

## **“JIM BEAM CHANCE TO WIN THE ULTIMATE BRONCOS GAME DAY EXPERIENCE” PROMOTION**

### **TERMS AND CONDITIONS**

1. Information on how to enter and the prize form part of these Terms and Conditions. Participation in this promotion is deemed acceptance of these Terms and Conditions.
2. Entry is only open to Australian residents aged 18 years or over who are Liquor Legends Rewards members. For clarity, individuals who are not current Liquor Legends Rewards members can sign up to become a Liquor Legends Rewards member during the Promotional Period. However, individuals must be registered Liquor Legends Rewards members prior to making a Qualifying Transaction (defined below).
3. Entries into the promotion open on 27/08/2025 and close at 11:59pm AEST on 23/09/2025 (**“Promotional Period”**).
4. Employees (and their immediate families) of the Promoter, Participating Stores and agencies associated with this promotion are ineligible to enter. Immediate family 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 1<sup>st</sup> cousin.
5. A **“Participating Store”** is any Liquor Legends nationally, including at [www.liquorlegends.com.au](http://www.liquorlegends.com.au), that stocks the Eligible Product and advertises the promotion during the Promotional Period.
6. To be eligible to enter and receive an automatic entry into the draw, individuals must, in a single transaction, spend \$25 or more on any Jim Beam product (**“Eligible Product”**) at a Participating Store during the Promotional Period and scan/enter their Liquor Legends Rewards card at the time of completing their transaction (**“Qualifying Transaction”**).
7. Multiple entries permitted, subject to the following: (a) only one (1) entry permitted per Qualifying Transaction regardless of the amount spent in that transaction in excess of \$25; and (b) each entry must be submitted separately and in accordance with entry requirements.
8. 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 reserves the right, in its sole discretion, to disqualify any individual who the Promoter has reason to believe has breached any of these Terms and Conditions, tampered with the entry process or engaged in any unlawful or other improper misconduct calculated to jeopardise fair and proper conduct of the promotion. Errors and omissions may be accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.
9. Incomplete or indecipherable entries will be deemed invalid.
10. If there is a dispute as to the identity of an entrant, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant.
11. The draw will take place at Liquor Legends, Unit 7/ 747 Fairfield Road, Yeerongpilly QLD 4105 on 30/09/2025 at 12pm AEDT. The Promoter may draw additional reserve entries and record them in order in case an invalid entry or ineligible entrant is drawn. The winner will be notified by email and phone within five (5) days of the draw and their first initial, last name and

postcode will be published online at <https://www.jimbeampromotions.com.au/lql-game-day-25> on 07/10/2025. To claim the prize, the winner must respond to the winner notification and confirm that they meet the entry criteria as outlined in these terms and conditions within three (3) months of the date of the draw.

12. The Promoter's decision is final and no correspondence will be entered into.
13. The first valid entry drawn will win a trip for two (2) adults to Brisbane, Queensland valued at up to \$10,000 depending on date and point of departure. Prize includes:
  - Two (2) x return economy airfares from the winner's nearest capital city to Brisbane, Queensland (only provided if the winner resides more than 200km from Brisbane, Queensland);
  - Private return transfer for two (2) adults between Brisbane Airport and the hotel accommodation;
  - Three (3) nights' accommodation in a minimum four (4) star hotel for two (2) people (twin/double share);
  - Two (2) x VIP tickets to a Brisbane Broncos 2026 NRL season match including a premium dining experience;
  - Welcome dinner for two (2) adults, paired with bespoke Jim Beam cocktails;
  - Brisbane Broncos match day merchandise (up to AU\$200 per person);
  - AU\$1,000 spending money for the winner only to be awarded in the form of an electronic funds transfer (EFT) to be deposited into the winner's nominated Australian bank account or awarded as a cheque.
14. Additional spending money, additional meals, insurance, transport to and from departure point, additional transfers, items of a personal nature, in-room charges, minibar, laundry, telephone calls, and all other ancillary costs are not included. Prize must be taken during the 2026 NRL season and is subject to booking and flight availability. Prize is a single event holiday and cannot be separated into different holiday vacations.
15. Once the prize has been claimed, the winner and their companion will be required to complete a further prize booking form including liability and publicity waiver within one (1) month of the date that they successfully claimed the prize and were verified as the valid winner. The winner and their companion must finalise the prize booking within two (2) months of the date that they successfully claimed the prize and were verified as the valid winner. Travel must be booked at least sixty (60) days prior to intended travel departure. All travel must be completed within twelve (12) months of the prize draw.
16. The winner and their companion must depart from and return to the same departure point and travel together. Itinerary to be determined by the Promoter in its absolute discretion. Frequent flyer points will not form part of the prize. The winner and their companion must meet all travel requirements and the prize is subject to the standard terms and conditions of individual prize and service providers. The winner may be required to present their credit card at time of accommodation check in.
17. Winner is responsible for providing full and accurate bank details. The Promoter will not be responsible for incorrect details being provided, a banking institution rejecting an EFT payment, or any costs associated with locating lost monies.
18. Winner is responsible for ensuring that all prize delivery details provided are correct. The Promoter will not be liable for any costs associated with re-delivery of a prize, should the delivery details provided by a winner be incorrect.

19. If for any reason the winner does not take the prize (or an element of the prize) at the time stipulated by the Promoter, then the prize (or that element of the prize) will be forfeited and will not be redeemable for cash.
20. If the winner resides within a 200km radius of Brisbane, Queensland the airfare component of the prize will be forfeited and not redeemable for cash.
21. In the event of war, terrorism, state of emergency, government lockdown, pandemic, or any other kind of disaster or unforeseeable event beyond the Promoter's reasonable control, the Promoter reserves the right to cancel, terminate, modify or suspend the promotion or suspend, substitute or modify a prize, subject to any written directions from a relevant regulatory authority.
22. The Promoter encourages consumers to enjoy responsibly. Legal aged consumers are advised to consider the safe drinking levels recommended in the National Health & Medical Research Council Australian Alcohol Guidelines that are available at [www.nhmrc.gov.au](http://www.nhmrc.gov.au). Entry and continued participation in this promotion is subject to the licensee's liquor serving policy.
23. If the prize (or any part of the prize) is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize (or that part of the prize) with a prize to the equal value and/or specification, subject to any written directions from a regulatory authority.
24. The Brisbane Broncos NRL game ticket prizes are subject to the event venue and ticket terms and conditions, including any applicable age restriction. The Promoter and event organisers hereby expressly reserve the right to eject the winner (and/or his/her companion) for any inappropriate behaviour, including but not limited to intoxication, offensive conduct or failure to comply with venue rules and regulations, whilst participating in any element of the prize.
25. Total prize pool value is \$10,000.
26. Prize, or any unused portion of the prize, is not transferable or exchangeable and cannot be taken as cash, unless otherwise specified. In the event that the NRL match is cancelled or postponed for any reason outside of the Promoter's control, the prize (or affected components of the prize) will be forfeited and no cash alternative will be provided.
27. A draw for the prize, if unclaimed may take place 12/01/2025 at the same time and place as the original draw, subject to any directions from a regulatory authority. The winner, if any, will be notified by email and phone within five (5) days of the draw and their first initials, last name and postcode will be published online at <https://www.jimbeampromotions.com.au/lql-game-day-25> on 19/01/2025.
28. Entrants consent to the Promoter using their name, likeness, image and/or voice in the event they are a winner (including photograph, film and/or recording of the same) in any media for an unlimited period without remuneration for the purpose of promoting this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter. The winner and their companion agree that they will not sell or otherwise provide their story and/or photographs to any media or other organisation apart from the Promoter or the Promoters prize supplier.
29. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, including but not limited to technical difficulties, unauthorised intervention or fraud, 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.

30. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used.
31. The use of any automated entry software or any other mechanical or electronic means that allows an entrant to automatically enter repeatedly is prohibited and will render all entries submitted by that entrant invalid.
32. Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under the ASIC Act or similar consumer protection laws in the States and Territories of Australia ("**Non-Excludable Guarantees**"). Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion.
33. Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) if the appearance of any or all of the Brisbane Broncos or the Brisbane Broncos NRL match event is delayed, postponed or cancelled for any reason beyond the reasonable control of the Promoter; (f) any tax liability incurred by a winner or entrant; or (g) taking of the prize/attendance at the prize event.
34. As a condition of accepting the prize, the winner (and his/her companion) must sign any legal documentation as and in the form required by the Promoter and/or prize suppliers in their absolute discretion, including but not limited to a legal release and indemnity form
35. The Promoter collects personal information ("**PI**") in order to conduct the promotion and may, for this purpose, disclose such PI to third parties, including but not limited to agents, contractors, service providers, prize suppliers and, as required, to Australian regulatory authorities. Entry is conditional on providing this PI. The Promoter will also use and handle PI as set out in its Privacy Policy, which can be viewed at <https://www.beamsuntory.com/en/privacy-policy>. In addition to any use that may be outlined in the Promoter's Privacy Policy, the Promoter may, for an indefinite period, unless otherwise advised, use the PI for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the entrant. The Privacy Policy also contains information about how entrants may opt out, access, update or correct their PI, how entrants may complain about a breach of the Australian Privacy Principles or any other applicable law and how those complaints will be dealt with. All entries become the property of the Promoter. Unless otherwise indicated by the Promoter, the Promoter may disclose PI to entities outside of Australia (for a list of the countries, see the Promoter's Privacy Policy), and cannot guarantee that any overseas recipient will not breach the Australian Privacy Principles. By entering the promotion entrants consent to the overseas transfer on these terms as

permitted by the Australian Privacy Principles and agree that the Promoter is not liable in this regard.

36. The Promoter is Beam Suntory Australia Pty Ltd (ABN 85 003 953 357) of Level 18, Tower 1 Darling Park, 201 Sussex Street, Sydney 2000 ("**Promoter**").

**ACT Permit No. TP25/01602. SA Permit No. T25/1195.**