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**LAUGHING CLOWNS PROMOTION INFORMATION REQUIRED**

**GUIDANCE NOTES**

**SECTION 1: What's Involved & Time Frame**

<b>Your name:</b>		
<b>Your email:</b>		
<b>Email for invoices:</b>		Where should we email invoices
<b>Your phone number:</b>		
<b>Company name:</b>		This must be the Promoter of the competition and match the Authorisation letter.
<b>Company ABN:</b>		ABN must match the Promoter's as listed in the terms. The lottery departments will conduct an ABN search to confirm this.
<b>Are any other companies mentioned in the competition?</b>		If so you will need an authorisation letter from that company to run the promotion.
<b>Physical Address:</b>		
<b>Website where terms will be hosted:</b>		
<b>Privacy policy URL:</b>		

**SECTION 2: BASIC COMPETITION DETAILS**

<b>Competition name:</b>		
<b>Attempts Purchased</b>		How many attempts have you purchased from Prizetech.
<b>Who is Eligible to Enter (list any states or countries eligible to enter)</b>		Permitz is only able to assist with AU and NZ requirements.

<b>Open date and time:</b>		This is when you will begin accepting entries to your competition. Note: this will need to be at least 3 weeks from the day we apply for permits as you need permits to start a chance based competition. Permit numbers must also be displayed in all advertising.
<b>Close date and time:</b>		This is when you will stop accepting entries to your competition
<b>Who will draw the winners?</b>		
<b>When will you draw the winners?</b>		
<b>SECTION 3: ENTRY DETAILS</b>		
<b>Is there an age restriction on who can enter?</b>		i.e. over 18 years. Prizes must be suitable for the age of entrants.
<b>Do entrants need to purchase a product to enter?</b>		If so, please provide information on product and how much it costs.
<b>How do people enter?</b>		If people enter via a website- please specify the URL of the website. i.e. "Entrants go to www.xyz.com and follow the links to the entry page to enter their details." Please ensure you include the entry website URL.
<b>Can people enter more than once?</b>		
<b>Do entrants need to Opt-In to a database to be used for marketing from the Promoter? i.e. do you want to market to entrants and if so in what ways. Options are: a) Automatic opt- in via entry, b) Manual opt-in by entrant or c) no opt in.</b>		Ensure that your Opt In mechanism complies with the Privacy Act and Spam Act. i.e. it is your responsibility to ensure that you comply and obtain consent at the time of entry and in relation to the specific companies who would email the entrant- we would assume this would be the Promoter. If not please list those companies who will use the list.
<b>SECTION 4: PRIZE DETAILS</b>		
<b>Total Prize pool value</b>		Must be total of all prizes and include GST.
<b>How many winners will there be in total?</b>	One	

<p><b>Please list all of the prizes including: the number of each, the RRP and a full description of the prize.</b></p>	<p>First Prize - \$</p>	<p>For example for travel prizes we would need to know details such as type of airline ticket- i.e. economy class, departing and arriving city, room type of hotel, star rating of hotel, location of hotel, room type. This level of detail is required by the lottery departments.</p>
<p><b>Are there any restrictions on taking the prize?</b></p>		<p>Please note that any prizes must include all compulsory aspects of the prize. For example, if you are giving away a car you must pay for registration of that car. If you are giving away overseas flights, you must pay for anything like a fuel surcharge incurred by the winner to take that flight. The winner cannot be required to incur a cost to take a prize.</p>
<p><b>SECTION 5: WINNER NOTIFICATION</b></p>		
<p><b>When will you notify winners?</b></p>		<p>You may need to publish any winners of prizes over \$250 from South Australia in The Advertiser newspaper or another newspaper that circulates around Adelaide. Further advice will be provided once we receive more information.</p>
<p><b>How will you notify winners?</b></p>		<p>Please note that you are required to notify winners via email or mail within 2 business days of the draw.</p>
<p><b>URL for winner publications</b></p>		<p>Note that you need to publish winner's details in The Advertiser and online if entry is not online and prizes are over \$500 each. If entry is online, you can publish on that same website URL.</p>

**PLEASE NOTE**

Please complete the attached form carefully. Please note that the information in this form will be used to draft the competition terms and conditions. Full details of the competition are required in this form including all dates and times i.e. open/ close and draw dates as well as complete details on how the winner will know what prize they have won. i.e. you will need to copy over the brief to us in the form regarding the insurance component. Typically this means that there will be two draws. The first draw will determine the winner and the second draw will have the winner complete actions to determine if they win a prize. Full details of the second draw are required including time, date, location and mechanic. Please note that if there are multiple winners or draws, this must be stated in the attached form. Without complete details, permits, if required, will not be issued in time.