

## TERMS AND CONDITIONS FOR THE FIRSTWATCH ENTREPRENEURS CHALLENGE 2021 COMPETITION

### GENERAL TERMS OF THE COMPETITION

Edward Snell is Edward Snell & Co. (Pty) Ltd (“the Promoter”).

The competition is open to all South African residents who are 18 years or older in possession of a valid RSA Identity Document, excluding any Director, Member, Partner, Employee, Agent or Consultant of the Promoter, the Marketing Service Providers or any person who directly or indirectly controls or is controlled by these entities, including their Spouses, Life Partners, Business Partners or Immediate Family Members.

### THE FIRSTWATCH ENTREPRENEURS CHALLENGE 2021 COMPETITION (VALUE R50 000 & BUSINESS SUPPORT)

Campaign commences on **01 October 2021 and ends on 31 December 2021**. Any entries received after the closing date will not be eligible or considered.

### RULES TO ENTER THE IN-STORE COMPETITION:

- This competition will be based in participating liquor retail stores Nationwide.
- Entry for this competition will be via USSD Mechanic and Firstwatch website as a form of entry.
- Consumers will need to purchase a promotional 750ml bottle of Firstwatch Whisky and Dial \*120\*12216# and follow the prompts to receive an entry pin.
- You will then be required to go to the Firstwatch website [www.firstwatcwhicksy.co.za](http://www.firstwatcwhicksy.co.za) to submit your business ideas.
- You can also nominate a friend – you will be prompted to do so during the USSD journey, an entry pin will be shared that the friend can use to follow the prompts on the website to enter.
- USSD is charged at R1,50 a string.
- Any person, start-up, small and medium-sized business enterprise (SME), or existing company may enter.
- This competition is open from 01 October 2021 to 31 December 2021. Any entries received after the closing date will not be considered, and the Promoter reserves the right to change dates.
- Entries that are incomplete, indecipherable, or inaudible at the closing date of the competition will not be valid and deemed void.
- The Grand Prize is support to the winner’s business to the value of R50 000, including the cost of one year’s membership to an acceleration and mentorship programme. The winner, in conjunction with an appointed mentor, will determine the nature of the support required and agree on the disbursement of the balance of the prize.
- An entrant may enter without having a registered legal entity, if their pitch wins, **the prize will only be awarded once they have registered their legal entity timeously** (within six (6) months of being notified of receiving the prize). If registration does not occur within 6 months, this will result in immediate revoking of the prize and an alternative winner will be selected and such selection will be subject to these terms and conditions.
- The Firstwatch Whisky Entrepreneurs Challenge is governed by a pre-selection committee and panel of judges, including a representative of the Promoter, whose decisions are final and binding.

- All members of the pre-selection and judges panel and all participants taking part in the training course will sign a non-disclosure agreement to ensure protection of ideas. Any ideas submitted by participants will be deemed to be done in strict confidentiality.
- Participants/entrants will be responsible for all costs incurred to enter via USSD and the Website

### **HOW THE CHALLENGE WORKS**

- Enter your business or business idea
- Once all entries have been received, a selection process will take place
- 160 candidates will be shortlisted to attend a 2-day workshop in JHB and CPT
- Candidates will pitch their ideas to a panel of judges to earn a spot in the top 10
- Top 10 candidates will attend the finale in JHB, where the overall winner will be chosen

### **WORKSHOP DETAILS**

#### **WHEN AND WHERE WITH THE WORKSHOPS TAKE PLACE?**

##### **2-DAY ENTREPRENEURS WORKSHOP**

Cape Town 29 & 30 January 2022

Johannesburg 5 & 6 February 2022

All COVID-19 protocol will be followed in the venue selection and conduction of the workshops in both cities.

#### **THE SHORTLISTING PROCESS**

From all the entries, 160 candidates will be selected on 7 January 2022. These 160 candidates will get a chance to attend one of the two 2-day workshops on entrepreneurship. At the end of the 2 day workshop 10 finalists will be selected to attend the final event.

#### **HOW THE 2-DAY WORKSHOPS ARE CONDUCTED**

Each class will be guided by a facilitator who will work through a series of insightful business modules. These modules are designed to help you improve your business process and to teach you how to develop and grow your business.

#### **HOW PARTICIPANTS WILL GET TO EACH WORKSHOP**

Workshops will be held in 2 cities – Johannesburg & Cape Town. 160 shortlisted candidates across the two cities will be invited to attend the workshops. Firstwatch will cover the ground travel, food and accommodation costs of 10 lucky candidates from provinces outside of the hosting cities.

In the transportation and hosting of candidates all COVID-19 protocol will be followed.

#### **THE FIRSTWATCH ENTREPRENEURS CHALLENGE FINALE EVENT**

This event will be held in Johannesburg on 6 February 2022

On the final event night, the top 10 candidates will pitch their ideas to an audience and a panel of business experts. Winners will be announced, and prizes awarded. The after-party will include snacks, live entertainment, and drinks.

#### **UNIVERSAL TERMS AND CONDITIONS**

The Promoter, Judges or its agents' decision is final, and no correspondence will be entered into.

The Prize is not transferable for cash.

Participation in this competition constitutes acceptance of the competition rules and all participants must abide by the rules.

A copy of these rules can be found on the following websites: [www.firstwatchwhisky.co.za](http://www.firstwatchwhisky.co.za) and [www.esnell.co.za](http://www.esnell.co.za) throughout the period of the competition.

The names of the winners, once contacted, will be published on Firstwatch Social Media platforms and the website: [www.firstwatchwhisky.co.za](http://www.firstwatchwhisky.co.za)

This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook or any other social media platform and the participants acknowledge that they are providing information to the Promoter and its agents only and not to Facebook or any other social media platform.

All entrants in this Competition release Facebook or any other social media platform from all liabilities and claims arising out of or in connection with this competition and these terms and conditions.

Participants must provide their correct contact details. If a winner has given incorrect contact details, the Promoter (or their agent) reserves the right to select another winner in his or her place.

Participants may enter and refer a friend as many times as they wish provided that each entry is associated with a valid purchase and the minimum requirements as set out above or in the prompts within the USSD journey.

All winners will be required to provide their names, ID numbers and contact details and to sign an acknowledgment of receipt of any prize he or she might receive.

Winners may be asked to provide proof of purchase to confirm validity of entry.

The entrant acknowledges that by submitting his or her entry to the competition he/she has been given an appropriate opportunity to first read these terms and conditions before entering and that he/she understands and agrees to the terms and conditions.

All entrants to this competition participate entirely at their own risk. By reading and accepting these terms and conditions, the entrant hereby indemnifies and holds harmless the Promoter and all entities connected to or associated with the Promoter, its directors, employees and agents of any and all liability pertaining to any damage, costs, injuries and losses of whatever nature sustained as a result of their participation in the competition and related events and activities, save where such damage, cost, injustices and losses are sustained as a result of the gross negligence or willful misconduct of any indemnified party.

The Promoter shall be entitled, at its discretion, to name winners publicly and use them in any other publicity they deem. By entering the competition, prize winners agree to the publication of their names by The Promoter and its agents.

Any personal data submitted by you will be used solely in accordance with current South African data protection legislation, the *Consumer Protection Act* and the Promoter's respective privacy policies. The Promoter may contact you for marketing purposes, on the basis that you will have the election to opt out at each interaction.

The Promoter shall not be responsible for any lost, damaged, delayed, incorrect or incomplete entries for any reason whatsoever. Proof of sending will not be accepted as proof of receipt.

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.

Responsibility is not accepted for entries lost, damaged, or delayed as a result of any network, computer or cell phone hardware or software failure of any kind. The Promoter reserves the right to disqualify any claim if fraud or cheating is suspected, including without limitation, through the manipulation of code or falsifying data.

No applications from agents, third parties, organised groups or applications automatically generated by computer will be accepted. No incomplete or corrupted entries will be accepted. Entries will only be accepted if they comply with all entry rules.

The Promoter reserves the right to use the images, video and audio recorded during the duration of the campaign, the course modules and final event for publicity purposes in any manner it deems fit, without any remuneration payable to participants and the winner in respect of such images. However, the winner has the right to object to these images being used by written notification to the Promoter at Bongima@esnell.co.za and postal address here Cnr. Wallflower & Industry Streets, P.O. Box 318, Paarden Eiland, 7420 Att: Legal Department.

The Promoter shall have the right to change or terminate the promotional competition immediately and without notice, if deemed necessary in its opinion and if circumstances arise outside of their control. In the event of such change or termination, all participants agree to waive any rights that they have in respect of this promotional competition and acknowledge that they will have no recourse against the Promoter or its agents.

In the event that the prize is not available despite the Promoter's reasonable endeavours to procure the prize, the Promoter reserves the right to substitute with prizes of equal value.

Neither the Promoter, its agents, its associated companies, nor any directors, officers, or employees of such, shall be liable for any loss or damage, whether direct, indirect, consequential, or otherwise arising from any cause whatsoever, which may be suffered by the participant.

This promotion is in no way sponsored, endorsed, or administered by, or associated with Telkom, MTN, Vodacom and Cell C and the participants acknowledge that they are providing information to The Promoter and its agents only and not to telephone networks.

All entrants in this Competition release Telkom, MTN, Vodacom and Cell C from all liabilities and claims arising out of or in connection with this competition and these terms and conditions.

Consumers agree to be opted in to receive marketing communication from Firstwatch Whisky & consent to Firstwatch Whisky using their data.

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