

## Take Off Program Platinum Promotion Terms and Conditions of Entry

### **Promotion:**

Take Off Program Platinum Promotion

### **Promoter:**

Essendon Football Club (ABN 22 004 286 373) (**EFC**) of 32 Watson Drive, Melbourne Airport, Victoria, 3045

### **Promotion Period:**

**Start Date:** 6 January 2026 09:00am (AEDT)

**End Date:** 28 August 2026 09:00am (AEST)

### **Eligible Entrants:**

The Promotion is only open to Australian residents aged 18 years and over excluding:

- a. Those that reside in South Australia
- b. Employees of EFC and immediate family members

### **How to Enter:**

To enter the promotion, the entrant must purchase, an EFC Take Off Program Platinum Package during the Promotion Period.

In recognition of purchasing a Take Off Program Platinum Package, package holders will receive:

- \$190 voluntary Tax-deductible donation through the Australian Sports Foundation (ASF)
- Certificate of Recognition
- Quarterly Newsletter
- Exclusive Take Off Program Pin
- \$10 Bomber Shop Voucher

Eligible Entrants who purchase a Take Off Program Platinum Package and pay upfront will automatically be entered into each available draw following their purchase.

Eligible Entrants who purchase a Take Off Program Platinum Package on 50/50 payment plan will only be entered into the Major Draw provided full payment is received.

Take Off Program Platinum Packages can be purchased online at [membership.essendonfc.com.au](http://membership.essendonfc.com.au), by phone on (03) 8340 2000 or in person during opening hours at the Bomber Shop, 32 Watson Drive, Melbourne Airport, Vic 3045 or at the EFC membership hub on Essendon AFL match days.

### **Entries permitted:**

Multiple entries permitted.

### **Total Prize Pool:**

AUD \$13,000

### **Prize Description:**

**Major Draw Prize:** \$10,000 cash

**Early Bird Draw 1 Prize:** \$1,000 cash

**Early Bird Draw 2 Prize:** \$2,000 cash

**Draw Details:**

**Each draw will be held** at Level 13, 477 Pitt Street, Sydney, NSW, 2000.

Further details of each draw are as follows:

**The Early Bird Draw 1** will be conducted at 9:00am on Monday, 23 February 2026. The first valid entry drawn will win the prize of \$1,000 cash.

**The Early Bird Draw 2** will be conducted at 9:00am on Tuesday, 30 June 2026. The first valid entry drawn will win the prize of \$2,000 cash.

**The Major Draw** will be conducted at 12:00pm on Friday, 28 August 2026. The first valid entry drawn will win the prize of \$10,000 cash.

Reserve winners may be drawn in case of ineligible or invalid entries. If a draw is scheduled on a weekend or public holiday, it will be conducted at the same time and location on the following business day. The Promoter will ensure each draw is open for public scrutiny, and any person may witness a draw upon request.

**Winner Notification:**

Winners will be notified by email (to the email address held in the Promoter's database linked to their Take Off Program Platinum Package(s) and by phone (to the phone number held in the Promoter's database linked to their Take Off Program Platinum Package (s) within two (2) business days of the relevant draw.

The names of all prize winners will be published at

<https://membership.essendonfc.com.au/member-hub/membership-terms-and-conditions> by the following dates:

- **Early Bird Draw 1:** by Wednesday, 25 February 2026
- **Early Bird Draw 2:** by Thursday, 2 July 2026
- **Major Draw:** by Wednesday, 2 September 2026

**Unclaimed Prizes:**

All prizes must be claimed by 11:59pm AEDT, Friday, 27 November 2026.

In the event that a prize remains unclaimed, a redraw will be conducted by TPAL at 11:00am AEDT on Monday, 30 November 2026, at Level 13, 477 Pitt Street, Sydney NSW 2000. The redraw will be conducted using a computerised random selection method.

Any winner(s) from the redraw will be notified by email and phone within two (2) business days of the redraw, and their name(s) will be published at

<https://membership.essendonfc.com.au/member-hub/membership-terms-and-conditions> by Wednesday, 2 December 2026.

If there are no prize winner(s), or the winner(s) cannot be located, this information will be published on the same website.

**Further Terms and Conditions:**

1. The Promotion commences on the "Start Date" and ends on the "End Date" specified above (**Promotion Period**). Entries are deemed to be received at the time of receipt by the Promoter and

not at the time of transmission or deposit by the entrant. Records of the Promoter and its agencies are final and conclusive as to the time of receipt.

2. Valid and eligible entries will be accepted during the Promotion Period.

3. Employees and directors (and their immediate family members) of the Promoter, agencies/companies directly associated with the conduct of the Promotion, businesses involved in determination of winner/s for the Promotion, businesses involved in the management of the Promotion, any organisation benefiting from the Promotion, the Promoter's distributors, suppliers, subsidiary companies/businesses and associated companies and agencies are not eligible to enter. "Immediate family member" means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.

5. Reasonable attempts will be made to contact each winner.

6. If any winner chooses not to take their prize (or is unable to) or does not take or claim a prize by the time specified by the Promoter, or is unavailable, they forfeit the prize, and the Promoter is not obliged to substitute the prize.

7. Where entry is allowed by purchase or subscription, the cost of the product or service is no greater than the cost would be without the opportunity to participate in the Promotion.

9. The prize will be awarded to the person named in the Promoter's Database as the primary holder of the relevant Take Off Program Platinum Package. If there is a dispute as to the identity of an entrant or winner, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant or winner.

10. The prize/s will be transferred by EFT to an Australian bank account nominated in writing by the winner. The Promoter will have no responsibility or liability in relation to any incorrect or incomplete bank details supplied by or on behalf of the winner.

11. Entrants' personal information will be collected by the Promoter. Personal information will be stored on the Promoter's database. The Promoter may use this information for future marketing purposes regarding its products, including contacting the entrant electronically. The Promoter is bound by the Australian Privacy Principles in accordance with the Privacy Act 1988 (Cth) and its privacy policy which is located at <https://www.essendonfc.com.au/privacy-policy>. The Promoter's privacy policy contains information about how the entrant may access, update and seek correction of the personal information the Promoter holds about them and how the entrant may complain about any potential breach by the Promoter of the Australian Privacy Principles or any other Australian privacy laws and how such complaints will be dealt with. The Promoter collects personal information about entrants to enable them to participate in this Promotion and may disclose the entrants' personal information to third parties including its contractors and agents, prize suppliers and service providers to assist in conducting this Promotion and to the State and Territory lottery departments as required under the relevant lottery legislation. In particular, EFC will provide entrant details to the Australian Sports Foundation (**ASF**) to process donations and issue receipts, and to Trade Promotions and Lotteries Pty Ltd (**TPAL**) for the purpose of verifying and drawing the lottery winners.

12. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and State/Territory or postcode of residence.

13. It is a condition of accepting the prize that a winner may be required to sign a legal release as determined by the Promoter in its absolute discretion, prior to receiving a prize.

14. Any guarantee or warranty given is in addition to any relevant statutory guarantees and warranties and nothing in these Conditions of Entry restricts, excludes, or modifies or purports to restrict, exclude or modify any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth).

15. If for any reason any aspect of this Promotion is not capable of running as planned, including by reason of computer virus, communications network failure, bugs, tampering, unauthorised intervention, fraud, technical failure or any cause beyond the control of the Promoter, the Promoter may in its sole discretion cancel, terminate, modify or suspend the Promotion and invalidate any affected entries, or suspend or modify a prize, subject to State or Territory regulation.

16. The Promoter reserves the right, at any time, to validate and check the authenticity of entries and entrant's details (including an entrant's identity, age, and place of residence). In the event that a winner cannot provide suitable proof as required by the Promoter to validate their entry, the winner will forfeit the prize in whole and no substitute will be offered. Incomplete, indecipherable, inaudible, incorrect, and illegible entries, as applicable, will at the Promoter's discretion be deemed invalid and not eligible to win. Entries containing offensive or defamatory comments, or which breach any law or infringe any third-party rights, including intellectual property rights, are not eligible to win. The use of any automated entry software or any other mechanical or electronic means that allows an individual to automatically enter repeatedly is prohibited and may render all entries submitted by that individual invalid.

17. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Terms and Conditions of Entry. In the event that there is a dispute concerning the conduct of the Promotion or claiming a prize, the Promoter will resolve the dispute in direct consultation with the entrant. If the dispute cannot be resolved the Promoter's decision will be final.

18. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence or wilful misconduct) in connection with this Promotion or accepting or using any prize (or recommendation), except for any liability which cannot be excluded by law (in which case that liability is limited to the maximum extent permissible by law).

19. The entrant will participate in and co-operate as required with all reasonable marketing and editorial activities relating to the Promotion, including (but not limited to) being recorded, photographed, filmed or interviewed and the Promoter may use any such marketing and editorial material without further reference or compensation to them.

20. The Promoter accepts no responsibility for any tax implications and the entrant must seek their own independent financial advice with regard to the tax implications relating to the prize or acceptance of the prize.

21. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.

22. Authorised under: ACT Permit No. TP 25/03138, NSW Authority No. TP/04832