

## **Melbourne Cup Quest Promotion**

### **THE PROMOTION:**

Welcome to the Melbourne Cup Quest – be first to find one of the 24 hidden Melbourne Cups that Victoria Racing Club (VRC) has placed around Melbourne and send in a photo of yourself with the cup to win one of 24 prize packs (valued at \$85.95) and go into the draw for a chance to win the major prize of 4 tickets to the 150<sup>th</sup> Melbourne Cup with limousine transfers (valued at \$1,440)

### **HOW TO ENTER:**

VRC will place 24 Melbourne Cup Stickers at iconic Melbourne locations over the period 16/08/10 -15/10/10.

VRC will release clues through its Facebook Fan Page as to where these stickers are every Monday, Wednesday and Friday during the competition period 16/08/10 – 15/10/10

Individuals are required to locate the stickers based on the clues released by VRC and the first individual to successfully find a sticker and send a photo of themselves with the sticker along with their full name by email to [entry@melbournecupquest.com.au](mailto:entry@melbournecupquest.com.au) will win a prize pack consisting of:

- a ticket to Emirates Stakes Day on 6 November 2010;
- a 150<sup>th</sup> Melbourne Cup DVD, *Story of the Melbourne Cup: Australia's Greatest Race*;  
and
- a 150<sup>th</sup> Melbourne Cup can cooler.

Once found, that particular Melbourne Cup sticker will be removed. Keep checking our Facebook Fan Page to see which stickers are still waiting to be discovered!

An individual can enter multiple individual cup quests over the competition period.

The winners of each of the individual cup quests will then be entered into a random draw to win a major prize pack consisting of:

- four tickets to the Riverside Enclosure for the 150th Melbourne Cup valued at \$1,360;  
and
- limousine transfers to and from Flemington Racecourse

### **TERMS & CONDITIONS:**

Information on how to enter and prizes forms part of these Terms and Conditions. By entering this promotion, each entrant acknowledges that they have read and understood these Terms and Conditions of entry. Participation in this Promotion is deemed acceptance of these Terms and Conditions of entry.

This promotion is only open to "Eligible Entrants". An Eligible Entrant is a person who (a) is a resident of Victoria; (b) is 18 years or older at the time of entry; (c) submits their entry into this promotion in accordance with these Terms and Conditions; (d) does not in any way tamper with the promotion and/or the entry process for the promotion; and (e) is not excluded under paragraph 3.

Employees, directors and other representatives of the Promoter and organisations involved in sponsoring or conducting this promotion (and any individuals so involved) are ineligible, as are members of their immediate families and households.

The Promoter reserves the right, at any time, to verify the validity of entries and entrants (including an entrant's identity, age and place of residence) and to disqualify any entrant who submits an entry that is not in accordance with these Terms and Conditions or who tampers with the entry process. Identification suitable for verification is at the sole discretion of the Promoter. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.

Incomplete, indecipherable or illegible entries, entries containing incorrect contact details and entries containing material which the Promoter considers inappropriate for any reason will be deemed invalid.

The Promoter's decision on all aspects relating to this promotion is final and no correspondence will be entered into.

The Promotion is open to entries from 16/08/10 from 09.00am (AEST) and close 15/10/10 at 11.59pm (AEST) (or until all the Melbourne Cup stickers are found)

Entrants can enter the promotion by sending a photo of themselves with a Melbourne Cup sticker by email, together with their full name, to [entry@melbournecupquest.com.au](mailto:entry@melbournecupquest.com.au). For each Melbourne Cup sticker, the Eligible Entrant whose entry is first received by the Promoter will win a prize pack. Only entries sent by email to [entry@melbournecupquest.com.au](mailto:entry@melbournecupquest.com.au) will be eligible. Only one valid entry per person will be accepted.

The draw will take place at Citrus Internet Pty Ltd office premises (Level 5, 100 Albert Road, South Melbourne, Victoria) on the 16/10/2010 at 11.00am (AEST). The Winner will be notified by email and the Winner's name will be published in the public notices section of *The Australian* on 17/10/2010.

VRC is giving away twenty four (24) \$85.95 prize packs and one (1) \$1,440.00 RRP Major Prize Pack. There are a total of twenty five (25) prize packs worth a combined total of \$3,502.80

The winner of the Major Prize Pack will be drawn by a random computer-generated electronic procedure from the winners of the individual Cup Quest prizes.

Each prize will be sent by mail to the address that the winner nominates when contacted via phone.

Once a prize has been delivered to this address, whether or not anyone is present to accept delivery, the prize is at the sole risk of the winner and the Promoter takes no responsibility for the prize being damaged, stolen or lost.

The Prize, or any part thereof, is not transferable or exchangeable and cannot be taken as cash, unless otherwise specified by the Promoter. The Prize cannot be sold to any other person (including via any online auction site). A prize will be forfeited if it is not used at the time and in the manner stipulated by the Promoter.

A re-draw for any prizes unclaimed as at 22/10/2010 may take place on 23/10/2010 at the same time and place as the original prize draw, subject to any directions from a regulatory authority. Each winner of a redrawn prize will be notified by email and the name of that winner will be published in *The Australian* on 24/10/2010. The Promoter's decision in relation to the redrawn prize is final and no correspondence will be entered into.

If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any reason beyond the reasonable control of the Promoter, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the promotion, as appropriate.

The Promoter is not responsible for any difficulties caused by technical errors or malfunctions of any telephone network or lines, computer on-line systems, servers, service providers, computer equipment, technical problems or traffic congestion on the Internet or at any web site, or any combination of these that may occur in the course of

the administration of this promotion. The Promoter accepts no liability for any injury or damage to entrants' or any other person's computer related to or resulting from participation in, downloading or transmitting any materials in this promotion (except for any liability that cannot be excluded by law).

Neither the Promoter nor any of its employees, contractors or agents (nor employees of its contractors or agents), accept any responsibility for late, lost, incomplete, incorrectly submitted, delayed, illegible, corrupted or misdirected entries, claims or correspondence, whether due to error, omission, alteration, tampering, theft, destruction or otherwise. All entries are deemed to be received at the time of receipt in the competition email inbox.

All winning entries, including but not limited to images, will be entered into a database and become the property of the Promoter.

The use of each prize is at the winner's sole risk. Neither the Promoter, nor any of its employees, contractors and agents (nor employees of its contractors and agents), nor companies providing Prizes for the Promotion, will be held liable for any liability, loss, damage, expense, death, or personal injury suffered or incurred or any dispute (including, but not limited to, direct, indirect or consequential loss) arising out of, or in connection with, this Promotion, the provision of Prizes, use or participation in such Prizes or promotion of this Promotion, except for any liability which cannot be excluded by law (in which case that liability is limited to the minimum allowable by law).

Each entrant indemnifies and will keep indemnified the Promoter in relation to all loss and damage whatsoever which is suffered (including but not limited to indirect or consequential loss) by the Promoter as a direct or indirect result of the entrant acting inconsistently with or breaching any part of these Terms and Conditions.

**Privacy Statement.** The personal information an entrant provides to enter this promotion will be used by the Promoter and may be disclosed to its marketing and promotional agencies and information technology providers to conduct, administer and publicise this promotion (and any similar promotions conducted in future) and to send the entrant information about the Promoter's products and services if the entrant opted to receive such information where provided on the promotion entry form). Entrants can advise the Promoter at any time if they do not wish to receive this information. Otherwise, their consent will remain current until specifically withdrawn. If entrants do not provide the details requested, they may not participate in the promotion. Entrants' personal information may be disclosed to State and Territory lottery departments and winners' names may be published as required under these Terms and Conditions or the relevant lottery legislation. Entrants may access the information held by the Promoter about them. A request to access, update or correct any information should be directed to the Promoter's Privacy Officer at 448 Epsom Road, Flemington, Victoria 3031.

Should an entrant's contact details change during the Promotional Period, it is the entrant's responsibility to notify the Promoter.

Each entrant acknowledges and agrees that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook Australia Pty Ltd or its related bodies corporate ("Facebook"). Facebook does not have any liability in respect of the promotion and VRC and each entrant releases Facebook from any liability whatsoever and howsoever arising in relation to the promotion (except where provided otherwise under terms and conditions published by Facebook or by law).

Any questions, comments or complaints regarding this promotion are to be directed to VRC and not to Facebook

Entrants are not required to be present at the draw.

The Promoter is Victoria Racing Club Limited (ACN 119 214 078).