

TERMS AND CONDITIONS GOVERNING PARTICIPATION IN THE COWBELL

SOOO CREAMY SOOO GOOOD PROMO” (The “Promotion”)

The following terms and conditions apply exclusively to the Promotion and all Participants in the Promotion are deemed to have read, understood, and accepted the same:

Organization, Duration and Participation Mechanic in the Promotion

1. The Promotion is sponsored by Promasidor Nigeria Limited, managed and executed by various contracted service providers including GDM Limited, Connect Marketing (Redwood PR), Mpedigree, PHD Media, RedWolf Agency, Skytall Agency (hereinafter jointly referred to as the “Organizer” or “Organizers”).
2. All employees, contractors and immediate family (spouse, parents, siblings, children, and household members) of Promasidor Nigeria Limited, GDM Limited, Connect Marketing (RedWood PR), Mpedigree, PHD Media, RedWolf Agency, Skytall Agency, the National Lottery Regulatory Commission (NLRC), and the Federal Competition and Consumer Protection Commission (FCCPC), as well as the Lagos State Lotteries Board (LSLB), including their respective parent companies, subsidiaries, affiliates, agents and any other supplier, regulatory and/or government body/officials, or third party involved in the development, facilitation or execution of this Promotion and their immediate families and dependents shall not be eligible to participate in this Promotion.
3. The Promotion will run from the 1st day of October 2024 to the 31st day of November 2024. However, the Promotion will be valid while stocks and prizes last.
4. To participate in the Promotion, Participants will be required to do the following: -
 - a) Purchase any of the listed Cowbell promotion packs in Nigeria as contained in the table below:

Brand	SKU (Pack Size)/ Qty
Cowbell 12g	10 sachets of 12g
Cowbell 320g	1 pouch of 320g

- I. Buy 10 sachets of Cowbell 12g or 1 pouch of Cowbell 320g.
- II. Exchange the empty pack (s) for a scratch card at the closest redemption center.
- III. Participants are required to scratch the card to reveal unique code, send name and unique code to 1393 and submit their entry to stand a chance to win cash & airtime rewards.

Participants in this promotion are eligible to win the prizes detailed in the table(s) below: The theme of the promo is “Cowbell Sooo Creamy Promo” and the total value of the reward is estimated at N150m as seen in the breakdown below.

REWARD TYPE	PRIZE (N)	NO. OF WINNERS PER WEEK	NO. OF WEEKS	TOTAL WINNERS (QTY)	TOTAL (N)
Cash	1,000,000	3	8	24	24,000,000
Cash	500,000	5	8	40	20,000,000
Cash	200,000	10	8	80	16,000,000
Cash	75,000	18	8	144	10,800,000
Cash	50,000	112	8	896	44,800,000
N100 airtime	100	43,000	8	344,000	34,400,000
TOTAL (Cash + Airtime)					150,000,000

5. There is no registration fee or money payable by entrants/consumers/participants to partake/participate in the Promotion. Participants are only expected to purchase any of the promotion packs listed in the table in Paragraph 4(a) above to be eligible to participate in this Promotion.

Identification of winners and prize disbursement

6. Each winner will be requested to provide their NIN along with any other relevant means of ID to verify their identity.
7. A prize draw will be held each week during the promotional period where 24 winners will win N1,000,000, 40 winners will win N500,000, 80 winners will win N200,000, 144 winners will win N75,000, 896 winners will win N50,000, in weekly cash prizes for 8 weeks. The total sum will be transferred to their bank account via wire transfer, within one week of providing their accurate banking information and complying with the terms & conditions.
8. 344,000 winners will win instant airtime, which will be credited to their phone immediately.
9. No money, reimbursement, compensation, benefit or any other reward whatsoever will be given in lieu of or in addition to the cash/prizes named and mentioned above, neither will any money or compensation be requested in exchange from the winners by any of the Organizers, Promasidor Nigeria Limited.
10. The prizes in this Promotion are non-assignable, non-transferable, not exchangeable and are redeemable only in the Federal Republic of Nigeria.
11. Promasidor Nigeria Limited will not request for any additional information beyond what has been stated here under Personal Data. At no time will Promasidor Nigeria Limited or the Organizers request for money, compensation, or any facilitation. Please do not make any such payments. In the event of any such requests or requests for information beyond what has been stated here, kindly contact 07000611070.

Eligibility for Participation

12. The Promotion is open to residents and citizens of Nigeria with the exception of persons listed in clause 2 above, as well as all persons who participate or participated in the development of the Promotion. To be eligible for participation in the Promotion, Participant must have attained the age of eighteen (18) years or older at the time of entry. A failure to adhere will result in a disqualification.
13. All Participants must have a fully functional mobile phone and a duly registered and active mobile phone sim-card duly registered in their names to participate in the Promotion.

Collection and Use of Personal Data

14. Participants will be required to provide certain personally identifiable information that will be used to contact or identify them. Such personal identifiable information will include NIN and other necessary personal information.

15. The Organizers will have the right to process the Personal Information provided by the Participants, for the purposes of actualizing this Promotion, marketing and remarketing purposes or to seek direct contact, while respecting and maintaining the privacy of the participants, unless there is a need for disclosure to the competent authorities strictly under the confines of the relevant empowering law.
16. Entry and participation in the Promotion constitutes entrant/Participant's consent for the Organizers and their designees to use entrant's name, image, prize information, likeness, and any other submitted Personal Information/data in the marketing activities related to the Promotion in any media without further consideration/remuneration whatsoever to the Participants. The Organizers may further require that any of the winners be/appear on radio and television or in any other media (at no extra cost) as determined by the Organizers in relation to the receipt of the prizes. In the event that the Participant wishes to waive that consent, kindly contact 07000611070.
17. By participating in this Promotion, you consent to the collection, use, processing and storage of your Personal Information by the Organizers which may involve the transfer of same to third party service providers and partners of the Organizers in foreign jurisdictions.

Security

18. The security of Participant's Personal Information is vital, therefore Organizers will strive to use commercially acceptable technical means to protect Personal Information but cannot guarantee its absolute security of the same. Participants are therefore requested to determine their disclosure comfort and to disclose to that degree.

General Rules of the Promotion

19. All Prizes must be claimed within the period specified for the particular/each Promotion, subject to clause 3 of these Terms and Conditions. The Organizers maintain the discretion to select an alternate participant from the draw if a winner fails to claim his/her prize or is otherwise unable to claim the prize.
20. The Organizers may refuse to grant any reward to any Participant in the event of fraud, dishonesty, misrepresentation or non-entitlement to participate in the Promotion under these Terms and Conditions. The Organizers also have the right to disqualify a Participant that does not participate or comply fully with the/these Terms and Conditions.
21. The Organizers reserve the right to amend and adjust the Promotion format, mechanics and timings as they deem fit and will communicate the same as necessary. The Organizers may also update these Terms and Conditions from time to time.
22. Although the Organizers have used reasonable efforts to ensure that all information and materials relating to the Promotion are accurate, they shall not be liable for any inaccuracy or errors in such information and/or material, and/or with respect to the Promotion as a whole. The Organizers, their agents and sub-contractors will also not bear responsibility for any loss or damage to a Participant, whether caused by self or any third party, arising from:
 - Matters outside the control of the Organizers, their agents and sub-contractors including but not limited to force majeure events such as acts of God, computer viruses, power outages, government regulations or restrictions, pandemics or any change thereto etc;

- Negligence, actions, or inactions of the Participants; and
 - Any technical failure or malfunction or any other problem with any machine, telephone network or system, service provider software or otherwise which may result in any communication being lost or not properly received, registered or recorded.
23. In case of any queries or concerns on the Promotion, Participants are directed to call the Promotion Customer Care number - 07000611070.
24. Release and Limitations of Liability: Except where prohibited, by participating in the Promotion, Participants agree to release and hold harmless the Organizers, their affiliates, promotional partners, prize partners, agents and agencies, and the parent companies, subsidiaries, affiliates, officers, directors and employees of each of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Promotion or receipt or use of any prize, including, but not limited to: (a) failure to award any component of a prize due to government/governmental restrictions or the occurrence of any public health emergency; or (b) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt, use or misuse of any prize. Participants further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Promotion and in no event shall the Released Parties be liable for attorney's fees or any other costs or claims. Participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. The Participants will also bear full liability and responsibility for any third-party claims, damage, injuries, or complaints, including with respect to the events and their attendance at same.
25. By entering the Promotion, all Participants agree to be bound by these Terms and Conditions which will be interpreted by the Organizers, whose decision regarding any dispute will be final and binding. The Organizers reserve the right to amend, modify or change these rules at any time during the Promotion. These Terms and Conditions shall be governed by and construed in accordance with the laws of Nigeria and the Participant(s) submit irrevocably to the jurisdiction of courts of Nigeria.
27. If any provision of these Terms and Conditions is held by any court or other competent authority to be void or unenforceable in whole or in part, the other provisions of these Terms and conditions and the remainder of the affected provisions shall continue to be valid.
28. All participants further warrant and represent that they have read and understood these terms and conditions and agree to be bound thereby.

CAUTION: The Organizers do not require Participants to send cash, airtime credit or other consideration to receive any of the prizes/rewards and shall not be responsible for any loss or damage incurred by any person who fails to pay heed to this notification. The Organizers would also not require the Participants to share any personal information outside of the information above stated and shall not be responsible for any loss or damage incurred by any person who fails to secure their information or data accordingly.