verify identity as per the Verification Requirements. If a winner cannot provide suitable proof, the winner will forfeit the prize in whole and no substitute will be offered.</p>
Delivery Date/Prize Claim	<p>All prizes must be claimed in accordance with the individual Prize Terms.</p> <p>All prizes must be claimed by 4:00 pm (AEDT) Monday, 22 April 2024 unless otherwise stated in the Prize Terms.</p> <p>Subject to verification requirements, prizes will be delivered within twenty-eight (28) days of the winner being notified unless otherwise stated in the Prize Terms.</p> <p>The Promoter takes no responsibility for an incorrect postal address or email address being provided by the entrant. The Promoter is also not liable for any prize that has been lost, stolen, damaged or tampered with in any way after it has been dispatched.</p>
Unclaimed Prize Draws	<p>The Promoter will conduct an unclaimed prize draw at 2:00 pm (AEDT) on Wednesday, 23 April 2024 at Engage Interactive Pty Ltd (24 Washpool Crescent Woongarra NSW 2259) to award any prizes that remain unclaimed. Winners of the unclaimed prize draw will be notified in writing within seven (7) days of the draw and published at https://play.afl from Wednesday, 1 May 2024.</p>

Terms and Conditions

- Participation in the Promotion constitutes acceptance of these Terms and Conditions (including the Schedule). Any bolded/capitalised terms used in these Terms and Conditions have the meaning given in the Schedule, except where stated otherwise.
- The competition will be advertised on <https://play.afl/win> from Monday, 15 January 2024.

Entry

- Entry to Promotion is open to residents who meet the Entry Restrictions.

4. The Promotion will be conducted during the Promotion Period. To enter, entrants must comply with the Entry Instruction during the Promotion Period. Any entry must be made personally. No entry made by a third party on behalf of an entrant will be valid.
5. Entries must be submitted in accordance with the Entry Instruction. Once submitted, entries will not be capable of alteration or deletion.
6. Entries must be received by the Promoter during the Promotion Period. Entries are deemed received at the time of receipt into the relevant database. The Promoter accepts no responsibility for any late, lost or misdirected entries.
7. The cost of accessing the promotional website will be dependent on the entrant's individual Internet Service Provider.
8. The Promoter reserves the right to verify identity as per the Verification Requirements. In the event that a winner cannot provide suitable proof, the winner will forfeit the prize in whole and no substitute will be offered.
9. The Promoter reserves the right to verify the validity of entries and to disqualify any entry which, in the opinion of the Promoter, includes objectionable content, profanity or other defamatory statements. The Promoter reserves the right to disqualify any entrant or winner, who breaches these Terms and Conditions, tampers with the entry process, engages unlawful, fraudulent, misleading or deceptive behaviour (including any behaviour calculated to jeopardise the fair and proper conduct of the promotion), or damages the goodwill or reputation of the Promoter. This includes, but is not limited to, entrants and households using multiple email addresses, postal addresses, illegible, incomprehensible and incomplete entries will also be deemed invalid.

Prizes

10. The prize(s) are specified in the Prize Details section, and subject to Prize Terms (including those specified below). Total prize pool is also specified in the Schedule.
11. Prize value(s) are based upon the recommended retail price at the time of printing (inclusive of GST). The Promoter accepts no responsibility for change in prize value between now and the final prize redemption date.
12. All costs associated with a prize, which are not expressly included in the Schedule as an element of the prize, are the responsibility of the winner. These costs may include spending money, transfer costs, taxes, insurance, or visa costs.
13. If the prize is unavailable, for whatever reason, the Promoter reserves the right to substitute the prize for a prize of equal or greater value, subject to law.
14. It is a condition of accepting the prize that the winner must comply with all conditions of use of the prize and any other requirements, or terms, imposed by the supplier of the prize.
15. Entrants acknowledge and agree that there may be inherent risks in the Promotion or the prize. Participation in either may involve participation in dangerous activities. By entering this Promotion and accepting the prize, entrants accept the risk for themselves and their companion(s).

Determination and Notification

16. The winners will be notified, and their names and State/Territory of residence will be published as per the Schedule. The Promoter and the companies/agencies associated with the Promotion may also publish the name and State/Territory of residence of winners on their website(s) and in trade publications.
17. The prizes will be awarded to the person named in the valid entry or entries randomly drawn. In the event of any dispute, the prize will be awarded to the account holder of the entry mechanism used to submit the entry.

18. Should an entrant's contact details change during the Promotional Period, it is the entrant's sole responsibility to notify the Promoter.

Claiming Prizes

19. Prizes must be claimed by the Prize Claim Date in accordance with instructions set out in the Schedule. If a prize is not accepted or claimed by that Prize Claim Date, the Promoter reserves the right to distribute the unclaimed prizes in accordance with the Unclaimed Prize Draw details specified in the Schedule, subject to any directions given by relevant authorities. Winners of unclaimed prizes will be notified in accordance with the Schedule.
20. In the event (for any reason) a winner does not take, or participate in (due to any issues including travel), an element of the prize at the time stipulated by the Promoter, then that prize will be forfeited and cash will not be awarded in lieu of that element of the prize.

Other Terms

21. The Promoter is not liable for any tax implications that may arise from the prize winnings.
22. The winner agrees to participate, as reasonably required, in media editorial requests relating to the prize, including being interviewed, photographed and filmed.
23. All entrants hereby consent to the Promoter using the entrant's name, likeness, image and/or voice in the event they are a winner (including photograph, film, and/or recording of the same) in any media for an unlimited period without remuneration for the purposes of promoting this competition, and any products or services supplied by the Promoter.
24. It is a condition of accepting the prize that the winner (or their legal guardian) may be required to sign a legal release in a form determined by the Promoter, in its absolute discretion. If the legal release is not signed within the time specified, the relevant entry will be deemed invalid. Where such occurs, the Promoter may determine a new winner in accordance with the arrangements specified in the Schedule (Unclaimed Prize Draws).
25. The Promoter, Engage Interactive Pty Ltd, and agencies or companies associated with this Promotion will not be liable for any loss or damage whatsoever which is suffered (including indirect or consequential loss) or for any personal injury suffered or sustained in connection with a prize except for any liability which cannot be excluded by law.
26. The Promoter, Engage Interactive Pty Ltd and their associated agencies and companies is not liable for (including any costs) any error, omission, interruption, deletion, defect, delay in operation or transmission, network failures, tampering, unauthorised intervention, fraud communications line failure, theft or destruction or unauthorised access to, or alteration of entries, and any cause beyond the control of the Promoter, and reserves the right to take any action that may be available.
27. In the case of the intervention of any outside act, agent or event which prevents or significantly hinders the Promoter's ability to properly proceed with the competition on the dates and in the manner described in these terms and conditions, including but not limited to vandalism, power failures, tempests, natural disasters, acts of God, civil unrest, strike, war, act of terrorism, computer virus, fraud, tampering, unauthorised intervention, or technical failure, the Promoter may in its absolute discretion cancel, terminate, modify or suspend the competition, subject to direction of the relevant authorities.
28. All entries become the property of the Promoter. The Promoter (and its agents, including Engage Interactive Pty Ltd) collect, hold, and use the personal information of entrants for the purpose of conducting this competition, and for future promotion of the Promoter's goods and services in accordance with the Promoter's Privacy Policy.

29. The Promoter may disclose entrants' personal information to companies connected with this Promotion and to State/Territory authorities. If the entrant does not agree with the collection, use, holding or disclosure of their personal information, they must not enter this competition. If the entrant no longer consents to their details being used, or wish to update, modify or delete their details, the entrant should contact the Promoter.