

### **Terms and Conditions for entry to the BHAFC Advent Calendar Prize draw 2025 (the “Prize Draw”)**

1. The Promoter of this Prize Draw is Brighton & Hove Albion Football Club Limited, American Express Stadium, Village Way, Brighton, East Sussex, BN1 9BL registered no: 00081077 (the “Promoter”).
2. **Privacy Notice:** All information submitted in connection with this Competition will be treated in accordance with the Terms and the Promoter’s Privacy Policy, accessible at [www.brightonandhovealbion.com/club/club/privacy-policy](http://www.brightonandhovealbion.com/club/club/privacy-policy).
3. The Prize Draw is open to all those aged between 7 and 17 years old who are 2025/26 Men’s First Team season ticket holders, 2025/26 Women’s First Team season ticket holders and/ or 2025/26 MyAlbion + Junior members, except employees of the Promoter (or any of its holding or subsidiary companies), their families, agents or any third party directly associated with administration of the Prize Draw.
4. The Prize Draw is free to enter for all those aged between 7 and 17 years old who are 2025/26 Men’s First Team season ticket holders, 2025/26 Women’s First Team season ticket holders and/ or 2025/26 MyAlbion + Junior members based in the United Kingdom only, who have a valid email address or provide the email address of their parents (with their parents’ permission) (“Entrants”). Prize Draw Entrants can only enter the competition with the permission of a parent or guardian aged 18 years over.
5. To enter the Prize Draw, Entrants must:
  - (a) Visit the URL at:  
[\[https://rewards.brightonandhovealbion.com/login\]](https://rewards.brightonandhovealbion.com/login)
  - (b) Participate in the Prize Draw competitions detailed below.
  - (c) Once the Entrant has met the minimum Prize Draw criteria as detailed in each game description below, a code will be displayed on the screen;  
The Entrant should enter the code into the MyAlbion Rewards platform which is found at: [\[https://rewards.brightonandhovealbion.com/login\]](https://rewards.brightonandhovealbion.com/login)
  - (d) Enter one or any of the Prize Draw competitions stated at 3(d), which are separate individual competitions with a corresponding weekly Prize draw for those Entrants who meet the specified minimum criteria. Each of the weekly Prize Draw’s will take place as stated at paragraph 10 and Winners (as defined below) shall be selected at random.
6. Entrants must obtain parental or guardian consent to enter the Competition and, if successful, claim their prize. By submitting a competition entry, your parents/guardians are confirming that he/she/they:
  - (a) have consented for you to enter the Competition;
  - (b) are accepting and agreeing to be bound by these terms and conditions;
  - (c) have consented for you to be contacted by the Promoter if selected as a winner (for the purposes of the Competition only);

- (d) have consented to your first name and age being disclosed if the questions you submit are selected by the Judging Panel (unless you choose to submit the questions anonymously in your entry); and
- (e) have consented to the Promoter publishing, if necessary, your surname and county in accordance with paragraph 21.

7. The weekly Prize Draw competitions shall be:

**Game 1 – Santa Shoot-It:** Monday 1 December 2025 – Saturday 6 December 2025

Competition entry for game 1 will commence at 00.01 on 1/12/2025 and end at 19.00pm on 6/12/25 (the “**Designated Entry Period**”)- all correct entries will be entered into the Prize Draw which shall take place as set forth at condition 8:

*Collect 200 (two-hundred) points in 60 (sixty) seconds, to be entered into the Prize draw. Shoot the presents from Santa’s sack into the falling chimneys. Each chimney you hit is worth 10 (ten) points, if you miss a chimney you will lose -10 (minus 10) points, if a chimney falls into Santa, the game will be over. The entrant will have unlimited attempts to meet the minimum competition criteria and be in with a chance of being entered into the Prize draw for week 1.*

**Game 2 – Santa’s Sliding Puzzle:** Sunday 7 December 2025 – Friday 12 December 2025

Competition entry for game 2 will commence at 00.01 on 7/12/2025 and end at 19.00pm on 12/12/25 (the “**Designated Entry Period**”)- all correct entries will be entered into the Prize Draw which shall take place as set forth at condition 8:

*Complete the sliding puzzle in under 3 (three) minutes, to be entered into the Prize draw. The entrant will have unlimited attempts to meet the minimum competition criteria and be in with a chance of being entered into the Prize draw for week 2.*

**Game 3-Boxing Day Goals:** Saturday 13 December – Thursday 18 December 2025

Competition entry for game 3 will commence at 00.01 on 13/12/2025 and end at 19.00pm on 18/12/25 (the “**Designated Entry Period**”)- all correct entries will be entered into the Prize Draw which shall take place as set forth at condition 8:

*Collect 200 (two-hundred) points in 60 (sixty) seconds, to be entered into the Prize draw. Tap or click the flying footballs to earn 10 (ten) points. If you tap or click a pair of flying goalkeeper gloves you will be deducted -20 (minus twenty) points. The entrant will have unlimited attempts to meet the minimum competition criteria and be in with a chance of being entered into the Prize draw for week 3.*

**Game 4 – Reindeer Run:** Friday 19 December 2025 – Wednesday 24 December 2025

Competition entry for game 4 will commence at 00.01 on 19/12/2025 and end at 19.00pm on 24/12/25 (the “**Designated Entry Period**”) - all correct entries will be entered into the Prize Draw which shall take place as set forth at condition 8:

*Collect a minimum of 400 (four-hundred) points, to be entered into the Prize draw. Tap or click to collect carrots, each carrot will give you 10 (ten) points. If the reindeer fails to jump over a chimney, the game will restart. The entrant will have unlimited attempts to meet the*

*minimum competition criteria and be in with a chance of being entered into the Prize draw for week 4.*

8. Only entries received by the Promoter within each Designated Entry Period will be considered and any entries received after the closing dates and times for each game, will not be considered. Any attempted form of entry other than as described in these Terms and Conditions is void. Entry must be made by one individual entrant; no group or organisation entries are allowed, and the individual entrant can only enter once.
9. the Promoter accepts no responsibility for entries not successfully completed due to a technical fault of any kind.
10. For each game, two winners from each age category of (a) 7 to 12 years old and (b) 13 to 17 years old, will be chosen by a random draw performed by a computer process (the “**Winners**”) from all of the entrants who have met the minimum required criteria within the Designated Entry Period for each game, and on the dates shown at 3 (d) above.
11. For each game, a Winner from each age category will receive one of the following Prizes (each a “Prize” and together the “Prizes”) depending on their age and order in which they were drawn:

**Game 1:**

- (1) 7-12 years old: Personalised message from a player of their choice and a family of four stadium tour voucher (RRP £70), stadium tour to be subject to applicable terms and conditions available on the Club’s website; and
- (2) 13-17 years old: Personalised message from a player of their choice and a family of four stadium tour voucher (RRP £70), stadium tour to be subject to applicable terms and conditions available on the Club’s website.

**Game 2:**

- (1) 7-12 years old: Signed Albion 2025/26 Home Shirt (RRP £55- £70); and
- (2) 13-17 years old: Signed Albion 2025/26 Home Shirt (RRP £55 - £70).

**Game 3:**

- (1) 7-12 years old: the Promoter Christmas goodie box which includes 1x keepsake box (RRP £10), 1x signed the Promoter calendar (RRP £11), 1x Christmas Sloth (RRP £12), 1x pair of the Promoter Christmas socks (RRP £7); and
- (2) 13-17 years old: 1x signed copy of Football Manager 26 (RRP £30)

**Game 4:**

- (1) 7-12 years old: Guaranteed Mascot package for Brighton and Hove Albion v Bournemouth, Monday 19 January 2026, 8pm kick-off (RRP £240); and
- (2) 13-17 years old: 1x admission to signing session and 2x tickets for Brighton and Hove Albion FC v Bournemouth, Monday 19 January, 8pm kick-off (RRP £51).

In the event that a Winner is not available to attend the Brighton and Hove Albion v Bournemouth match on Monday 19 January 2026 to redeem the Prize detailed under game 4, the Prize will be forfeited, and a new Winner will be selected. For the avoidance of doubt, reference to the "Winner" shall be deemed to refer to the alternative winner.

12. The Winners of each game will be notified via the email address they provided when entering the Prize Draw, as follows:
  - (a) Game 1 by no later than seven working days of that game week closing (13 December 2025);
  - (b) Game 2 by no later than seven working days of that game week closing (19 December 2025);
  - (c) Game 3 by no later than seven working days of that game week closing (25 December 2025); and
  - (d) Game 4 by no later than ten working days of that game week closing (3 January 2026).
13. The Winners of the Prizes are required to confirm acceptance of the Prize within 7 days of being contacted by the Promoter via their or their parent or guardian's email address who must provide their name, contact telephone number and a UK postal address. In the event that the Winners do not confirm acceptance of the Prize within those 7 days, or otherwise do not fulfill these Terms and Conditions, then the Prize will be forfeited by the Winner and the Promoter will be entitled to select another winner in accordance with the process described above (and, for the purposes of these Terms and Conditions, reference to the "Winner" shall be deemed to refer to that alternative winner).
14. Once contacted by email by the Promoter, each Winner (or their parent/guardian) must contact the Promoter by the means specified by the Promoter to facilitate redemption of the Prize. The Winner's parents/guardians may be required to sign and return any documents and releases reasonably requested by the Promoter, prior to receiving any portion of the Prize.
15. the Promoter shall use reasonable endeavours to ensure that the Prizes will be sent to each Winner by post (where applicable) or via email to the email address provided, within 2 weeks of the Winner notifying the Promoter, however the Promoter shall not be liable to the Winner for any delays in the Prize being sent to the Winner beyond this 2 week period where the Promoter was unable to avoid such delays.
16. The Prize is non-exchangeable, non-transferable and no cash alternative is available. For the avoidance of doubt, all costs associated with the Prize, including without limitation, tax, valid health insurance for travel, transportation, sustenance, any entertainment and anything related to the Prize not specifically included and outlined in the definition of the Prize above will be borne solely by the winner. In order to be eligible for the Prize, the Promoter may require the winner to provide proof of eligibility (including, without limitation, proof of age, residence, and identity, which may include, but is not limited to, a copy of proof of residence, passport and/or similar government issued identification).
17. the Promoter reserves the right to replace the Prize with an alternative Prize of equal or higher value if circumstances beyond the Promoter's control make it necessary to do so.
18. Entry into the Prize Draw constitutes full and unconditional acceptance of these Terms and Conditions. the Promoter is not responsible for lost, corrupted or delayed entries. the

Promoter reserves the right to refuse entry, or refuse to award the Prize, to anyone in breach of these Terms and Conditions. Without prejudice to an entrant's statutory rights and, to the extent permitted by applicable law, the Promoter, its agents or distributors will not be responsible or liable to compensate the winner or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up a prize.

19. The Promoter is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software failure or any email or entry to be received on account of technical problems or traffic congestion on the internet, telephone lines or at any website or any delay or failure of any postal or equivalent delivery service or any combination thereof, including injury or damage to the entrant's or any other person's computer or mobile telephone related to or resulting from participation in the Competition. Nothing in these Terms shall exclude the Promoter's liability for fraudulent misrepresentation, death or personal injury as a result of negligence or any other liability that cannot be excluded or restricted by law.
20. The decision of the Promoter regarding any aspect of the Prize Draw is final and binding and no correspondence will be entered into about it.
21. the Promoter must either publish or make available information that indicates that a valid award took place. To comply with this obligation the Promoter will send the surname and county of the Winner and, if applicable, copies of their winning entry, to anyone who emails [marketing@brightonandhovealbion.com](mailto:marketing@brightonandhovealbion.com) within the period of one month commencing on 22 December 2025. If the Winner objects to any or all of their surname, county and winning entry being published or made available, it must contact the Promoter at [marketing@brightonandhovealbion.com](mailto:marketing@brightonandhovealbion.com) . In such circumstances, the Promoter must still provide the information and winning entry to the Advertising Standard Authority on request.
22. the Promoter reserves the right to hold void, cancel, suspend or amend the Prize Draw where it becomes necessary to do so.
23. Entries that are found to contravene these Terms and Conditions in any respect shall be null and void, regardless of the stage of the Prize Draw. In the event that an entry of the Winners is declared null and void, an alternative winner will be selected in accordance with the process set out in these Terms and Conditions.
24. Insofar as is permitted by law, the Promoter, its agents or distributors will not in any circumstances be responsible or liable to compensate the Winner or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up the Prize except where it is caused by the negligence of the Promoter, its agents or distributors or that of their employees. The Winner's statutory rights are not affected.
25. Personal data supplied during the course of this Prize Draw will only be processed as set out in the Promoter privacy policy at <https://www.brightonandhovealbion.com/club/club/privacy-policy> . See also condition 16 with regard to the announcement of the Winner.
26. Events may occur that render the Prize Draw itself or the awarding of the Prize impossible due to reasons beyond the control of the Promoter and accordingly the Promoter may at its absolute discretion vary or amend the Prize Draw and entrants agree that no liability shall attach to the Promoter as a result thereof.

27. The Promoter reserves the right to refuse entry of any individual to the Prize Draw or future events organised by the Promoter:

- (a) where the Promoter reasonably believes that any of the Prizes have been transferred to a third party in whole or in part;
- (b) where an entrant has been disqualified from any promotion/competition held by the Promoter within twelve (12) months of the Opening Date;
- (c) where the Promoter reasonably believes such individual has not complied with these Terms; and/or
- (d) where such individual is ineligible to participate in the Prize Draw (or if participation in the Competition should have been refused for any reason whatsoever).

28. The Prize Draw is governed by English law and entrants to the Prize Draw submit to the exclusive jurisdiction of the English courts.