

# SMUBE X O'COFFEE CLUB XPRESS INSTAGRAM CONTEST

## TERMS AND CONDITIONS

1. This Contest is organized by SMU Broadcast and Entertainment (SMUBE) and is open to students of Singapore Management University (SMU) only.
2. Profiles of entrants are to be set to public for SMUBE to access to the photo entries.
3. To qualify for this contest, entrants need to adhere the following criteria:
  - a. Entrants has followed SMUBE Instagram page @smube.
  - b. Post a photo of you drinking coffee with a creative caption.
  - c. Caption must be hashtag with #smube and #smucoffeelovers.
  - d. Photos must be posted between *10 June 2017, 1200hrs*, to *17 June 17, 2359hrs*.
4. All entries that do not meet all the above criteria will not be taken into consideration.
5. Entrants can post as many entries as they wish.
6. **Start of contest:** 10 June 2017, 1200hrs.
7. **End of contest:** 17 June 17, 2359hrs.
8. By entering this contest, each entrant confirms that his/her entry is his/her wholly-owned creation and, to the extent that such entry makes use of any third-party materials, that these have been fully cleared unless they are no longer protected by copyright or other intellectual property rights. Entrants will keep SMUBE harmless from any claims in relation to their entry that the entry infringes the personal or proprietary right of any other person.
9. By submitting an entry, each entrant grants SMUBE a perpetual, royalty-free, non-exclusive licence to edit, publish, translate, modify, adapt, make available and distribute the entry throughout the world in any media now known or hereafter invented. Each entrant undertakes to complete any necessary documentation to formalise the licence. If you do not want to grant us these rights, please do not submit materials to us.
10. Each entrant also confirms that anyone depicted in an entry has given their permission for the inclusion of their image in the entry and the use of the entry including their image by the entrant and SMUBE.
11. SMUBE will use any data submitted by entrants only for the purposes of running the competition, unless otherwise stated in the entry details. By entering this competition, all entrants consent to the use of their personal data by SMUBE for the purposes of the administration of this competition and any other purposes to which the entrant has consented.
12. This Instagram Contest is not sponsored, endorsed or administered by or associated with Instagram. Each entrant acknowledges that all information and material that he/she submits to enter this competition is submitted to SMUBE and not Instagram and you agree that Instagram shall not be liable to you in any way in respect of this Instagram Contest.

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13. SMUBE's decision is final.
14. Prizes are subject to availability. In the event of unforeseen circumstances, SMUBE reserves the right to substitute alternative prizes and in exceptional circumstances to amend or foreclose the contest without notice.
15. 5 winners will be selected based on the creativity of the photos and captions, and the result will be announced on *19 June 17*.
16. 2 additional winners will be selected based on the highest number of likes by *25 June 2017, 2359hrs* and the result will be announced on *26 June 17*.
17. All winners and results will be notified via SMUBE Instagram page (@smube). The winners must claim their prize within 30 days upon notification. If the prize is unclaimed by the deadline, SMUBE reserves the right to forfeit the prize.
18. Prizes
  - a. The 5 winners announce on 19 June 2017 will be awarded 1-year free coffee membership from SMU O'Coffee Club Xpress.
  - b. The 2 winners announce on 26 June 2017 will be awarded the following prizes:
    - i. 1 "Know Your Coffee session with O'Coffee Club Xpress's barista
    - ii. 2 years O'Coffee Club membership with \$20 credits
    - iii. 1 Free ice cream with waffle
  - c. The prizes are non-refundable and there is no cash alternative.
19. By entering the contest, each entrant agrees to be bound by these terms and conditions.