

## **2027 Parramatta Eels Membership Golden Ticket Campaign (“Competition”) Terms and Conditions**

These Terms and Conditions govern entry and participation in the Competition and apply to all entrants. Entry into the Competition constitutes acceptance of these Terms and Conditions.

All entry instructions, promotional material and prize information published or made available by the Promoter in connection with the Competition form part of these Terms and Conditions.

### **Promoter**

1. The Competition is conducted by PNRL (“Promoter”).

### **Eligibility**

2. Entry is open to Australian residents who:
  1. renew an eligible Parramatta Eels Membership for the 2027 season, including through an eligible automatic renewal; or
  2. purchase an eligible new Parramatta Eels Membership for the 2027 season; and
  3. complete their 2027 Membership Pack selection through the Eels Member Store during the applicable Competition Period.
3. Management, employees and contractors of the Promoter and any agencies, suppliers, companies or other parties directly associated with the conduct of the Competition, together with their immediate families, are ineligible to win.
4. For the purpose of these Terms and Conditions, “Immediate Family” includes a spouse, ex-spouse, de facto spouse, child or step-child, parent or step-parent, grandparent or step-grandparent, sibling or step-sibling, uncle, aunt, niece, nephew or first cousin.
5. By participating in the Competition, each entrant warrants that they satisfy the eligibility requirements set out in these Terms and Conditions.

### **Competition Period**

6. The Competition is scheduled to commence at the launch of the Eels Member Store on **4 November 2026** and will continue until all five (5) Golden Tickets have been allocated to eligible Membership Packs (“Competition Period”).
7. The scheduled commencement date is subject to the successful launch of the Eels Member Store. If the launch of the Eels Member Store is delayed, the commencement of the Competition will also be delayed accordingly. The

Promoter will communicate any material change to the commencement date through its official channels.

8. The Promoter reserves the right, subject to any applicable laws, to extend, suspend, modify or terminate the Competition if circumstances outside its reasonable control affect the fair or proper conduct of the Competition.

### **How to Enter**

9. To be eligible for the Competition, a person must:
  1. hold an eligible 2027 Parramatta Eels Membership through renewal, automatic renewal or new purchase; and
  2. complete a Membership Pack selection through the Eels Member Store during the Competition Period.
10. Eligible Members who satisfy clause 9 will automatically be eligible for the chance to receive a Golden Ticket. No separate entry form is required to participate in the initial Golden Ticket allocation.
11. Each eligible 2027 Membership will be treated as one eligible Membership for the purposes of the Competition.
12. Where multiple eligible Memberships are held or managed under the same Membership account, each eligible Membership for which a separate Membership Pack is prepared may be eligible to receive a Golden Ticket.
13. Entrants are responsible for ensuring that the details associated with their Membership account, including their full name, email address, phone number and delivery address, are accurate and current.

### **Golden Ticket Allocation**

14. This Competition is a game of chance.
15. A total of five (5) Golden Tickets will be available as part of the Competition.
16. The five (5) Golden Tickets will each be randomly allocated to a separate eligible 2027 Membership Pack during the Membership Pack fulfilment process.
17. Only one (1) Golden Ticket will be placed into each selected Membership Pack.
18. The allocation of Golden Tickets will be conducted randomly by or on behalf of the Promoter.
19. The odds of receiving a Golden Ticket will depend on the total number of eligible Membership Packs fulfilled during the Competition Period.

20. Finding or receiving a Golden Ticket does not, by itself, complete the Prize claim process. The recipient must successfully complete the Prize claim requirements set out below.

### **Claiming a Golden Ticket**

21. A Member who receives a Golden Ticket must scan the QR code displayed on the Golden Ticket and complete the official Golden Ticket claim form.
22. As part of the claim form, the Member will be required to provide information which may include:
1. their Membership number;
  2. full name;
  3. residential address;
  4. email address;
  5. phone number; and
  6. a video showing themselves with their genuine Golden Ticket.
23. The Member may also be required to provide additional information reasonably requested by the Promoter to verify their identity, Membership status and possession of a valid Golden Ticket.
24. All Golden Tickets must be claimed by **11:59pm AEDT on 31 December 2026**.
25. The Promoter may require the original physical Golden Ticket to be retained and produced for verification. Members should keep their Golden Ticket in a safe place until their Prize has been fully claimed and fulfilled.
26. A Golden Ticket is valid only if it has been genuinely issued by the Promoter as part of this Competition. Any Golden Ticket that has been copied, reproduced, altered, forged, tampered with or otherwise obtained improperly will be invalid.
27. Incomplete, inaccurate, indecipherable or fraudulent Prize claims may be deemed invalid at the Promoter's discretion.
28. If a Member who receives a Golden Ticket does not complete the required claim process by 11:59pm AEDT on 31 December 2026, cannot be verified as an eligible Member or is otherwise unable to satisfy these Terms and Conditions, they will forfeit their entitlement to the Prize.
29. Where a Golden Ticket Prize is unclaimed or forfeited after the claim deadline, the Promoter reserves the right, subject to applicable laws, to re-award that Prize

to another eligible 2027 Parramatta Eels Member using a method determined by the Promoter.

## Winners

30. There will be a maximum of five (5) Golden Ticket winners.

31. A person will be confirmed as a winner once:

1. they have received a genuine Golden Ticket;
2. they have completed the Golden Ticket claim form by 11:59pm AEDT on 31 December 2026;
3. their eligibility and Golden Ticket have been verified by the Promoter; and
4. they have confirmed their availability to attend the designated 2027 Parramatta Eels home game at CommBank Stadium.

32. The Promoter will contact verified winners using the contact details supplied through their Membership account and/or Golden Ticket claim form.

## Prize

33. Each confirmed Golden Ticket winner will receive an exclusive Parramatta Eels game day experience for **two (2) people** associated with the Club's first home game of the 2027 NRL season at CommBank Stadium ("Prize").

34. For the avoidance of doubt, the Parramatta Eels match played in Las Vegas as part of the 2027 NRL season, is **not** considered the first home game for the purposes of this Competition.

35. The applicable Prize game will be the Parramatta Eels' first scheduled 2027 NRL home game played at CommBank Stadium.

36. The date, kick-off time and other match details will be confirmed following the official release of the 2027 NRL Premiership draw and are subject to change.

37. While the final Prize itinerary remains subject to confirmation, the Prize is anticipated to include:

1. participation in an exclusive on-field Guard of Honour experience;
2. a behind-the-scenes tour of the Parramatta Eels Centre of Excellence prior to travelling to CommBank Stadium;
3. premium hospitality seating for the winner and one (1) guest to watch the applicable Parramatta Eels match;
4. one (1) signed 2027 Parramatta Eels jersey; and

5. exclusive behind-the-scenes or “inner sanctum” access on game day.
38. The final inclusions, timings, locations, access arrangements and itinerary for the Prize will be determined by the Promoter and communicated to each winner prior to the event.
39. Certain components of the Prize may be varied where required due to team, venue, security, operational, NRL or other requirements outside the reasonable control of the Promoter.
40. The Promoter reserves the right to substitute any component of the Prize with an alternative component of equal or greater value where the original component becomes unavailable.
41. Each winner and their guest must be available to attend the designated game and all required Prize activities on the date and at the times advised by the Promoter.
42. If a winner is unable to attend the designated game or participate in the Prize on the required date, they may forfeit the Prize. No alternative date, match or experience is guaranteed.
43. Each Prize is a double pass for the winner and one (1) accompanying guest.
44. Where the winner or their accompanying guest is under 18 years of age, the minor must be accompanied by their parent or legal guardian as the second attendee participating in the Prize.
45. The Promoter may require proof of age and/or evidence of the parent or legal guardian relationship where reasonably necessary.
46. The Prize is non-transferable, non-refundable and cannot be exchanged or redeemed for cash.
47. Unless expressly advised otherwise by the Promoter, any expenses associated with accepting or participating in the Prize that are not specifically listed as part of the Prize are the responsibility of the winner, including travel to and from the nominated commencement and conclusion points, accommodation, meals and other incidental expenses.
48. Transport forming part of the official Prize itinerary, including any transport specifically arranged by the Promoter between the Eels Centre of Excellence and CommBank Stadium, may be provided where confirmed by the Promoter.
49. The total Prize pool for the Competition is valued at approximately **AUD \$8,000**.

50. Winners may be required to sign releases, waivers, indemnities or other documentation reasonably required by the Promoter, the NRL, the venue or a Prize supplier as a condition of participating in particular Prize activities.
51. Where a winner or guest is under 18 years of age, their parent or legal guardian may be required to execute any documentation required by the Promoter, the NRL, the venue or a Prize supplier on their behalf.

### **Winner Content, Intellectual Property and Consent**

52. By submitting a Golden Ticket claim video, the entrant warrants that they have the right and authority to submit the video and that its submission and use in accordance with these Terms and Conditions will not infringe any third-party rights.
53. Entrants acknowledge that the claim video may be reviewed by the Promoter for the purposes of verifying the Golden Ticket and administering the Competition.
54. By claiming a Golden Ticket, winners acknowledge that the Promoter may contact them in relation to the Competition and may photograph, film or otherwise record them in connection with their Golden Ticket claim and Prize experience.
55. Subject to any applicable law, winners consent to the Promoter using their name, image, likeness, voice, Golden Ticket claim video, photographs, footage, interviews and other content created in connection with the Competition or Prize ("Materials") for promotional, marketing, editorial and social media purposes relating to the Parramatta Eels.
56. The Materials may be used across the Promoter's channels, including its website, email communications and social media channels, without further compensation to the winner.
57. Winners may be asked to provide comments or participate in reasonable promotional activities relating to their Golden Ticket win and Prize experience.
58. Entrants must not submit content that is unlawful, defamatory, obscene, offensive, discriminatory, threatening, fraudulent, infringes another person's rights or is otherwise unsuitable for publication.

### **Disqualification and Verification**

59. The Promoter reserves the right to verify the validity of any Golden Ticket and Prize claim, including the identity, age, Membership status and place of residence of any entrant.
60. The Promoter may disqualify any entrant or Prize claimant who:

- a. fails to comply with these Terms and Conditions;
- b. provides false, misleading or incomplete information;
- c. attempts to forge, reproduce, copy, alter or tamper with a Golden Ticket;
- d. interferes with or attempts to manipulate the Competition, Membership Pack fulfilment or Prize claim process;
- e. acts fraudulently or dishonestly in connection with the Competition; or
- f. engages in conduct which the Promoter reasonably considers may jeopardise the fair and proper conduct of the Competition.

61. The Promoter's decision regarding the validity of any Golden Ticket or Prize claim will be final, subject to applicable laws.

### **Privacy**

62. Personal information provided by entrants and winners will be collected and used by or on behalf of the Promoter for the purposes of administering the Competition, verifying Golden Tickets, contacting winners, delivering the Prize and publicising the Competition.

63. Personal information may be disclosed to third parties involved in administering or delivering the Competition or Prize, including fulfilment providers, Prize suppliers, venues, event organisers and service providers where reasonably necessary.

64. The Promoter will handle personal information in accordance with its Privacy Policy and applicable privacy laws.

65. Where an entrant separately consents to receiving marketing communications, their personal information may also be used for marketing purposes in accordance with that consent.

### **Liability and Costs**

66. Entrants participate in the Competition and winners participate in the Prize voluntarily and at their own risk, subject to any rights that cannot lawfully be excluded.

67. Nothing in these Terms and Conditions excludes, restricts or modifies any consumer guarantee, right or remedy which cannot lawfully be excluded under applicable Australian consumer protection laws.

68. To the maximum extent permitted by law, the Promoter will not be responsible for loss or damage arising from:

- a. a Golden Ticket or Membership Pack being lost, stolen, delayed, damaged, destroyed or misdirected;
- b. technical difficulties affecting access to the Eels Member Store, QR code or Prize claim form;
- c. inaccurate Membership or contact details provided by an entrant;
- d. a winner being unavailable to participate in the Prize;
- e. changes to the match schedule, venue, Prize itinerary or individual Prize components outside the Promoter's reasonable control;
- f. unauthorised access, fraud or third-party interference; or
- g. any other circumstance outside the reasonable control of the Promoter.

69. The Promoter accepts no responsibility for any tax liability that may arise from receiving a Prize.

70. Unless specifically included in the Prize, all costs associated with entering the Competition, receiving a Membership Pack, claiming a Golden Ticket or participating in the Prize are the responsibility of the entrant or winner.

## **General**

71. If the Competition is interfered with or is unable to be conducted as reasonably anticipated because of circumstances beyond the Promoter's reasonable control, including technical failures, tampering, fraud, fulfilment issues, venue restrictions or other unforeseen circumstances, the Promoter reserves the right, subject to applicable law, to modify, suspend, cancel or terminate the Competition.

72. Failure by the Promoter to enforce any of its rights under these Terms and Conditions does not constitute a waiver of those rights.

73. If there is a dispute concerning the Competition, Golden Ticket allocation, eligibility, Prize claims or Prize distribution, the Promoter will determine the matter acting reasonably and in accordance with applicable laws.

74. If there is a dispute regarding the identity of an entrant or Golden Ticket recipient, the Promoter reserves the right to determine the identity of the eligible entrant by reference to the Membership account, Membership number, Membership Pack recipient and any other information reasonably available to the Promoter.

75. These Terms and Conditions should be read together with any applicable Parramatta Eels Membership Terms and Conditions and any venue or event conditions that apply to participation in the Prize.