

**SPORTSMAX LALIGA ULTIMATE XPERT CHALLENGE 2022**  
**TERMS AND CONDITIONS**

This “ **SPORTSMAX LALIGA ULTIMATE XPERT CHALLENGE 2022**” **PROMOTION** (the “Promotion”) terms and conditions (the “Terms”) apply to you and govern your participation in the Promotion for chances to win the grand prize. You should read these Terms carefully before participating in the Promotion.

“We” or “us” means **International Media Content**, a company registered under the law of **St Lucia** with registered offices at **PO Box BW400, Baywalk Mall, Rodney Bay Castries, St.Lucia** References to “we”, “our” and “us” in these Terms also includes our subsidiaries and affiliates (“Affiliates”) from time to time.

“I” or “You” means the person participating in the Promotion (and “my” and “your” shall have the same meaning).

By participating in the Promotion, you agree to be bound by these Terms.

If you do not agree to or accept any of these Terms, you should stop participating in the Promotion immediately.

Participants may consult these Terms and Conditions on SportsMax’ website ([www.SportsMax.tv](http://www.SportsMax.tv)). If you have any queries about the mechanics of the Contest, please do not hesitate to contact our marketing & digital department at 876-619-7629.

**1. What is the “SportsMax LaLiga Ultimate Xpert Challenge 2022” Promotion?**

SportsMax is offering participants the opportunity to win an all-expense paid trip for two (2) to Spain to watch a LaLiga match. There will be twelve (12) challenges held throughout the Promotion. One (1) winner will be selected from each challenge staging. Each of the twelve (12) winners selected will then have to convince the SportsMax audience that they should be the “LaLiga Ultimate Xpert” in “The Final Showdown” where they will be tasked with submitting a video outlining why they should become the SportsMax LaLiga Ultimate Xpert 2022. The finalist whose video receives the most votes (likes), will become the LaLiga Ultimate Xpert 2022.

**2. What is the promotional period for Challenge?**

The Challenge is valid from March 27, 2021 through to May 22, 2022 (the “Promotional Period”).

**3. Who is eligible to enter the Challenge?**

In order to be eligible for the Challenge:

- a. You MUST be 18 years and older;

- b. You MUST be a resident of the following countries: Anguilla, Antigua & Barbuda, Aruba, Barbados, Bermuda, Bahamas, BVI, Cayman Islands, Curacao, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, St. Croix, St. Kitts & Nevis, St. Lucia, St. Maarten, St. Thomas, St. Vincent and the Grenadines, Trinidad & Tobago and Turks & Caicos; and
- c. You MUST follow the SportsMax Instagram and Twitter social media pages and your account MUST be open to the public for the duration of the Challenge period.

## **EXCLUSIONS**

The following persons are excluded from participating in the Promotion:

- a. International Media Content employees;
- b. SportsMax Limited employees;
- c. Digicel Group and affiliated market employees;
- d. Executives, spouse(s), life partners, business partners and associates or boardmembers of the above named entities.

## **4. How does the Promotion work?**

Step 1: To participate in the Promotion, you will need to have an active social media account with FaceBook, Instagram or Twitter. Some challenges in the Promotion will be held only on Facebook, only on Instagram, only on Twitter, or on all three platforms.

Step 2: You will need to follow the SportsMax official profile on Facebook (SportsMax), Instagram (@sportsmaxtv) and/or Twitter (@SportsMax\_Carib). Follow us on all three platforms to increase your chance to win.

Step 3: Challenges and their corresponding instructions will be posted on the SportsMax social media pages.

Step 4: Late submissions will automatically be eliminated.

Step 5: All challenges will be conducted on social media with support from the SportsMax Zone. If a Participant is unable to perform the physical skill-based activities (such as running, juggling or kicking) themselves due to a physical disability, the Participant may choose a proxy in his stead; however, participants must provide medical documentation to support this.

Step 6: Participant videos for the passion component of the Ultimate Xpert Challenge will be played on the SportsMax Zone. Each video should be a duration of 30 seconds and must also be sent to the email address provided above by May 27<sup>th</sup>, 2022 at 12 :00 PM (noon).

Step 7: The finalist whose video has the most votes (likes) by Midnight on May 29<sup>th</sup>, 2022, will become the SportsMax LaLiga Ultimate Xpert and will be announced on the SportsMax Zone on May 31<sup>st</sup>, 2022.

## **5. What are the chances of winning?**

Once the individual challenges have been completed and the winners selected, a graphic will be created with the photographs of the 12 winners. This will be posted on the SportsMax Instagram page and will lead into "The Final Showdown".

The Grand prize consists of:

Category	Applicable Prize
The Final Showdown	A Round Trip, Economy Class, Win a trip to a LaLiga match in the 2022/2023 Season courtesy of LaLiga Santander and SportsMax (subject to additional Terms and Conditions). SportsMax and/or LaLiga also reserves the rights to alter or adjust the time period to include the entire 2022/2023 season to ensure that all safety protocols are observed.

#### 6. How will Eligible Participants be notified of The Final Showdown ?

The twelve (12) winners of the individual challenges will be announced on the SportsMax Instagram page on May 20, 2022 and the SportsMax Zone television programme on Friday, May 20, 2022 between 4:30PM and 6:00pm. A notification will also be sent to the winners via email the same day of the announcement. The winner will be required to respond with their acceptance to SportsMax via the same manner indicated in the email. Thereafter full details of the final Challenge will be sent to them.

If the required information and/or documentation is not provided, the Participant will be disqualified from the Contest and lose their status as a winner.

If no response has been received within seventy-two (72) hours, or if either of the winner refuses to participate or did not comply with the requirements of these Terms and Conditions, SportsMax will withdraw the status of winner from the Participant in question. No substitute will be chosen and the remaining winners/participants will compete for the Grand Prize.

#### 7. How are prizes redeemed?

- a. Upon winning the Grand Prize, SportsMax will contact the winner and keep an open line of communication until the winner has redeemed their prize.
- b. The winner will receive an official congratulatory letter from SportsMax with next steps on how to redeem their prize.
- c. The identified winner will have a maximum period of twenty-four (24) hours from the time the congratulatory email was sent to them to accept the prize and MUST communicate acceptance to SportsMax via the same manner indicated or the prize may be forfeited.
- d. Due to ongoing delays arising from the COVID-19 global pandemic; the Grand prize trip to a LaLiga match in Spain may be delayed beyond the specified time period as outlined in Item 5 above.
- e. Please note the winner (and their guest) of the Grand Prize must have a valid passport and United States of America, Schengen and/ or any other required visa or its equivalent (the "Travel Documents") to claim the prize. If the winner will be accompanied by a companion, that companion must also possess valid Travel Documents, winner and companion must be 18 years old and over.
- f. **Winner and companion must be fully vaccinated or willing to be vaccinated and become immunized against infectious diseases including but not limited to Covid-19 in accordance with the laws of participating countries.**
- g. SportsMax reserves the right to award the Grand Prize to the participant with the next highest tally of points should the winner become ineligible as per these terms and condition.

**a. What will winner need to present in order to claim prizes?**

Winner must present a valid Government issued photo ID (passport, voter's identification card or driver's licence) and the social media account information used to participate in the LaLiga Ultimate Xpert Challenge. The winner of the Grand Prize must, within twenty- four (24) hours of being announced as the selected winner of the prize, provide to SportsMax proof of his or her Travel Documents according to the rules and regulations of their country, to visit Spain and necessary flight stops. The winner will be required to complete and sign a redemption form confirming their receipt of the prize and a Consent and Release Form authorizing the use of their picture (where they chose to do so) on Social Media.

**Additional Terms and Conditions**

- A. Participation in the Challenge implies the participants' acceptance of all the Terms and Conditions provided in this document, which must be complied with, and any claims as to the Terms and Conditions waived.
- B. This Challenge is offered for your personal use and not for commercial use and you agree not to sell any rewards redeemed through this Promotion.
- C. Participation in the Challenge is free, so it is not necessary to pay anything to participate and win the grand prize.
- D. We reserve the right to disqualify you or terminate this offer if, in our sole opinion, the Challenge is being abused, such abuse to include but not be limited to selling or attempts to sell the prize, whether on a commercial basis or otherwise, general abuse deemed as an attempt to undermine the integrity of our services.
- E. The selected winners must have complied with these Terms and Conditions to enter and to be eligible to win the prize.
- F. We reserve the right to modify, extend or discontinue (permanently or temporarily), this Promotion being offered to you at our discretion.
- G. If a prize is unavailable, we may, in our discretion, substitute the prize with an alternative prize of equal value and/or specification.
- H. Except where the choice is given to trade, prizes are not exchangeable or transferable and are not redeemable for cash.
- I. We reserve the right to, at any time, with or without notice, vary or cancel the terms and conditions of this Promotion. Any such notification shall be effective immediately or as of the date referred to in such notifications.
- J. Any personal data relating to participants will be used solely for the purposes of this promotion by IMC and/or by any agent appointed by it to assist with running the promotion on behalf of the IMC and will not be disclosed to a third party for any other purpose without the individual's prior consent. By entering this Promotion, you consent to the use of your personal data by IMC and/or any agent appointed by it to assist with running the promotion for the purposes of administration of the promotion (including publishing your full name and county and/or disclosing it to third parties on request if you are the winner) and any other purposes to which you have consented. To see our privacy policy visit: <https://sportsmax.tv/index.php/privacy>.

- K. Winners may share their winnings on their social media platforms and may be required to take part in related publicity, including (without limitation) publication of the name and image of a winner along with their winning entry via SportsMax' websites, social media and other press and media channels. No additional payment will be given for this.
- L. Except in the event of its negligence, neither IMC, Digicel or SportsMax, nor any other person or party associated with the Promotion, their associated companies, agents, contractors and sponsors or any of its personnel involved in the Challenge/Promotion, shall be liable whatsoever for any loss or damage incurred or suffered, death or personal injury suffered or sustained, or costs incurred, arising from either participation in the Promotion or from claiming any reward.
- M. The Eligible Participant acknowledges and agrees that no racist, xenophobic or sexist comments shall be made by them nor shall they use any content that is disrespectful or offensive to teams, players and representatives of the Clubs shall be used same.
- N. Winner shall agree to respect the image of the Competition, Clubs and players.

