

First Ascent We've Got The Coolest Gear Competition

25 November 2021

Terms & Conditions:

1. Please read these Terms and Conditions carefully. The Terms and Conditions set out below apply to all participants submitting content to the We've Got The Coolest Gear campaign, conducted by First Ascent.
2. This is a legitimate prize (promotional competition) as defined in the Consumer Protection Act 68 of 2008 and elsewhere, and is not connected to any government or official lottery.
3. The Promoter may refuse to award the prizes to participants if there is suspicion of any irregularities or fraudulent activities.
4. Participation by all participants in the First Ascent We've Got The Coolest Gear Campaign through First Ascent Facebook (@FIRST.ASCENT.Since1989), Instagram (@firstascent), First Ascent newsletters, and First Ascent digital advertising constitutes acceptance of these rules. By entering this competition, you agree to sign up to the First Ascent, Devils Peak Brewing Company, Wild Coolers and Africamps Boutique Glamping marketing mailing database and receive marketing material from them. You can unsubscribe at any time.
5. The First Ascent We've Got The Coolest Gear campaign will run from 25 November 2021 to 10 December 2021. Two winners will be announced on the 13th December 2021. The winners will be contacted via email and announced over Facebook and Instagram.
6. Two winners will be selected from the database of entries.
7. The Winners agree to grant First Ascent full permission to use their image/s and other content submitted in all marketing communications
8. The judges' decision is final, and no correspondence will be entered into consideration.
9. Prizes are not transferrable and cannot be exchanged for cash.
10. **Prize one:** A First Ascent Hiking voucher to the value of R10,000 (RSP- Retail Selling Price), a Wild Coolers Hamper to the value of R9695 (RSP), 10 x cases of Devil's Peak Lite, Lager, and Hero (mix) to the value of R3,000 (RSP) and a 2-night stay in one tent for up to 5 guests at Africamps, to the value of R5420 (accommodation only).
- Prize two:** A First Ascent Hiking voucher to the value of R5,000 (RSP- Retail Selling Price), , a Wild Coolers Hamper to the value of R6995 (RSP), 5 x cases of Devil's Peak Lite, Lager, and Hero (mix) to the value of R1,500 (RSP) and a 2-night stay in one tent for up to 5 guests at Africamps to the value of R5420 (accommodation only).
11. Participants may only enter once.
12. Entrants must complete all required information on the entry page to enter.

13. Incomplete submission of details will render the entry null and void.
14. The competition is open to all persons 18 years or older who currently reside in South Africa.
15. Proof of South African citizenship and age may need to be presented by way of either a valid South African identity document or valid driver's license. Winners may be requested to provide this proof electronically via email.
16. By entering, all participants grant First Ascent full permission to use any tagged images in our marketing communication.
17. Winner will need to be an active subscribed member to the First Ascent newsletter database at the time of the draw (13 December 2021).
18. The winner will be required to send the First Ascent marketing team a direct message on Facebook, Instagram, or via email confirming their identity, contact details, name, surname, and address.

The prize outlined as per this competition does not include transportation costs to and from the Africamps venue.

19. Should the prize winner not be contactable within 1-week (7 days) of first contact, the prize will be transferred to the next randomly selected winner.
20. Applicable vouchers/gift cards will be delivered electronically to the winners.
21. All Participants and Winners indemnify the Promoter, its associated companies (directors, officers, and employees), and agents or partners (Wild Coolers, Africamps, and Devil's Peak) against any / all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising from their participation in any way in this competition, or physical experience.
22. By entering this competition, participants authorise the Promoter and stipulated partners to collect, store and use (not share) personal information of participants for communication or statistical purposes. Participants are entitled to decline or unsubscribe from any marketing communication from First Ascent, Wild Coolers, Africamps, and Devil's Peak.
23. Participants of this promotion are providing information to First Ascent, Wild Coolers, Africamps, and Devil's Peak and recognize that they can unsubscribe from any of these newsletters at any time.
24. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook or Instagram.
25. All entrants in this promotional competition release Facebook from all liabilities and claims arising out of or in connection with this Competition and the Rules thereto.
26. Neither Promoter nor its agents or distributors will have any liability in relation to this promotion.

27. These terms and conditions may be amended by notification at any time during the Campaign and will be interpreted by Promoter only.

28. Standard AfriCamps T&Cs apply and can be found here: <https://africamps.com/terms-and-conditions/>

28.1 Each Africamps prize is valued at up to R5420 each (accommodation only)

28.2 Each stay will be valid for up to 5 guests for 2-nights in one tent. (Not only 2 guests)

28.3 The 2x prize winners will each be issued a voucher from us which they can claim by booking via our website: africamps.com

28.4 Prize vouchers are valid for 12 months from the date of issue

28.5 Prize vouchers do not include extras such as meals, transport, or activities.

28.6 Meals and activities can be booked additionally at the guest's own cost.

28.7 Prize excludes peak season

28.8 Prize cannot be exchanged for cash, and no change will be given

28.9 Prize is subject to availability and minimum night stay requirements