

**PL x Western Bulldogs Fan Comp 2025 Terms & Conditions ("Conditions of Entry")**

<b>Schedule</b>	
<b>Promotion:</b>	PL x Western Bulldogs Fan Comp 2025
<b>Promoter:</b>	<p>Pirate Life Brewing Pty Ltd ABN 19 167 106 096, 18 Baker St, Port Adelaide, SA 5015, Australia. Ph: 1800 244 054</p> <p>For any enquiries regarding this Promotion, please contact the Promoter via <a href="mailto:info@piratelife.com.au">info@piratelife.com.au</a> or 1800 244 054</p>
<b>Promotional Period:</b>	<p><b>Start time/date:</b> 9:00 am AEST on 28/07/25</p> <p><b>End time/date:</b> 11:00 am AEST on 30/07/25</p>
<b>Eligible entrants:</b>	Entry is only open to VIC residents who are 18 years of age or over.
<b>How to Enter:</b>	<p>To enter the Promotion, the entrant must complete the following steps during the Promotional Period:</p> <ul style="list-style-type: none"> <li>a) visit @westernbulldogs on Instagram (located at <a href="https://www.instagram.com/westernbulldogs">www.instagram.com/westernbulldogs</a>) and watch the promotional Instagram story; and</li> <li>b) visit the promotional website (by clicking on the entry button advertised on the Instagram promotional story), follow the prompts to the Promotion entry page; and fully complete and submit the online entry form with their personal details (as requested).</li> </ul>
<b>Entries permitted:</b>	Limit one (1) entry permitted per person.
<b>Winner Determination:</b>	<p><u>Draw:</u></p> <ul style="list-style-type: none"> <li>• The draw will take place at Pirate Life Brewing Pty Ltd, 18 Baker St, Port Adelaide SA 5015, Australia at 12:00 pm ACST on 30/07/25 using computerised random selection.</li> <li>• The first valid entry drawn will be the winner of the prize specified below.</li> <li>• The draw conductor may select additional reserve entries in case an invalid entry or entrant is drawn.</li> <li>• If a draw is scheduled on the weekend or a public holiday, the draw will be conducted at the same time and location on the following business day. The Promoter will ensure each draw is open for public scrutiny and anyone may witness the draw on request. The winner of a drawn prize is determined by chance.</li> </ul>
<b>Total Prize Pool:</b>	AU\$700.00

<b>Prize Description</b>	<b>Number of this prize</b>	<b>Value (per prize)</b>
<p>The prize is a footy experience for the winner and a friend (aged 18 years or over) which includes the following:</p> <ul style="list-style-type: none"> <li>• two (2) x premium hospitality tickets to the Western Bulldogs vs GWS AFL match at Marvel Stadium on 31/07/25 which includes access to complimentary dinner buffet;</li> <li>• a 'pre-game Inner Sanctum Experience' in the on-field boundary viewing area to watch the players warm-up prior to the game;</li> <li>• a 'Guard of Honour' experience;</li> <li>• a \$300 Pirate Life voucher, redeemable at Pirate Life South Melbourne (awarded to the winner only); and</li> <li>• a case of limited "Red, White &amp; Brew" PL x Western collab beer.</li> </ul>	1	AU\$700.00

<b>Further Prize Details:</b>	<p><b>Event Prize:</b></p> <ul style="list-style-type: none"> <li>This prize includes tickets to the Western Bulldogs vs GWS AFL match at Marvel Stadium, taking place on 31/07/25. If the winner is unwilling or unable to attend this event, they forfeit the prize and the Promoter is not obliged to offer a substitute prize.</li> <li>The Western Bulldogs vs GWS AFL tickets are subject to the organiser's terms and conditions, including any applicable age restrictions. The Promoter and event organisers hereby expressly reserve the right to eject any winner and/or their companion for any inappropriate behaviour, including but not limited to intoxication, whilst participating in any element of the prize.</li> <li>All costs associated with travel to and from the Western Bulldogs vs GWS AFL match at Marvel Stadium will be the responsibility of the winner and their companion.</li> </ul> <p><b>Pirate Life Voucher:</b></p> <ul style="list-style-type: none"> <li>Any ancillary costs associated with redeeming the voucher are not included. Any unused balance of the voucher will not be awarded as cash. Redemption of the voucher is subject to any terms and conditions of the issuer including those specified with the voucher.</li> </ul>
<b>Winner notification:</b>	The winner will be contacted via phone on the same day as the draw.
<b>Unclaimed Prizes:</b>	Prize must be claimed by 3pm AEST on 30/07/25. In the event of any unclaimed prize, the prize will be forfeited by the winner and the first reserve entrant drawn in the original draw will be deemed the winner of the unclaimed prize ("Unclaimed Prize Winner"). The Unclaimed Prize Winner will be contacted via phone on the same day.

- The entrant agrees and acknowledges that they have read these Conditions of Entry (and the Schedule) and that entry into the Promotion is deemed to be acceptance of these Conditions of Entry (and the Schedule). Any capitalised terms used in these Conditions of Entry have the meaning given in the Schedule, unless stated otherwise.
- The Promotion commences on the Start Date and ends on the End Date ("Promotional Period"). Where applicable, entries are deemed to be received at the time of receipt by the Promoter and not at the time of transmission or deposit by the entrant. Records of the Promoter and its agencies are final and conclusive as to the time of receipt.
- Valid and eligible entries will be accepted during the Promotional Period.
- Employees (and their immediate family members) of the agencies/companies directly associated with the conduct of this Promotion, the Promoter, businesses involved in determination of winner/s for the Promotion, businesses involved in the management of the Promotion, any organisation benefiting from the Promotion, the Promoter's distributors, suppliers, subsidiary companies/businesses and associated companies and agencies are not eligible to enter. "Immediate family member" means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
- If a prize is won by a person under the age of 18, the prize may be awarded to the winner's parent or guardian and where applicable to the prize a nominated parent/guardian must accompany any person under 18 years of age.
- All reasonable attempts will be made to contact the winner.
- If the winner chooses not to take their prize (or is unable to), or does not take or claim a prize within a reasonable time, as specified by the Promoter, they will forfeit the prize and the Promoter is not obliged to offer a substitute prize.
- Entry and continued participation in the Promotion is dependent on the entrant following and acting in accordance with the Instagram Terms of Use, (<http://instagram.com/legal/terms/>). Any questions or comments regarding the Promotion must be directed to the Promoter, not to Instagram. The entrant releases Instagram and its associated companies from all liabilities arising in respect of the Promotion. Entrants acknowledge that the Promotion is in no way sponsored, endorsed or administered by, or associated with Instagram.
- The value of the prizes is accurate and based upon the recommended retail value of the prizes (inclusive of GST) at the date of publication. The Promoter accepts no responsibility for any variation in the value of the prizes after that date.
- Tickets or rights for alcohol prizes will not be distributed by or to any person under 18, nor can a person under 18 dispense or collect an alcohol prize. Entrants will be refused service of alcohol or provision of an alcoholic beverage prize if it would

breach any relevant laws or codes including those relating to the responsible service of alcohol. The Promoter supports the responsible service of alcohol.

11. No part of a prize is exchangeable, redeemable for cash or any other prize or transferable, unless otherwise specified in writing by the Promoter.
12. If a prize (or portion of a prize) is unavailable the Promoter reserves the right to substitute the prize (or that portion of the prize) to a prize of equal or greater value and specification.
13. No entry fee is charged by the Promoter to enter the Promotion. Where entry is allowed online, there is no additional cost to enter the Promotion other than any cost paid by the entrant to access the website or social media platform of entry via their Internet service provider.
14. Each prize will be awarded to the person named in the entry and any entry that is made on behalf of an entrant or by a third party will be invalid. If there is a dispute as to the identity of an entrant or winner, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant or winner.
15. Entrants' personal information will be collected by the Promoter and/or by CUB Pty Ltd ABN 76 004 056 106, 58 Queens Bridge Street, Southbank, VIC 3006, Australia ("CUB") ("the Collectors") directly or through their individual agents or contractors. By entering, the entrant consents to the Collectors keeping personal information on their respective databases. The Collectors may use this information to conduct and manage the Promotion and for future marketing purposes regarding their products, including contacting the entrant electronically. The Collectors will handle personal information in accordance with their privacy policy which is located at <https://asahi.com.au/privacy>. The Collectors gather personal information about entrants to enable them to participate in this Promotion and may disclose the entrants' personal information to third parties including their contractors and agents, prize suppliers and service providers to assist in conducting this Promotion, to communicate with the entrants or in storing data and to the State and Territory lottery departments as required under the relevant lottery legislation. This may include disclosures to organisations outside Australia including in places such as the Philippines, New Zealand, the UK and the Netherlands. If the entrant does not provide their personal information as requested, they may be ineligible to enter or claim a prize in the Promotion. The Collectors' direct marketing communications will, where required by the Spam Act 2003 (Cth), contain a functional unsubscribe functionality that the entrant may use to opt-out of any further such communications and provided that the functional unsubscribe facility complies with the Spam Regulations 2021 (Cth). By entering, you consent to receive email or SMS messages from the Collectors without any functional unsubscribe facility if they relate primarily to the conduct of the Promotion.
16. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and postcode of residence.
17. The Promoter reserves the right to refuse to allow a winner to take part in any or all aspects of a prize, if the Promoter determines in its absolute discretion, that a winner is not in the physical or mental condition necessary to be able to safely participate in or accept the prize.
18. If a prize is provided to the Promoter by a third party, the prize is subject to the terms and conditions of the third party prize supplier. The terms and conditions which apply to the prize at the time it is issued to the winner will prevail over these Conditions of Entry in the event of any inconsistency. To the extent permitted by law the Promoter/CUB accepts no responsibility or liability for any delay or failure by the third party to deliver the prize, any delay or failure relating to the prize itself or failure by the third party to meet any of its obligations in these Conditions of Entry or otherwise.
19. Any guarantee or warranty given is in addition to any relevant statutory guarantees and warranties and nothing in these Conditions of Entry restricts, excludes or modifies or purports to restrict, exclude or modify any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth).
20. If for any reason any aspect of this Promotion is not capable of running as planned, including by reason of computer virus, communications network failure, bugs, tampering, unauthorised intervention, fraud, technical failure or any cause beyond the control of the Promoter, the Promoter may in its sole discretion cancel, terminate, modify or suspend the Promotion and invalidate any affected entries, or suspend or modify a prize, subject to State or Territory regulation.
21. The Promoter reserves the right, at any time, to validate and check the authenticity of entries and entrant's details (including an entrant's identity, age and place of residence). If a winner cannot provide suitable proof as required by the Promoter to

validate their entry, the winner will forfeit the prize in whole and no substitute will be offered. Incomplete, indecipherable, inaudible, incorrect and illegible entries, as applicable, will at the Promoter's discretion be deemed invalid and not eligible to win. Entries containing offensive or defamatory comments, or which breach any law or infringe any third party rights, including intellectual property rights, are not eligible to win. The use of any automated entry software or any other mechanical or electronic means that allows an individual to automatically enter repeatedly is prohibited and may render all entries submitted by that individual invalid.

22. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Conditions of Entry. If there is a dispute concerning the conduct of the Promotion or claiming a prize, the Promoter will resolve the dispute in direct consultation with the entrant. If the dispute cannot be resolved the Promoter's decision, acting reasonably, will be final.
23. The Promoter and its associated agencies and companies (including but not limited to CUB) will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence or willful misconduct) in connection with this Promotion or accepting or using any prize (or recommendation). For the sake of clarity, this clause shall not apply where the Promoter (or its associated organisations) has contributed to or caused such loss, expense, damage, personal injury or death and shall not apply to any liability which cannot be excluded by law (in such case each organisation's liability is limited to the minimum allowable by law).
24. The winner will participate in and co-operate as required with all reasonable marketing and editorial activities relating to the Promotion, including (but not limited to) being recorded, photographed, filmed or interviewed and acknowledges that the Promoter may use any such marketing and editorial material without further reference or compensation to them.
25. Unless otherwise specified, a prize is a single event for the winner (and where relevant their companion) and cannot be separated into individual events or components.
26. The Promoter accepts no responsibility for any tax implications and the entrant must seek their own independent financial advice in regards to the tax implications relating to the prize or acceptance of the prize.
27. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.