

SKY MEDIA SPORTS MARKETPLACE
PROMOTION TERMS AND CONDITIONS OF ENTRY

1. INTROUDDCTION

- 1.1. These Competition Terms and Conditions ("**Terms and Conditions**") set out the terms for the Sky Media Sports Marketplace English Football League ("**EFL**") Play-Off Finals ticket giveaway promotion ("**Competition**") offered by Sky UK Limited (company number 2906991) ("**Sky**").
- 1.2. The Competition offers Brand Entrants (as defined below) the chance to win 2 tickets to one of the following EFL Play-Off Final matches: (1) Championship Play-Off Final scheduled for 24 May 2025; (2) League One Play-Off Final scheduled for 25 May 2025; and (3) League Two Play-Off Final scheduled for 26 May 2025 (each an "**Event**"), with there being 2 tickets per Event to be won.

2. ENTRY AND ELIGIBILITY

- 2.1. To enter the Competition, participants must purchase an advertising spot in respect of the commercial breaks of an EFL fixture ("**EFL Booking**") via the Sky Media Sports Marketplace, at which point they will be automatically entered into the Competition.
 - 2.1.1. If a participant wishes to opt out of entry into the Competition, they must notify Sky in writing by emailing sportsmarketplace@sky.uk no later than the Closing Date (as defined below). Failure to opt out before the Closing Date will be deemed acceptance of participation in the Competition and of these Terms and Conditions.
- 2.2. Entries to the Competition shall be made by individuals on behalf of the brand that is purchasing the EFL Booking ("**Brand Entrants**").
- 2.3. There is a limit of 5 entries into the Competition per Brand Entrant.
- 2.4. The party entering the Competition on behalf of the Brand Entrant warrants that it has the authority to do so.
- 2.5. All Brand Entrants must be aged 18 or over and must be available to independently travel to and from their Event. If an Attendee (as defined below) has any special accessibility requirements the winning Brand Entrant will notify Sky as soon as they have been notified of their winning entry.
- 2.6. The following Brand Entrants shall not be eligible:
 - 2.6.1. Bookmakers; and
 - 2.6.2. Any brand which is a competitor of Sky (as determined by Sky).
 - 2.6.3. Sky reserves the right to refuse or reject a Brand Entrant from participating in the Competition for any reason.
- 2.7. By entering this Competition, each Brand Entrant and the party entering on its behalf:
 - 2.7.1. Agree to receive updates about Sky Media Sports Marketplace;
 - 2.7.2. Accept Sky's privacy policy available at <https://www.skymedia.co.uk/privacy-and-cookies-notice/>; and
 - 2.7.3. Agree to be bound by these Terms and Conditions.

3. COMPETITION DETAILS

- 3.1. The Competition shall open on 10 May 2025 and close at 11.59pm on 19 May 2025 ("**Closing Date**"). Sky reserves the right to amend the Closing Date if required.
- 3.2. All Competition entries received after the Closing Date are automatically disqualified.
- 3.3. Following the Closing Date, a ticket draw will take place for each Play-Off Final and a single winner will be randomly selected and allocated 2 tickets to a Play-Off Final, provided that a Brand Entrant will only be eligible to win tickets to a single Event.

3.4. In accordance with paragraph 3.3 above there shall be one winner per Play-Off Final draw, and Sky shall notify the winning Brand Entrants of their successful entries following the draw.

3.5.

3.5.1. The tickets are non-exchangeable, non-transferable, and are not redeemable for cash or other tickets.

3.5.2. The attendees of a winning Brand Entrant ("**Attendees**") must attend their Event accompanied by a Sky representative, who will act as a point of contact during the Event.

3.5.3. The Attendees agree to comply with any Event-related or Sky-related rules or requirements as set out by the organisers of the Event and/or Sky. The Attendees also acknowledge that they may be refused entry or removed from their Event if they do not comply with such requirements or if they are subject to a club banning order or similar restriction.

3.5.4. The winning Brand Entrant acknowledges and accepts that a Sky representative will contact them in the lead-up to their Event to confirm details and obtain personal information such as mobile number and/or e-mail address of Attendees for the purposes of verifying the identity of the Attendees (including as may be required by the Event organiser) and coordinating their attendance at the Event.

4. **WINNER ATTENDANCE AND NOTIFICATION**

4.1. If a winning Brand Entrant is unable to attend their Event, they must notify Sky in writing by emailing sportsmarketplace@sky.uk as soon as possible and no later than 3 working days before the applicable Event and Sky reserves the right to re-allocate the tickets to an alternative winner.

5. **PROMOTIONAL MATERIAL**

5.1. By entering into the Competition, the Brand Entrants permit Sky to use the relevant brand name and image (applicable to the relevant EFL Booking) and other relevant details for promotional purposes in connection with the Competition. Sky may feature the winning Brand Entrants on any of its platforms, including but not limited to its website, social media channels, and in other promotional content related to the Competition. This usage shall be in accordance with applicable privacy and data protection laws.

6. **GENERAL**

6.1. Sky reserves the right to amend the Terms and Conditions if it deems it necessary.

6.2. 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.

6.3. Sky shall have no liability to any Brand Entrant or any other party for any delay, alteration, or cancellation of the applicable Event.

6.4. Insofar as permitted by law, Sky will not in any circumstances be responsible or liable to compensate the winning Brand Entrants nor does it accept any liability for any loss, damage, personal injury or death occurring as a result of the winning Brand Entrants attending an Event (except for personal injury or death caused by the negligence of Sky).

6.5. Without prejudice to paragraph 2.6, 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.

6.6. Subject to applicable law, the name of the winning Brand Entrants will be available by sending a written request to: sportsmarketplace@sky.uk. Brand Entrants agree their name may be disclosed for this purpose.

6.7. 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.