



**CASTLE LITE x BATHU 2020:**  
**“UNBOX YOURSELF**  
**AND GET THE SHOES THAT RUN THE STREETS”**

**COMPETITION RULES**

**01 OCTOBER 2020 – 15 NOVEMBER 2020**

**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 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**”) and hereby take precedence over any other terms set out on scratch cards or other materials related to the Competition, including applicable dates and Prizes to be won.
- 1.3. Participation in the Competition by all entrants (“**Participants**”) constitutes acceptance of these Competition Rules.

**2. Competition Period**

This Competition will run from 01 October 2020 until 15 November 2020 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**

In order to enter the Competition, a Participant must purchase a minimum of one (1) case of any Castle Lite SKU product (of any millilitre volume, but excluding crates and draughts) at selected loyalty store Group Accounts Outlets (which include Makro, Checkers Liquor Shop, Shoprite Liquor Shop, TOPS at Spar and Pick n Pay Liquor) and stand a chance to win a pair of Limited Edition Castle Lite X Bathu sneakers from one of the selected Group Accounts Outlets. Participants are liable for their own data and voice charges in respect of the Competition participation and the verification process.

**4. Stores & Promotional Mechanic**

**4.1. Checkers Liquor Store**

Participant to dial \*120\*5936# to enter and retain receipt as proof of purchase. Each USSD rated 20c/20s.



#### 4.2. Shoprite Liquor Store

Participant to dial \*120\*603# to enter and retain receipt as proof of purchase. Each USSD rated 20c/20s.

#### 4.3. Pick 'n Pay Liquor Store

Participant to swipe his/her smart shopper card for automatic entry.

#### 4.4. TOPS at Spar

Participant to dial \*120\*3338# to enter and retain receipt as proof of purchase. Each USSD rated 20c/20s.

#### 4.5. Makro

Participant to swipe his/her MRewards card for automatic entry.

4.6. No entries which are automatically generated by a computer will be accepted.

4.7. Entry is only valid through the mediums set out in these Competition Rules.

### 5. Prizes, Winner Selection and Verification

5.1. The Prize for a winning Participant of this Competition is a pair of Limited Edition Castle Lite x Bathu sneakers. There are a total of 1,800 Prizes to be won across the various Group Account Outlets, however, specific, individual size requirements may be limited.

#### 5.2. Pick 'n Pay Liquor Store and Makro:

Winners will be selected by means of a random draw throughout the duration of the Competition via the in-store loyalty programme. Participants that win a Prize will receive an SMS, email or telephone call (as applicable) for further verification and details, including:

- 5.2.1. name and surname;
- 5.2.2. contact number and alternative contact number;
- 5.2.3. e-mail address;
- 5.2.4. physical address; and
- 5.2.5. shoe size.

This information will be shared with the Bathu management team in order to arrange delivery directly to a winning Participant via courier.

#### 5.3. Checkers, Shoprite, TOPS at Spar:

Winners will be selected by means of a random draw throughout the duration of the Competition. Participants that win a Prize will receive an SMS, email or telephone call (as applicable) for further verification and details, including:

- 5.3.1. proof of purchase for verification (purchase receipt);
- 5.3.2. name and surname;
- 5.3.3. contact number and alternative contact number;
- 5.3.4. e-mail address;



5.3.5. physical address; and

5.3.6. shoe size.

Proof of purchase needs to be sent within 24h of being contacted in order to qualify as a winner. Once the proof of purchase has been verified, this information will be shared with the Bathu management team in order to arrange delivery directly to a winning Participant via courier.

5.4. The Prize will only be awarded after successful verification of the winners.

5.5. All winners must be over the age of 18 years old. Verification of age may be required prior to the awarding of any Prize.

5.6. The Promoter reserves the right to carry out audits in respect of any winners to verify their eligibility and/or the validity of the winners' entries. The Promoter may disqualify any winners if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of entries 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.

## 6. Social Media Prize

Following successful receipt of the Prize, a winning Participant may choose to upload and share a video of him/herself unboxing their new Castle Lite x Bathu Prize on social media, tagging @CastleLiteSA + @bathu\_sa in order to stand a chance of winning a year's supply of Cast Lite (one case of Castle Lite every month for a period of 12 months between December 2020 and November 2021). Winners will be selected through a random draw following the end of the Competition Period. A winning Participant will receive an SMS, email or telephone call (as applicable) for verification and details. A winning Participant will then receive a monthly voucher via SMS in order to redeem his/her free case of Castle Lite at any Shoprite or Checkers Liquor Store.

## 7. Prize Forfeiture

7.1. Winners must communicate their full details to the Promoter or its agent as requested by the Promoter or its agent in accordance with these rules. 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. No party will have any claim against the Promoter, its associated and subsidiary companies, or its directors, officers, employees and agents, of any nature whatsoever related to such forfeiture.

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. All Participants must heed any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 and any non-compliance will result in automatic disqualification.
- 8.2. In the event of a dispute, the Promoter's decision is final, and binding and no correspondence will be entered into.
- 8.3. 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.
- 8.4. 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 the Promoter sharing personal information is obtained from the winners. The Promoter will comply with the relevant data protection legislation, including the Protection of Personal Information Act 14 of 2013.
- 8.5. The Promoter may make media announcements or publish the names and/or photographs of the winners without remuneration being made payable to the winners, provided that any such person may expressly elect to decline this by written communication to the Promoter.
- 8.6. 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.
- 8.7. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the winners which are not expressly contemplated as part of the Prize.
- 8.8. 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.
- 8.9. 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.
- 8.10. All Participants and Participant winners 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.**

- 8.11. 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.
- 8.12. 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.
- 8.13. These Competition Rules are also available on [www.castlelite.com](http://www.castlelite.com).