

**LIBERADO – WIN THE ULTIMATE LIBERATED EXPERIENCE IN THE USA –
PROMOTIONAL COMPETITION RULES**

1. This promotional competition (“Competition”) is run by The South African Breweries (Proprietary) Limited (“Promoter”), and is open to all persons of 21 years or older, resident in South Africa, except the employees, of Promoters, and their immediate families, Promoters advertising and promotion agencies and associated companies.
2. The Promoter shall not be responsible for any lost, delayed, incorrect or incomplete entries for any reason whatsoever, whether as a result of any platform, network, computer or cell phone hardware or software failure of any kind, or otherwise. Proof of submission will not be accepted as proof of receipt.
3. The Promoter reserves the right to alter, amend or cancel this Competition in part or in its entirety (including, but not limited to, value and/or prize, bookings of the trip and/or planned activities).
4. In the event of an amendment, alteration and/or cancellation, the Promoter will not compensate any individual for any reason whatsoever.
5. These Competition rules and any amendments thereto, will be interpreted by the Promoter only.
6. Participation by all entrants (“Participants”) constitutes acceptance of these Competition rules.
7. The Competition starts on 03 February 2017 and ends on 17 March 2017 (“Competition Period”).
8. Entry:
 - To enter, Participants must purchase 1 x 6-Pack of Liberado Flavoured Beer (Including 330ml NRBs and 440ml Cans) during the Competition Period, from any participating outlet, and post a picture/video of themselves and their friends (at least 2 people in the picture plus the Participant/entrant), enjoying their Liberado Flavoured beer.
 - All participants must be over the age of 21.
 - The Participants must use the hashtag #BeLiberated and also tag @BeLiberado on Twitter, Facebook or Instagram. The three channels URL are:
 - Facebook <https://www.facebook.com/BeLiberado/>
 - Twitter <https://twitter.com/BeLiberado>
 - Instagram <https://www.instagram.com/beliberado/>
 - The competition is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter and Instagram.
 - The above steps must be completed, in order for the submission to be considered an entry and to qualify for entry into the random draws.

- No late or incomplete entries will be considered.
- Entries not completed fully or properly will be disqualified. Promoter does not take any responsibility or liability for entries not completed fully, incorrectly completed or not received.
- All entries will be moderated and reviewed and Promoter reserves the right to remove and disqualify any entry it deems to be inappropriate and not an eligible/valid/legal entry.
- The Promoter is not responsible for inaccurate prize details supplied to any Participant by any third party connected with this Competition. As the prize relates to an experience in the USA, the actual activities and contents of the experience may vary, depending on various external factors beyond the Promoter's control.

9. The Prize

The selected winners will win a trip for him/herself plus 1 travel partner of choice, who must be at least 21 years old and have a valid passport to experience the ultimate liberated experience in the USA ("the Destination").

The Prize will include:

- Economy class flights from O.R. Tambo international Airport, Johannesburg to the destination and return flights from the Destination to O.R. Tambo International Airport, Johannesburg, on an airline/s of Promoter's choice. Travel will only be on the dates stipulated by Promoter/Promoter's Agency. The flight may not be a direct flight. Winners and their travel partners must arrange their own transport to and from OR Tambo International airport.
- Necessary transfers to and from hotels, airports and outings at the Destination, as listed on the itinerary, will be provided by the Promoter,
- Hotel accommodation of Promoter's choice for at least 3 nights and 4 days,
- Breakfast and dinner daily,
- Meals will be provided, as per the itinerary, and a beverages voucher for use by the winner and travel partners, for the duration of the trip will be provided. NO further amounts will be provided, by the Promoter, for any spending money, beverages and no additional meals, to that stipulated will be provided,
- The Promoter will cover the cost of obtaining a visa, where necessary, but will not cover the cost for transport to and from the embassy for interviews and the like.

The prize DOES NOT INCLUDE spending money, gratuities, other items of a personal nature, such as telephone, laundry, drinks, meals, transport expenses not stipulated in the itinerary, transfers not included in the itinerary, or spending money.

The competition is in no way sponsored, endorsed or administered by, or associated with any third party events, or any airways or accommodation providers.

10. Winners will be announced no later than the 22 March 2017

11. No person may win or be entitled to travel more than once in this Competition. For these purposes only travel partners, as chosen by a winner, will also be considered "winners" and will not be able to win again in this competition or travel twice.

12. Promoter/Promoter's Agent will make 3 attempts within 3 days of the draw date, to contact the Winner on the social media handle from which the entry was received, failing which the Promoter will select an alternate winner via the same random draw process.
13. Travel will be sometime between 10 April 2017 and 30 April 2017. The exact date of travel will be communicated by the Promoter/Promoter's Agency as this can only be confirmed after the flight and accommodation availability is ascertained and confirmed. Once a departure date and flights are agreed upon between the winner and the Promoter, this date cannot be altered, and the winner will not be able to depart on an alternative date – unless such alternative date is expressly agreed or stipulated by the Promoter.
14. The Winner and their chosen travel partner must all be in possession of a valid South African passport. Winner and travel partner/s passports must be valid for at least **six months** after the intended date of return to South Africa and have no less than 2 (two) full blank pages (available in the passport), in order to redeem the prize.

Temporary passports will not be accepted.

15. A representative of the Promoter will be assisting with travel arrangements.
16. Winners must choose their travel partner within 3 days of being notified that they have won failing which the winner will travel on his/her own or only with the persons nominated, even if this is just one or two persons. No changes of travel partner/s will be accepted after the stipulated 3 days. There will be no compensation, of any kind, to the winner in the event that he/she does not travel with the chosen accompanying travel partner or does not travel at all.
17. The Promoter reserves the right to audit the age and eligibility of the Participants and the validity of the entries, and may refuse to award the prize to the winner if the winner cannot provide proof of age to the satisfaction of the Promoter, or if the Promoter suspects any irregularities or fraudulent activities. In such event all Participants waive any rights which they may have against the Promoters and acknowledge that they will have no recourse or claim of any nature whatsoever against the Promoters, its agents, contractors and/or sponsors.
18. In the event that a winner, for whatsoever reason, is unable to travel the winner and travel partner will forfeit the entire prize. 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 inability of the winner to travel on the date as per the itinerary/provided by the Promoter/Promoter's Agent. This includes but is not limited to, inter alia, not being able to obtain a visa timeously or at all, even if applied for by Promoter/Promoter's Agent. A winner may not substitute him/herself. Time permitting, a substitute winner, may at the discretion of the Promoter, be chosen.
19. A winner may, however, travel in the absence of their travel partner. There will be no compensation, in any form, (including, but not limited to monetary compensation and/or rescheduling) to any party (winner or travel partner/s) should travel partner/s be unable to travel, for whatsoever reason, including but not limited to, inter alia, not being able to obtain a visa timeously or at all, even if applied for by Promoter/Promoter's Agent.

20. The prize cannot be transferred, exchanged for its cash value or for an alternate prize.
21. The winner/s and travel partner/s will be required to sign the necessary indemnities, including travel indemnities prior to travelling, and prize acceptance forms when agreeing to accept and participate in the prize. Any travel partner/s not signing will not be able to travel and, neither the winner nor such travel partner/s, will be compensated in any way. In the event that the winner does not sign any of the indemnities, the travel partner/s will not be able to travel (without the winner) and no party (winner and travel partner/s) will be compensated in any way, in this instance. The prize will therefore be forfeited in its entirety.
22. Promoter reserves the right to make media announcements and/or publications of the name and photographs of the Winner/s and their travel partner/s, provided that any Winner and/or travel partner/s may elect to expressly / in writing decline this.
23. All Participants and Winners indemnify Promoter, its associated companies (directors, officers and employees) and agents, against any / all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever from their participation in any way howsoever in this Competition.
24. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
25. These Competition Rules are also available on <https://www.facebook.com/BeLiberado/>
26. The Competition rules may be amended by the Promoter at any time during the Competition Period by giving reasonable notification on the the three entry channels:
 - Facebook <https://www.facebook.com/BeLiberado/>
 - Twitter <https://twitter.com/BeLiberado>
 - Instagram <https://www.instagram.com/beliberado/>