

SKY MEDIA SPORTS MARKETPLACE

COMPETITION TERMS AND CONDITIONS OF ENTRY

1 INTRODUCTION

These Competition Terms and Conditions of Entry ("**Terms and Conditions**") set out the terms for the Sky Media Sports Marketplace inventory giveaway competition ("**Competition**") held by Sky UK Limited (company number 2906991) ("**Sky**") as part of the launch of Sky Media Sports Marketplace product.

2 ENTRY AND ELIGIBILITY

- 2.1 Entries to the Competition shall be on behalf of the brand specified in the entry form ("**Brand Entrant**"). There is a limit of one entry into the Competition per Brand Entrant.
- 2.2 The party entering the Competition on behalf of the Brand Entrant warrants that it has the authority to do so.
- 2.3 The following Brand Entrants shall not be eligible:
 - 2.3.1 Bookmakers; and/or
 - 2.3.2 Any brand which is a competitor of Sky.
- 2.4 By entering the Competition, each Brand Entrant and the party entering on its behalf:
 - 2.4.1 agree to receive updates about Sky Media Sports Marketplace;
 - 2.4.2 accept Sky's Privacy Policy available at <https://www.skymedia.co.uk/privacy-and-cookies-notice/>; and
 - 2.4.3 agree to be bound by these Terms and Conditions.

3 COMPETITION PROCESS

- 3.1 The Competition shall open on 26 Feb 2025 and close at 11.59pm on 16 April 2025 ("**Closing Date**"). Sky reserves the right to amend the Closing Date if required.
- 3.2 In order to enter the Competition, a written entry must be submitted using the entry form at <https://www.skymedia.co.uk/smp/> before the Closing Date. All competition entries received after the Closing Date are automatically disqualified.
- 3.3 A single winner from all Brand Entrants shall be chosen at random following the Closing Date and the winning Brand Entrant will be notified by Sky.

4 PRIZE

- 4.1 The winning Brand Entrant shall receive a Sky Media Sports Marketplace Multi Event Pack to the value of £20,000 (priced in line with Sky's standard rates for the same or similar inventory from time to time) (the "**Value Inventory**").
- 4.2 The Value Inventory shall be subject to Sky Media's standard terms and conditions available at <https://www.skymedia.co.uk/terms-and-conditions/>.
- 4.3 The Value Inventory must be fully utilised by 31 May 2025. Any remaining value left after this date will be lost.
- 4.4 The Value Inventory cannot be assigned or transferred to a third party.
- 4.5 No agency commission will be payable on the Value Inventory.

- 4.6 The Value Inventory is excluded from any existing share or volume expenditure deals that the Brand Entrant or its respective agency may have with Sky.
- 4.7 No cash equivalent prizes are available.

5 GENERAL

- 5.1 Sky reserves the right to amend the Terms and Conditions if it deems it necessary.
- 5.2 Sky shall have no liability to any Brand Entrant or any other party for any delay, alteration or cancellation of the Competition due to or related to any event or occurrence outside its control.
- 5.3 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 Brand Entrant from participating in the Competition or withdraw the Value Inventory from the winning Brand Entrant.
- 5.4 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.