

SKY MEDIA SPORTS MARKETPLACE

PROMOTION TERMS AND CONDITIONS OF ENTRY

1 INTRODUCTION

These Promotional Terms and Conditions (“**Terms and Conditions**”) set out the terms for the Sky Media Sports Marketplace 'Buy-One-Get-One-Free' promotion (“**Promotion**”) offered by Sky UK Limited (company number 2906991) (“**Sky**”) as part of the launch of Sky Media Sports Marketplace product.

2 ELIGIBILITY

- 2.1 The Promotion shall be open to all brands who have not purchased any Sky Sports/TNT inventory from Sky Media prior to 28 February 2025 (“**New Advertisers**”).
- 2.2 The Promotion shall not be open to the following brands, even if classified as New Advertisers:
 - 2.2.1 Bookmakers; and/or
 - 2.2.2 Any brand which is a competitor of Sky.

3 PROMOTIONAL OFFER

- 3.1 The Promotion to apply to each New Advertiser who books a Sky Media Sports Marketplace Multi Event Pack over the value of £2,000 between 1 April 2025 and 31 May 2025.
- 3.2 Sky shall match advertising inventory, up to a maximum value of £20,000 (the “**Value Inventory**”).
- 3.3 The Value Inventory shall be subject to Sky Media's standard terms and conditions available at <https://www.skymedia.co.uk/terms-and-conditions/>.
- 3.4 The Value Inventory must be fully utilised between 1 June 2025 and 31 July 2025. Any remaining value left after this date will be lost.
- 3.5 The Value Inventory cannot be assigned or transferred to a third party.
- 3.6 No agency commission will be payable on the Value Inventory.
- 3.7 The Value Inventory is excluded from any existing share or volume expenditure deals that the New Advertiser or its respective agency may have with Sky.
- 3.8 No cash equivalent prizes are available.

4 GENERAL

- 4.1 Sky reserves the right to amend the Terms and Conditions if it deems it necessary.
- 4.2 Sky shall have no liability to any New Advertiser or any other party for any delay, alteration or cancellation of the Promotion due to or related to any event or occurrence outside its control.
- 4.3 If there is any reason to believe that there has been a breach of these Terms and Conditions, Sky may, at its sole discretion, reserve the right to exclude any New Advertiser from participating in the Promotion or withdraw the Value Inventory.
- 4.4 These Terms and Conditions shall be governed by and construed in accordance with English law and the parties submit to the exclusive jurisdiction of the English courts over any claim or matter arising under or in connection with these Terms and Conditions.