

“RED ROCK WIN A TASTE OF TENNESSEE” 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. The Promoter is Brown-Forman Australia Pty Ltd (ABN 87 000 064 086) of Level 6, 280 Elizabeth Street, Surry Hills NSW 2010. Telephone: (02) 9764 8777.
3. Entry is only open to Australian residents aged 18 years or over.
4. Employees (and their immediate families) of the Promoter, participating Red Rock venues 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 1st cousin.
5. Promotion commences on 01/08/2017 and entries close at 11:59pm AEST on 26/09/2017 (“Promotional Period”).
6. To enter, individuals must complete the following steps during the Promotional Period:
 - a. Purchase any Jack Daniel’s product from a Red Rock venue in NSW, QLD or VIC (“Qualifying Purchase”). Upon making their Qualifying Purchase, individuals will be handed a promotional flyer from a member of staff, which contains a unique code (“Unique Code”) and instructions on how to enter the promotion. If a promotional flyer is not automatically handed to them, it is the individuals responsibility to request one; and then
 - b. Visit www.jackspromo.com.au/jacksbbq, follow the prompts to the promotion entry page, input the requested details (including their full name, address, email, mobile number, date of birth and the Unique Code) and submit the fully completed online entry form.
7. 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.
8. Incomplete or indecipherable or illegible entries will be deemed invalid.
9. Multiple entries permitted, subject to the following: (a) only one (1) entry permitted per Qualifying Purchase, regardless of the number of Jack Daniel’s products purchased in that transaction in excess of one (1); (b) each entry must be submitted separately and in accordance with entry requirements; (c) only one (1) Unique Code per entry is permitted; (d) the same Unique Code cannot be used more than once; (e) unrecognised codes will be deemed invalid; and (f) a limit of one (1) entry per person per day applies in NSW; and (g) a limit of two (2) entries per person per day applies in VIC and QLD.
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 the Promoter’s office, Level 6, 280 Elizabeth Street, Surry Hills NSW 2010 on 03/10/2017 at 2pm AEDT. The winner will be notified in writing within two (2) business days of the draw and their name will be published online at

www.jackspromo.com.au/jacksbbq/winner from 06/10/2017. The Promoter may draw additional reserve entries and record them in order in case an invalid entry or ineligible entrant is drawn.

12. The Promoter's decision is final and no correspondence will be entered into.
13. The first valid entry drawn will win the major prize of a trip for two (2) adults to Nashville, Tennessee, USA valued at up to AU\$10,500 depending on date and point of departure. Prize includes:
 - Two (2) return economy class airfares from the winner's nearest capital city to Nashville, Tennessee, USA;
 - Return private transfers between airport and accommodation;
 - Five (5) nights twin share 4* star accommodation in Nashville for two (2) adults;
 - Two (2) tickets to the Jack Daniel's BBQ Championships;
 - Two (2) tickets to an American Football game in Tennessee (subject to playing schedule and availability);
 - Return transfers for two (2) to the Jack Daniels Distillery;
 - A tour of the Jack Daniel's distillery in Lynchburg, Tennessee for two (2) adults; and
 - AU\$1,000 spending money for the winner only.
14. Spending money, transfers, meals, taxes (excluding airline and airport taxes), transport to and from departure point, insurance, passports, visas, vaccinations, items of a personal nature, in-room charges and all other ancillary costs are not included.
15. Prize must be taken to coincide with the Jack Daniel's BBQ Championships held on 27/10/2017 and 28/10/2017 OR it can be taken to coincide with the 2018 championships (held in October 2018 with the exact date to be confirmed at a later date) and is subject to booking and flight availability.
16. The tickets to the American Football game are subject to game schedule and ticket availability. In the event that the winner's travel dates do not align with a home game, the Promoter will substitute this element of the prize with another prize to equal value.
17. Winner and his/her companion must depart from and return to the same departure point and travel together. Winner and his/her companion are responsible for ensuring that they have valid passports, and any requisite visas, vaccinations and travel documentation. Itinerary to be determined by the Promoter in agreement with the winner but in the event that agreement cannot be reached, the Promoter reserves the right to determine the itinerary. Frequent flyer points will not form part of the prize. 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.
18. The Jack Daniel's BBQ Championships tickets, Jack Daniel's distillery tour and the Tennessee Titans home game tickets 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, whilst participating in any element of the prize.
19. Subject to the unclaimed prize draw clause, if for any reason the winner does not take/redeem the prize (or an element of a 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 prize (or 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.
21. Total prize pool value is up to AU\$10,500

22. Prize, or any unused portion of the prize, is not transferable or exchangeable and cannot be taken as cash.
23. A draw for the prize if unclaimed may take place on 03/01/2018 at the same time and place as the original draw, subject to any directions from a regulatory authority. The winner will be notified in writing within two (2) business days of the draw and their name will be published online at www.jackspromo.com.au/jacksbbq/winner from 08/01/2018.
24. In the event of war, terrorism, state of emergency or disaster, the Promoter reserves the right to cancel, terminate, modify or suspend the promotion or suspend or modify a prize, subject to any written directions from a relevant regulatory authority.
25. 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.
26. 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.
27. 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.
28. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used. 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.
29. 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 ("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.
30. 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 Jack Daniel's BBQ Championships or Tennessee Titans home game events are 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) any prize.
31. The Promoter collects personal information ("PI") in order to conduct the promotion. By providing the Promoter with your PI, you consent that any or all of the PI submitted by you may be held and used by the Promoter and other companies within the Promoter's group of companies or the Promoter's agents, partners or licensees, to contact you in relation to the

promotion and to further promote, to consider ways of improving, and to send you information about, Jack Daniel's Australia products and services by email and as otherwise set out in the Promoter's privacy policy, which is available at <http://www.jackdaniels.com/en-au/privacy-policy>. Your PI will be handled in accordance with the Promoter's privacy policy which contains information about how to access and correct PI that the Promoter holds about you, and how complaints can be made and will be resolved. If you do not provide all of the requested information you may be ineligible for the promotion and/or the Promoter may be unable to contact you with additional offers. Your PI may be transferred to the United States and may be shared with third-party service providers who process your PI in the United States or Australia solely to enable the provision of services to the Promoter. Your PI may be transferred to another company or entity in the event that any part of the Promoter's business is transferred to, sold to or merged with a company or entity or if the Promoter is required to do so by law, regulation or at the request of a public authority. If in the future, you do not wish to receive further communications from Jack Daniel's Australia and would prefer to be removed from its databases, if you simply wish to make corrections to your PI or if you have a complaint (which we will endeavor to resolve within a reasonable time), please inform us in writing at the address set forth in clause 2 above. All entries become the Property of the Promoter.

NSW Permit No. LTPS/17/15913