



One Nation Competition Terms and Conditions

Eligibility

1. This promotion is open to all persons aged 25 or over and resident in England and Wales other than employees, and their immediate families, of Carlsberg UK Limited, their associated companies and anyone else professionally connected with this promotion.
2. The Promoter reserves the right to verify the eligibility of entrants. The Promoter may require such information as it considers reasonably necessary for this purpose and a prize may be withheld until the Promoter is satisfied with the verification.

How to Enter

3. You will require internet access and a Facebook account to enter the promotion. To enter, you must:
 - a. like the Carlsberg UK Facebook page; and
 - b. respond to the following post on the Carlsberg UK Facebook page telling us your top England footballing moment:

Lights, camera, action! We want you to be in our new UEFA EURO 2016™ ad! To be in with a chance to win a place tell us in the comments below your top England footballing moment and why! Must be available in London between 8am & 9pm on 21st April 2016. Entries close at midnight on 12th April 2016. Ts&Cs apply. UK only, 25+. Full T&Cs at www.carlsberg.co.uk/promotions

4. Entries will be judged on relevance to the question; originality; humour; and sentimentality.
5. Entries will be judged by a panel made up of the Promoter's marketing staff and at least one independent judge.
6. The instructions provided at the point of entry form part of the terms and conditions of this promotion. In the event of a conflict, these terms and conditions take precedence.
7. Entries containing:
 - a. rude or offensive words or connotations;
 - b. reference to excessive consumption of alcohol;
 - c. anything which may breach any legal or code requirement which the Promoter is required to comply with; or
 - d. anything which may damage the Promoter's reputation,

will not be considered and may be deleted at the Promoter's sole discretion.

8. All entries must be received by the Promoter before the promotion closes at midnight on 12th April 2016 (**Closing Date**). The Promoter accepts no responsibility for entries that are lost, delayed, corrupted or not received by the Closing Date for any reason. Proof of submission shall not be deemed to be proof of receipt.

9. One entry per person. Entries not complying with these terms and conditions will be invalid.

Prize

10. There are 25 prizes available each consisting of the opportunity to attend the Carlsberg One Nation film advertisement (**Ad**) shoot on 19th April 2016 at the Queen Victoria, 148 Southwark Park Road, London, SE16 3RP (the **Shoot**). Food and drink will be provided at the Shoot.
11. Each winner must be available between 8am and 9pm on the day of the Shoot. Further prize details including start times will be confirmed when each winner is contacted.
12. There is no guarantee that you will be featured in the final edit of the Ad. The Promoter reserves full editorial control over the Ad.
13. Any expenses incurred by a winner in the general enjoyment of the prize are the sole responsibility of that winner. Travel expenses incurred in travelling to and from the Shoot are the sole responsibility of each winner.
14. The Promoter reserves the right to substitute an alternative prize of at least equal value if circumstances make this necessary.
15. If a prize is declined, or a winner cannot take up a prize or does not claim the prize within 4 hours of notification from the Promoter that they have won, the prize will be forfeited and a replacement winner may be drawn at the Promoter's sole discretion. The Promoter will not be responsible for any inability of a winner to take up the specified prize.
16. Each prize is non-transferable and no cash or other alternative will be offered.
17. The Promoter accepts no responsibility for cancellation, curtailment or alteration of the Shoot.

Selection of Winners

18. The winners will be selected after the Closing Date by the independent panel and will be contacted by Wednesday 13th April 2016 using the details provided to enter the promotion.
19. To obtain the name and county of the winners, please send a stamped SAE to One Nation Competition, The Marketing Store, 16 Hatfields, London SE1 8DJ within three months of the Closing Date.

Agreement to terms of submission

20. As conditions of entry into this promotion you hereby:
 - a. understand that the Promoter wishes to photograph, and take video footage and sound recordings of, you for use in the Ad (**Content**);
 - b. irrevocably grant a worldwide, non-exclusive, royalty-free licence (with the right to sub-licence) to the Promoter and its affiliates, legal representatives, assigns, agents and licensees, to use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute the Content (as edited/modified in any way by or on behalf of the Promoter, in the Promoter's sole discretion) without limitation, and without additional review, compensation, or approval from you or any other party. It is a condition of entry that you agree to sign any releases required by the Promoter to enable it to make use of the Content and any additional images or

materials relating to you and arising out of your participation in the Shoot (without using your name).

General

21. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook and by entering this promotion you hereby release Facebook from any liability in respect of this promotion. You are providing your information to the Promoter and not to Facebook. Information you provide will only be used for the purpose of administering the promotion.
22. You must not re-post, forward or otherwise share Facebook messages or posts relating to this promotion with any of your Facebook contacts who are under the legal drinking age in the intended recipient's country of residence.
23. You must not create multiple Facebook accounts in order to enter the promotion more than once per person. Anyone found using multiple accounts to enter the promotion will be found in breach of these terms and excluded from the promotion.
24. You may be asked to take part in promotional activities and / or to provide digital photographs of you for use in promotional material. It is a condition of entry that you agree to such use if you win, to your name and county of residence being made publicly available and to sign any necessary promotional releases relating to your image rights.
25. The Promoter reserves the right to suspend, cancel or amend the promotion and / or revise these terms and conditions at any time without giving prior notice and, by continuing to take part in the promotion subsequent to any revision, entrants shall be deemed to have agreed to the amended terms.
26. The Promoter may, in its sole discretion, disqualify entries deemed to be non-compliant with these terms and conditions or if it has any reason to believe that efforts have been made to distort the competitive process or spirit of the promotion. The Promoter's decision as to any aspect of this promotion is final. No correspondence will be entered into.
27. Entry into this promotion is deemed acceptance of these terms and conditions.
28. If any provision of these terms and conditions is held invalid, such invalidity shall not affect the enforceability of any other provisions not held to be invalid.
29. This promotion and all issues arising out of it shall be governed in accordance with English law and is subject to the exclusive jurisdiction of the English courts.

Promoter: Carlsberg UK Limited, 140 Bridge Street, Northampton NN1 1PZ
Please drink responsibly.

Twitter promotional post copy:

Tweet 1:

For a chance to win comment on our Facebook post [\[link\]](#) telling us your top England footballing moment & why!

Tweet 2:

Must be available in London between 8am & 9pm on 21 April 2016. Entries close midnight 12 April 2016. UK, 25+ only. Full ts&cs:[\[link\]](#)