



## Terms & Conditions – BALMORAL SHOW 2025 PRIMARY SCHOOL COMPETITION

1. The Promoter is the Royal Ulster Agricultural Society, whose registered office is at the Eikon Exhibition Centre, Halftown Road, Lisburn, BT27 5RD.
2. By entering, participants will be deemed to have accepted and be bound by the Terms and Conditions. All entry instructions form part of these Terms and Conditions.
3. The competition is open to all primary schools in Northern Ireland. Multiple entries per school are permitted.
4. To enter the *Balmoral Show 2025 Primary School Competition*, primary school classes must create and upload a video to explain why a trip to the Balmoral Show is a great day out for school children and what they hope to learn about agriculture at the Show.

The video should be no longer than 1 minute and 30 seconds in length.

After creating the video, entering primary schools must upload it to their Facebook or Instagram pages and tag the official Balmoral Show Facebook and/or Instagram page (as appropriate).

5. No responsibility can be accepted for entries not received for whatever reason.
6. There is no entry fee and no purchase necessary to enter this competition.
7. The prize is a voucher for one primary school class (consisting of a maximum of 33 pupils and three members of staff) to attend the 2025 Balmoral Show as part of the official Balmoral Kids School Trail scheme. Additional tickets required for staff or pupils can be purchased separately by the winning school.

The voucher will be redeemable for use on Wednesday 14th, Thursday 15th, Friday 16th or Saturday 17th May 2025.

The winning pupils will also each receive complimentary Balmoral Show reusable water bottles and the school will receive £250 towards a bus for transportation to the Show. The prize will also grant their bus driver free entry to the 2025 Balmoral Show and include free parking on site for one bus in the designated parking area.

8. All entries must be made directly by the primary school entering the promotion.

9. The Promotion commences at 9:00am on Thursday 6th February 2025 and closes at 9:00pm on Sunday 9th March 2025 (the Promotion Period). The winning entry will be selected from the combined Facebook and Instagram entries.

10. The winning school will be notified of the fact that they have won by direct message via Facebook or Instagram.

11. Each primary school who enter this competition entitle the official Balmoral Show Facebook and/or Instagram accounts to share their entries on social media.

The winning primary school class will also be photographed upon collecting their water bottles at the Show and this photo may be used for publicity purposes by the Show's organisers, the Royal Ulster Agricultural Society. In addition the class' teacher will be interviewed following their visit for follow up PR content.

12. The prize must be claimed within 5 working days of the school being notified or the winner automatically forfeits the prize, and a new winner will be selected.

13. Should the winning school not meet the entry requirements stipulated at points three and four of these conditions, then the prize will be forfeited, and a new winner will be selected.

14. Prize to be taken as stated. There is no cash alternative.

15. The Promoter and its associated agencies and companies accept no liability for any loss, expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with the promotion and/or prize, other than such liability that cannot be excluded by law including death or personal injury caused by negligence, where liability shall be limited to the minimum permissible by law.

16. The Promoter reserves the right to vary, alter or terminate this promotion due to unforeseen circumstances. The decision of the Promoter is final and binding and no correspondence shall be entered into.

17. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram or any other Social Network. You are providing your information to the Royal Ulster Agricultural Society and not to any other party. The information provided will be used in conjunction with our Privacy Policy.

18. Winners may be required to participate in reasonable publicity for free as specified by the Promoter (e.g. a photograph of the primary school class when they collect their water bottles at the Show). The winner agrees to the use of their school's name and image in any publicity material, as well as their entry. Any personal data relating to the winning school or any other entrants will be used solely in accordance with current UK data protection legislation and will not be disclosed to a third party without the entrant's prior consent.

19. The Royal Ulster Agricultural Society has the right, at its sole discretion and at any time, to change or modify these terms and conditions. Such a change shall be effective immediately upon posting to this webpage.