
CASTLE LITE PARTY ZONE SA20 (PARTY ZONE SIX) PROMOTIONAL OFFER RULES

10 JANUARY 2024 – 10 FEBRUARY 2024

1. INTRODUCTION

- 1.1 This promotional offer (“**Promotion**”) is run by The South African Breweries (Pty) Ltd (“**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 Promotion; (c) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies or associated companies; and (d) participating outlet owners and staff.
- 1.2 The rules set out in this document constitute the rules which will govern the Promotion (“**Promotion Rules**”).
- 1.3 Participation in the Promotion by an entrant (a “**Participant**”) constitutes acceptance of these Promotion Rules by that Participant.

2. PROMOTION PERIOD

This Promotion will run from 10 January 2024 until 10 February 2024, both dates inclusive, or until the Promoter provides a public notice that the Promotion has ended, whichever is earlier (“**Promotion Period**”). Entries will only be accepted during the Promotion Period.

3. PROMOTION ENTRY PROCESS

- 3.1 This Promotion is run within the Promoter’s designated space and seating at each venue for all matches of the SA20 cricket tournament (“**Party Zone**”), which is scheduled to take place between 10 January 2024 and 10 February 2024, in accordance with the scheduling set out in Annexure A (“**Event**”). Without limitation to Promotion Rule 1.1, access to the Party Zone for each match and entry to the Promotion is strictly restricted to individuals aged 18 years or older, who hold valid tickets to attend any matches of the Event within the Party Zone’s designated seating area (“**Party Zone Ticket Holder**”).

3.2 This Promotion is run in two categories, namely, the ‘buy one get one free’ offer as described in Promotion Rule 3.3 (“**Buy One Get One Free**”) and the ‘beer for a year’ offer as described in Promotion Rule 3.4 (“**Beer for a Year**”).

3.3 **Buy One Get One Free:** In order to enter the Buy One Get One Free category of the Promotion, a Participant must:

3.3.1 be a valid Party Zone Ticket Holder to any of the matches of the Event (excluding the final match of the Event, which is scheduled to take place on 10 February 2024 (the “**Final Cricket Match**”)) and in attendance at the Party Zone of the match for which the Participant has Party Zone tickets; and

3.3.2 if at any point before the 17th over of the match for which the Participant has Party Zone tickets, a batsman hits a “six” or “sixer” (i.e., a shot which passes over the boundary without having bounced or rolled, so called because it scores six runs to the batting side), which lands in the Party Zone (“**Party Zone Six**”), then the Participant will be entitled to redeem one ‘buy one get one free’ offer in order to receive, subject to availability, the Buy One Get One Free Promotional Item detailed in Promotion Rule 4.1.1 below, as follows:

(a) within a period of thirty minutes from the Promoter or its agent’s announcement of the Party Zone Six, a Participant must purchase from the designated point of sale within the Party Zone at the relevant match one 500ml cup of Castle Lite (“**Qualifying Product**”); and

(b) at the time of purchase, show the bartender their wristband which proves their status as a valid Ticketholder to the Party Zone.

3.4 **Beer for a year:** In order to enter the Beer for a Year category of the Promotion, a Participant must:

3.4.1 be a valid Party Zone Ticket Holder to the Final Cricket Match and in attendance at the Party Zone of the Final Cricket Match; and

3.4.2 if at any point during the Final Cricket Match for which the Participant has a Party Zone ticket, a batsman hits a Party Zone Six (as defined in Promotion Rule 3.3.2), then

a Participant will be entitled to receive one Beer for a Year Promotional Item as defined in Promotion Rule 4.1.2 below, by following the steps set out below:

(a) at any time during the Final Cricket Match, a Participant must fill in their details with the Castle Lite promotional team complete the form by providing all requested information (including his/her cell phone number) correctly.

3.5 For the avoidance of doubt, if, during the Final Cricket Match, a Party Zone Six is hit more than once, only the first Party Zone Six will qualify a Participant to participate in the Beer for a Year category of the Promotion. No-one person can receive more than one Beer for a Year prize from any SA20 Castle Lite competitions running through-out the tournament.

3.6 Entry is only valid through these mediums and in this manner.

3.7 With respect to the Buy One Get One Free category of the Promotion, the Promoter does not guarantee stock availability of the Qualifying Product during the Promotion Period. The Promoter shall not, in any manner whatsoever, be liable should the stock of the Qualifying Product be depleted prior to a Participant being able to purchase the Qualifying Product.

4. DESCRIPTION OF OFFERS

4.1 The promotional items for each category of this Promotion are as follows:

4.1.1 **Buy One Get One Free:** If a Participant complies with the conditions detailed in Promotion Rule 3.2 above, that Participant will be eligible to receive, on a first come first served basis and subject to stock availability, one 500ml cup of Castle Lite with the approximate value of R45 ("**Buy One Get One Free Promotional Item**"); and

4.1.2 **Beer for a Year:** If a Participant complies with the conditions detailed in Promotion Rule 3.3 above, that Participant will be eligible to receive voucher codes enabling them to redeem one case of twenty-four 330ml Castle Lite non-returnable bottles each month for a consecutive twelve month period from the date specified by the Promoter ("**Beer for a Year Promotional Item**"). Each case, valued at approximately R289, may be redeemed by the Participant at any participating outlet as communicated by the Promoter,

(each a “**Promotional Item**” and together, the “**Promotional Items**”).

- 4.2 With respect to the Beer for a Year Promotional Item, the Promoter or its agent will issue the vouchers to the Participant via email or SMS, using the contact information provided by the Participant in the registration form.
- 4.3 The Promoter does not guarantee in-store stock availability of a Promotional Item, which shall at all times be subject to in-store stock availability at the relevant participating outlet. Accordingly, the Promoter shall not, in any manner whatsoever, be liable should the available stock be depleted prior to a Participant being able to collect his/her Promotional Item. Without limitation to the foregoing, the Promoter shall not be liable to provide a Promotional Item (or Promotional Items) or a good (or goods) in substitution for a Promotional Item which is not available due to stock being depleted.
- 4.4 A Participant who receives a Promotional Item may not transfer the Promotional Item, in whole or in part, to any other person or exchange the Promotional Item for an alternate offer or for its cash value. A Participant who receives a Promotional Item may not substitute him/herself with any other person.
- 4.5 No person may receive the Offer detailed in Promotion Rule 4.1.2 above more than once.

5. **PARTICIPANT VERIFICATION**

- 5.1 The Participant will only be eligible to receive a Promotional Item if the Participant is over the age of 18 years old and complies with the Participant eligibility criteria set out in Promotion Rule 1.1 and the requirements in these Promotion Rules, which may be verified by or on behalf of the Promoter. The Participant may be asked to provide a copy of his/her legal and valid identity document/passport/driver’s license in order to be eligible to receive the Offer. 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 Promotion, all Participants consent to the appropriate validation and verification measures that the Promoter may implement from time to time.
- 5.2 Participant will only be eligible to receive a Promotional Item after successful verification of the Participant to the satisfaction of the Promoter. Failing successful verification of such

Participant, a substitute a Participant may be selected to receive a Promotional Item at the discretion of the Promoter.

- 5.3 The Promoter reserves the right to carry out audits in respect of the Participant who receives a Promotional Item to verify his/her eligibility and/or the validity of the Participant's entry. After a Participant has been informed of certain Competition requirements by the Promoter or an individual, including (without limitation) those set out in Competition Rule 1.1 (a)-(d), the Promoter may disqualify the Participant if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of an entry or otherwise falsifying data. Should the Promoter or its agent determine that an entry or Participant is invalid or ineligible, the relevant Participant shall not be entitled to receive the Offer and will not be compensated in any way.

6. OFFER FORFEITURE

- 6.1 The Participant who receives a Promotional Item 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 Offer.
- 6.2 If the Participant who receives a Promotional Item is unable to attend, receive or utilise (as applicable) the Offer then the entire Offer 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 Participant to attend, receive or utilise (as applicable) the Offer.
- 6.3 Time permitting and subject to the Promoter's approval, where the Offer is forfeited a substitute Participant may be chosen in the same manner as the original Participant was chosen to receive a Promotional Item.

7. GENERAL

- 7.1 Should the process for entry into the Promotion or the Offer/s involve any alcoholic beverage, Participants shall ensure that it is enjoyed responsibly.
- 7.2 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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- 7.3 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 Offer in its entirety with no compensation to any party by the Promoter.
- 7.4 Each Participant, by participating in the Promotion, acknowledges, agrees and expressly consents to:
- 7.4.1 the Promoter processing 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 Promotion; and
- 7.4.2 the Promoter transferring the 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 Promotion for utilisation of the Offer,
- 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 Promotion.
- 7.5 With the exception of Promotion Rule 7.4 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 Promotion Rules and/or the Offer, where such disclosure is permitted by law and/or where consent to sharing personal information is obtained from the relevant Participant by the Promoter. The Promoter will comply with the relevant data protection legislation, including POPIA.
- 7.6 A Participant may submit a request at <https://www.sab.co.za/content/data-subject-request-0> for the Promoter to:
- 7.6.1 correct or delete personal information about the Participant in the Promoter's possession or under its control that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading or obtained unlawfully; or

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- 7.6.2 destroy or delete a record of personal information about the Participant that the Promoter is no longer authorised to retain.
- 7.7 The Promoter may make media announcements containing, or otherwise publish, the names and/or photographs of the Participant who receives a Promotional Item without remuneration being payable to the Participant who receives a Promotional Item, provided that the Promoter will not do so if the Participant who receives a Promotional Item communicates in writing to the Promoter that he/she does not want his or her names or photographs to be contained in media announcements or otherwise published.
- 7.8 Should Offer not be available despite the Promoter's reasonable endeavours to procure Offer, the Promoter reserves the right to substitute Offer with another of equal value as determined in the Promoter's sole discretion and subject to availability. No person will be entitled to be compensated in any way in this instance by the Promoter.
- 7.9 The Promoter will not be responsible for any costs, expenses or other liabilities incurred by the Participant who receives a Promotional Item which are not expressly contemplated as part of Offer.
- 7.10 These Promotion Rules may be amended by the Promoter on public notice at any time during the Promotion Period or thereafter. These Promotion Rules will be interpreted by the Promoter only.
- 7.11 The Promoter reserves the right to alter, amend or cancel this Promotion 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.
- 7.12 **Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, employees and agents of the Promoter and its associated companies, 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 his/her participation in any way in this Promotion or his/her receipt, participation, ownership and/or use of Offer. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**

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- 7.13 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 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. 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 entry from an agent, third party, organized group or entry automatically generated by computer will be valid or accepted. An entry will only be valid and accepted if it complies with all entry instructions and requirements. 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 Promotion.
- 7.14 By participating in the Promotion, each Participant gives the Promoter consent to: (i) market its products and campaigns to the Participant; (ii) conduct market research using personal information of the Participant which may be shared with third parties to enable the Promoter to develop appropriate marketing strategies in respect of its customers; and (iii) use the personal information and other details provided by the Participant during the Promotion entry process for the purposes of facilitation of the Promotion. A Participant may decline to provide or retract his/her consent by opting out via the opt out mechanism provided on the communications of the Promoter.
- 7.15 These Promotion Rules are also available on <https://www.castlelite.co.za/terms-and-conditions>.

Annexure A

Stadium	Date	Day of the Week
Kingsmead Stadium	11.01.2024	Thursday
	15.01.2024	Monday
	20.01.2024	Saturday
	28.01.2024	Sunday
	30.01.2024	Tuesday
St Georges Park	10.01.2024	Wednesday
	13.01.2024	Saturday
	22.01.2024	Monday
	27.01.2024	Saturday
	04.02.2024	Sunday
Wanderers	13.01.2024	Saturday
	20.01.2024	Saturday
	24.01.2024	Wednesday
	31.01.2024	Wednesday
	03.02.2024	Saturday
	07.02.2024	Wednesday
	08.02.2024	Thursday
Centurion	14.01.2024	Sunday
	18.01.2024	Thursday
	25.01.2024	Thursday
	27.01.2024	Saturday
	01.02.2024	Thursday
Newlands	16.01.2024	Tuesday
	19.01.2024	Friday
	23.01.2024	Tuesday
	29.01.2024	Monday
	03.02.2024	Wednesday
	06.02.2024	Tuesday
	10.02.2024	Saturday
Boland Park	12.01.2024	Friday
	17.01.2024	Wednesday
	21.01.2024	Sunday
	26.01.2024	Friday
	02.02.2024	Friday