



Promotion Brief

Club Taree

Car for Christmas

2 June 2017 – 20 December 2017

PROMOTION NAME: Club Taree “Car for Christmas”

PERMIT NUMBER: Pending

DATES: Thurs 1st June 2017 – Wed 20th December 2017

1. **OBJECTIVES**
2. **TIME**
3. **ENTRY CONDITIONS**
4. **THE PRIZE**
5. **THE DRAW**
6. **ADVERTISING**
7. **DRAW PROCEDURE REPORT**

proudly supporting our community



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1. OBJECTIVES

- Provide members with a reward for being a member of the Club.
- Increase member patronage to the Club.
- Encourage card usage
- Build loyalty

2. TIMES

The Club Taree Car for Christmas promotion will operate within trading hours from open to close. The draw times will be 7pm on;

- Wednesday 7th June 2017 (Number allocation 1)
- Wednesday 14th June 2017 (Number allocation 2)
- Wednesday 21st June 2017 (Number allocation 3)
- Wednesday 28th June 2017 (Number allocation 4)
- Wednesday 5th July 2017 (Number allocation 5)
- Wednesday 12th July 2017 (Number allocation 6)
- Wednesday 19th July 2017 (Number allocation 7)
- Wednesday 26th July 2017 (Number allocation 8)
- Wednesday 2nd August 2017 (Number allocation 9)
- Wednesday 9th August 2017 (Number allocation 10)
- Wednesday 16th August 2017 (Number allocation 11)
- Wednesday 23rd August 2017 (Number allocation 12)
- Wednesday 30th August 2017 (Number allocation 13)
- Wednesday 6th September 2017 (Number allocation 14)
- Wednesday 13th September 2017 (Number allocation 15)
- Wednesday 20th September 2017 (Number allocation 16)
- Wednesday 27th September 2017 (Number allocation 17)
- Wednesday 4th October 2017 (Number allocation 18)
- Wednesday 11th October 2017 (Number allocation 19)
- Wednesday 18th October 2017 (Number allocation 20)
- Wednesday 25th October 2017 (Number allocation 21)
- Wednesday 1st November 2017 (Number allocation 22)
- Wednesday 8th November 2017 (Number allocation 23)



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- Wednesday 15th November 2017 (Number allocation 24)
- Wednesday 22nd November 2017 (Number allocation 25)
- **Wednesday 29th November 2017** (Number allocation 26)
- **Wednesday 6th December 2017** (Number allocation 27)
- **Wednesday 13th December 2017** (Number allocation 28)
- **Wednesday 20th December 2017** (Number allocation 29 through to 40 in order of draw)

3. **TERMS AND CONDITIONS**

This is a FULL FINANCIAL MEMBERS ONLY PROMOTION. The member must be financial at the time of the draw and must be present in Club Taree with their current membership card to claim the prize.

Entry into the promotion is based on a minimal spend.

- The minimum spend amount is \$10
- Each sale of \$10 will account for one entry into the Cash or Car promotion.
- Value of spend will accrue in multiple of \$10. One valid entry will be issued for each \$10 spend during the promotion period. Spend it accrued. I.e. if \$5 is spent in an original transaction and then \$6 is spent in the next transaction then one valid entry will be issued and the remaining \$1 will accrue to the next multiple of \$10.
- Entry tickets will be issued automatically by the point of sale system and handed to the member for them to place in the centrally located promotion barrel.
- Members may choose which weekly entry they place their tickets into.
- Tickets will be issued at POS until 6.30pm on the 20th December 2017.
- Entry redemptions are of no value after 6.55pm on the 20th December 2017 and will be null and void. Entries will not be accepted after 6.55pm under any circumstance; including the fault of Club Taree or employees. Clock times will be as per the Manager on Duty's timepiece.



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- Entry into each weeks corresponding draw will close at 6.55pm on the night of the draw.
- Each weekly draw will take place featuring only that week's entered tickets.
- At the conclusion of that week's draw the barrel will be emptied and the tickets discarded.
- Staff are ineligible to enter the promotion.
- Directors are ineligible to enter the promotion.
- The immediate family of Directors, Management and Staff are ineligible to enter the promotion. Immediate family is defined in this promotion as spouses, de facto (or those deemed to be de facto), children (including step children), grandchildren and parents.
- Any winner accepts public announcement and use of their winnings and/ or image in marketing material from either Club Taree (Taree RSL & Golf Club Ltd) or Taree Holden.
- Club Taree will run predetermined and pre advertised additional bonus entry offers available to all members through certain purchases on food, beverage purchases or on membership renewal. It will be the member's choice if they wish to take advantage of these offers. An example of such a promotion may be;
 - Double Up Monday
 - Triple Up Tuesday.
- Sales on behalf of third parties, such as tickets to charity events will not be eligible for cash or car entries.
- The purchase of gift vouchers is also excluded from receiving cash or car tickets, as the gift voucher is a transfer of value (cash to voucher), not a recorded sale.
- Membership cards can only be used in line with Membership requirements. Individuals cannot use another person's membership card under any circumstance.



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4. THE PRIZE

Each Wednesday weekly draw will have an instant win of \$500, along with a guaranteed entry into the final draw. These draws will take place from Wednesday 7th June through until Wednesday 13th December (inclusive).

There will be a further draw on Wednesday the 20th December, whereby there will be a further 12 finalists drawn. Each of these finalists will receive an instant win of \$1000 and entry into the final draw.

There will be a total of 40 finalists in the final draw. Therefore each finalist will have a 1 in 40 chance of winning the major prize.

There will be one winner on each of the above dates listed, except for Wednesday 20th December 2017, which will see 10 finalist draws take place. Twenty eight (28) single draws and one draw of twelve (12), totaling thirty (40) finalists.

The final draw will take place of the finalists and weekly winners only and the prize will be

- A Holden Cascada 2 Door, Calibrio 1.6 Turbo Auto Convertible as purchased by Club Taree from Taree Auto Group (Taree Holden) based on quote number 1602106.
- The prize includes third party insurance, registration, license plate and stamp duty as detailed by the dealer and as per the dealers choice.
- The prize cannot be transferred in any way.

Total prize value;

Weekly draws – 28 x \$500 cash = \$14,000

Finalist draws – 12 x \$1000 cash + \$12,000

Final Prize – Value \$47,652.00

Total Possible Prize Value = \$73,652.00

The promotional car on show at Club Taree during the promotion is the final prize.



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5. THE DRAW

- There will be a weekly prize of \$500 drawn on the above dates, except as mentioned the final draw date of 20th December 2017, where 12 finalists will be drawn each receiving \$1000 cash.
- For each of these there will be a barrel draw featuring the corresponding week's entry tickets.
- The member must be financial, and present themselves with their current membership card within 4 minutes of the draw to qualify for the instant win and finalist entry.
- There will be subsequent draws until a valid member (present with card within 4 minutes) is found.
- The member must be present with their current membership card to claim the prize.
- Members have four minutes to claim the prize. This is also announced over the Club PA system. If the four minutes lapses without someone claiming the prize this is announced over the PA system.
- The weekly winner will be allocated a number corresponding to their weekly draw (I.e. Week one winner will be allocated number 1, Week two winner will be allocated Number 2 etc). Weekly allocated numbers are listed above
- The final draw date is the 20th December 2017 whereby the final 12 finalists will be drawn in the same format starting from 7pm. By now each of the 40 finalists will be listed.
- The final prize draw will take place after the last number has been issued. There is no pre-determined time for the final draw.
- Each of the 40 finalists will now have a number for the final draw.
- In order of their corresponding order each finalist or weekly winner will have the opportunity to choose a random key from a pool of 40 keys. One of these keys will open the lock to the Keys to the prize car.
- Each finalist in order will choose a key and attempt to open the lock using that key. If the key opens the lock they win the Final Prize. If the key does not open the lock they haven't won the Final Prize and the right to try goes





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to the next person in line from 1 – 40. This process will repeat until someone chooses the winning key to open the lock.

- The winner **MUST** show their current financial membership card to claim the prize, if not they forfeit their right to the prize.
- If the winning entrant does not present their current financial membership card within the four minute time frame the 'winning' key will be placed back into the pool of keys after a non-winning key has been removed in replacement. Each of the remaining finalists will then have the opportunity to try a key in corresponding order.
- The draw will re occur until a person meeting the criteria (present with current financial card and shown within four minutes) is presented.
- If they are not present this prize will be drawn until a valid drawn ticket holder presents themselves.
- There are no further supplementary prizes.
- Membership cards cannot be reprinted under any circumstance on draw nights.

6. **ADVERTISING**

Extensive in house and external advertising will take place for this promotion.

Information regarding the draw including times, dates, NSW Permit Number and further terms and conditions will available on the Club's website www.clubtaree.com.au and available at Club Taree reception for members.

7. **DRAW PROCEDURE REPORT**

Entry is drawn from a paper ticket from a locked barrel. The ticket drawer (Club President or nominee) is accompanied by a senior manager, and this draw is taken place in the public members lounge.



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If the four minutes lapses without someone claiming the prize this is announced over the PA system.

The final draw will take place in the Club Taree Members Lounge