

PRIZE DRAW TERMS AND CONDITIONS

COMPLETE RULES AND DETAILS OF OPEN TRAINING EASTER EGG HUNT PRIZE DRAW COMPETITION (THE “COMPETITION”)

- (1) Please read the following terms and conditions (the “**Terms**”) carefully. By entering this Competition, you are agreeing to be bound by these Terms.
- (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.

1. THE COMPETITION AND THE PROMOTER

- 1.1. The Competition is being organised and operated by Brighton & Hove Albion Football Club Limited, a company, whose registered office is at American Express Community Stadium, Village Way, Brighton, BN1 9BL, registered with company number 81077 (the “**Promoter**”).
- 1.2. The Competition is being conducted through the following online properties (the “**Entry Platform(s)**”):

Promoter’s own website: <https://brighton-hove-albion.campaign.playable.com/open-training-easter-egg-hunt>

accessible via a QR code on posters around the American Express Stadium (the “**Stadium**”) at the open training taking place on 15 April 2015 (the “**Open Training**”).

- 1.3. The Competition is free to enter and no purchase of any product or service is necessary.

2. ELIGIBILITY

- 2.1. Subject to the provisions of this paragraphs 2.2 , 2.3, 2.4 and 2.5, the Competition is open to all junior season ticket holders or MyAlbion+ junior members present at Open Training.
- 2.2. The following individuals are not eligible to enter the Competition:
 - (a) employees of the Promoter or its group companies;
 - (b) employees of agents or suppliers of the Promoter or its group companies, who are professionally connected with the Competition or its administration; or
 - (c) members of the immediate families or households of (a) and (b) above.
- 2.3. Entrants who are below the age of 18 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 5.8.

2.4. The Promoter may ask the winner (or their parents/guardians) to provide proof of age.

2.5. In entering the Competition, entrants confirm that they are eligible to do so and eligible to claim any prize they may win. The Promoter may require the entrant to provide proof that they are eligible to enter the Competition.

3. ENTRY REQUIREMENTS

3.1. The opening date for entries is 09:30 on 15 April 2025 (the “**Opening Date**”). The closing date of the Competition is 14:30 on 15 April 2025 (the “**Closing Date**”). Entries received after this time will not be accepted and will not be considered.

3.2. Entrants may enter by:

- (a) acting in accordance with these Terms; and
- (b) Scan the QR codes on the 22 digital easter eggs and answering the question behind each egg to correct reveal a letter. Note down the 22 letters then combine to make a phrase;
- (c) Complete the game on the landing page, enter the 22 letter phrase with parent/guardian assistance; and
- (d) Those who complete the above will then be submitted into a random prize draw.

3.3. All entries must be submitted via the Entry Platform and only one (1) entry per person is permitted. Entrants shall not submit or attempt to submit more than one (1) entry. The Promoter reserves the right to refuse entry of any individual to the Competition who submits or attempts to submit more than one (1) entry. An entrant who attempts to submit more than one (1) entry may be disqualified from the Competition.

3.4. All entries are deemed to have been received at the time of entry into the Promoter’s database and not at the time when the entry is sent to the online form by the entrant.

3.5. The Promoter accepts no responsibility for entries that are incorrectly completed, lost, delayed or which are not received for any reason.

- 3.6. A mobile device and with internet access are required to enter this Competition. It is the responsibility of the entrants to ensure permission is obtained from the owner of the computer and the individual who pays for the internet service. No refund may be claimed for expenses related to the use of an internet connection for the purpose of participating in this Competition.

4. **PRIZE**

- 4.1. There will be 9 (nine) prizes awarded in total. The prizes are as follows:

- a) 1x Mascot package for pre-season friendly at the Amex (RRP £200) or for a category B WFT fixture (£50)
- b) 1x Signing session entry and 2x tickets to West Ham fixture on Saturday 26 April (tickets only provided if not already a season ticket holder or if they do not hold tickets already) (RRP £82)
- c) 1x Family ticket (2x adults, 2x under 18) to WSL fixture Albion v Liverpool at the Amex on Saturday 19 April, 12.30pm kick-off (RRP £24)
- d) 3x 2024/25 Home Shirts signed by the MFT (RRP £65)
- e) 3x £20 BHAFC retail gift card

(each a “**Prize**” and together the “**Prizes**”).

- 4.2. The Prize(s) is subject to availability and the Promoter reserves the right to substitute the Prize for another prize, or prizes of equal value (including cash), should the specified Prize become unavailable for any reason outside of the Promoter’s control (or any part of a Prize to the extent divisible).
- 4.3. The Prize is non-negotiable, may not be exchanged for any cash or other alternative, is not transferable, divisible, permitted to be sold or resold, or offered for sale by the winner and is not for use in conjunction with any other promotion or offer. The Prize cannot be replaced or refunded in the event of loss or missed opportunity.
- 4.4. 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.
- 4.5. If you are selected as a winner of the Prize, in order to claim your prize you must follow the instructions below at condition 5.4.

5. **WINNERS**

- 5.1. The winner (and/or their parents/guardians) will be notified by email to the email registered to the winner’s (and/or their parents/guardians) MyAlbion+/Season ticket account by within 7 (seven) days of the Closing Date (provided they have completed the entry requirements at paragraph 3.2 by the Closing Date). It is your responsibility to ensure the information on your MyAlbion+/Season Ticket account is up-to-date and accurate.

- 5.2. The winner of the Prize (or their parents/guardians) may reject the Prize by replying to the winner notification in writing to that effect within 24 hours of receiving notice that they are a winner.
- 5.3. 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).
- 5.4. It is the responsibility of the winner to provide any required documentation and any other legal requirements for the Prize and/or documentation required by law and/or the Promoter.
- 5.5. The Prize may not be claimed by a third party on your behalf. Winners will need to provide their address and fan number to claim their prize.
- 5.6. The delivery details of the Prize shall be determined by the Promoter in its complete discretion. Details of delivery of the Prize (including but not limited to the time, date and location of delivery) shall be provided to the winner upon notification.
- 5.7. The Promoter may be required to either publish or make available information that indicates that a Prize has been awarded. Consequently, the Promoter may either publish the surname and county of the parents/guardians of the winner or send the surname and county of the parents/guardians of the winner and, if applicable copies of their winning entry, to anyone who contacts the Promoter at the address given above within three (3) months after the Closing Date of the Competition.
- 5.9. If the winner objects to any or all of their surname, county and winning entry being published or made available, they should contact the Promoter at the address given above. In such circumstances, the Promoter must still provide the information and winning entry to competent authorities (including, for the United Kingdom, the Advertising Standard Authority) on request.
- 5.10. 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.
- 5.11. Unsuccessful entrants will not be notified.
- 5.12. If there is any dispute as to the identity of the winner, the decision of the Promoter shall be final.

6. LIMITATION OF LIABILITY

- 6.1 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.
- 6.2 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.

7. OTHER GENERAL TERMS

- 7.1. Events may occur that render the Competition itself or the awarding of any Prizes impossible due to reasons beyond the Promoter's control and accordingly, the Promoter may, at its absolute discretion, vary or amend the Competition.
- 7.2. The Promoter reserves the right in its reasonable discretion to disqualify entrants that do not comply with these Terms or the spirit of them or any entrant who it reasonably believes has interfered with the fair running of the Competition.
- 7.3. The Promoter may instruct a third party agency to operate the Competition, including the monitoring and reviewing of submitted entries and, to the extent that such entries do not meet the eligibility criteria or otherwise infringe these Terms, such agency may disqualify such entries at its discretion.
- 7.4. The Promoter reserves the right to refuse entry of any individual to the Competition 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 Competition (or if participation in the Competition should have been refused for any reason whatsoever).
- 7.5. For the avoidance of doubt, all times and dates set out in these Terms refer to the times and dates in United Kingdom. In the event of any dispute over the time or date of any entry submitted, the decision of the Promoter shall be final.
- 7.6. The entry and all materials, information and content submitted as part of the entry, with all associated copyright and other proprietary rights, become the property of the Promoter upon submission, and the entrants hereby (a) assign to the Promoter (by way of present assignment of present and future copyright) all intellectual property rights with full guarantee; and (b) waive all moral rights, in and to such materials, information and content for use and exploitation for all purposes by the Promoter and its nominees in all media now known or hereafter developed.

- 7.7. The Promoter reserves the right to hold void, suspend, cancel, or amend the Competition where it becomes necessary to do so.
- 7.8. The Competition and these Terms are governed by the laws of England and Wales and any disputes (contractual or non-contractual) arising under or in connection with the Competition or these Terms are subject to the non-exclusive jurisdiction of the Courts in England and Wales.
- 7.9. It is advised that all entrants retain a copy of these terms and conditions for future reference.