

Terms and conditions

1 Promoter

The promoter of the competition is Nedbank Limited (**Promoter, we or our**). The cash prize portion is given by BackaBusiness, which is a collaboration between Nedbank Limited and Thundafund. SimplyBiz is the project manager of the Shifting Gears business bootcamp programme.

2 Competition period

- 2.1 The competition starts on 20 August 2020 and ends at midnight on 30 November 2020 (**Competition period**).
- 2.2 SimplyBiz will contact the prizewinners by email at the address registered with SimplyBiz.
- 2.3 SimplyBiz, Thundafund and any additional SimplyBiz programme partners will jointly announce the prizewinners and prizes on digital media.
- 2.4 SimplyBiz, Thundafund and any additional SimplyBiz programme partners may feature all comments and advertisements on digital media pages or through any digital or print advertising at the sole discretion of the SimplyBiz and Thundafund teams to promote the Shifting Gears and BackaBusiness participants and campaigners.

3 Who may enter the competition?

- 3.1 This competition is aimed at all small-business owners.
- 3.2 A participant (**Participant, you or your**) must:
 - 3.2.1 be 18 years or older;
 - 3.2.2 live in South Africa;
 - 3.2.3 be a registered member of SimplyBiz;
 - 3.2.4 be a duly mandated and authorised representative of the small business;
 - 3.2.5 complete the Change Gear or Get into Gear programmes; [So the participants themselves must choose into which category they fall?] and
 - 3.2.6 be a Nedbank Small Business Services client who has one of the following accounts: an active, FICA-verified Business Pay-as-you-use Account, Business Bundle, SBS Ordinary Account, Business Enabler Current Account or Startup Bundle.
 - 3.2.7 A Nedbank Small Business Services client can be defined as a business owner or sole proprietor that is in good standing, has an annual turnover of less than R30 million and falls within the Nedbank Retail Relationship Banking, small-business segment.
 - 3.2.8 If opting to enter this competition for the cash prize, you must register, start and run a BackaBusiness crowdfunding campaign with Thundafund.
- 3.3 The following persons, although meeting the criteria above, may not enter the competition:
 - 3.3.1 The directors, members and employees of ours or their spouses, life partners or immediate family, including adopted persons but not half- or step-relations); and
 - 3.3.2 suppliers and contractors of ours involved in this competition.

4 The competition

- 4.1 Small-business owners stand a chance to win one of 200 prizes to the value of R5 000 each. Winners will select one prize from the categories mentioned below plus receive a digital marketing campaign valued at R1 500 (consisting of the creation of one Facebook and one Google digital advert plus advertisement boosting and free Google My Business placement).

R500 will be allocated to Facebook advertising and R500 to Google advertising. Google will match the R500 from SimplyBiz with a further R500).

- 4.2 The winner will select one prize from the categories mentioned below. However, if the maximum of 50 is reached in a particular category, the winner will then only be able to choose from the remaining categories as follows:
- 4.2.1 50 cash prizes of R5 000 (in the BackaBusiness campaign on Thundafund), including a digital marketing campaign;
 - 4.2.2 50 coaching prizes (a three-month programme, equivalent to eight hours of personalised coaching through Be Your Legacy, valued at R5 000 each), including a digital marketing campaign;
 - 4.2.3 50 advertising starter kits worth R5 000 each, including a digital marketing campaign; and
 - 4.2.4 50 websites and domains valued at R5 000 each, including a digital marketing campaign.

5 The prizes

- 5.1 **Fifty cash prizes of R5 000** (in the BackaBusiness campaign on Thundafund), including the BackaBusiness movement and SimplyBiz digital marketing campaign.
- 5.1.1 If you participate in the BackaBusiness campaign you must complete the following tasks to get an entry:
- 5.1.1.1 List the business idea being tested to raise funds or the funding needs for your startup or growing entity – how much money will you need to start or change your business. This is prework that you must complete on your own, which will help with completing your campaign on Thundafund.
 - 5.1.1.2 Map your network – make a list of everyone that has your back (potential customers, customers, friends, family, etc). This is prework that you must complete on your own, which will help with completing your campaign on Thundafund.
 - 5.1.1.3 Identify what future reward their business can offer in exchange for cash donations – this could be product or service discounts, merchandise or even a share of future revenue streams. This is prework that you must complete on your own, which will help with completing your campaign on Thundafund.
 - 5.1.1.4 Register on SimplyBiz.co.za, complete the Get into Gear or Shifting Gears business bootcamp programme, be a Nedbank Small Business client, then start a project on Thundafund with the same email address.
 - 5.1.1.5 Complete the BackaBusiness campaign on Thundafund's site and accept Thundafund's terms and conditions here (<https://blog.thundafund.com/how-doesthundafund-work/terms-and-conditions/>) – based on the essential funds needed, with the same email address that is used on SimplyBiz.
 - 5.1.1.6 Position and create an effective campaign using templates, guidance, cohort-based training and peer learning through Thundafund.
 - 5.1.1.7 Submit your BackaBusiness campaign for review, approval and activation by Thundafund through the online campaign process on the Thundafund website.
 - 5.1.1.8 Once approved, your campaign will go live and you can begin sharing your campaign online. Various digital media advertising of the BackaBusiness movement will elevate your campaign, but you are solely responsible for the effectiveness of your campaign.
 - 5.1.1.9 Crowdfund a minimum of R5 000 from your network to be included in the draw to win the **additional** Shifting Gears cash prize of R5 000 towards your business.
 - 5.1.1.10 Rally your network to support your business by supporting and sharing your campaign.
- 5.1.2 Withdrawals and transfers will be according to Thundafund's terms and conditions.
- 5.1.3 The SimplyBiz a digital marketing campaign consists of the creation of one Facebook and one Google digital advert plus advertisement boosting and free Google My Business placement. (You must specify to SimplyBiz if you do not have an official Facebook page, website or a company logo). The digital marketing campaign prize must be redeemed within four months of receiving the prize. Winners must give all required content, imagery and details to the SimplyBiz-identified marketing partner within these dates, and if they do not, they will forfeit the digital marketing campaign prize.

5.1.3.1 The marketing partner will allow a maximum of two creative reverts on the design and content of the digital media post during the prize redemption process. Any additional changes will be for the winner's account.

5.1.3.2 Digital advert specs:

- Full colour
- Supported file types: jpg and png
- Image ratio: 16:9 to 9:16
- Amount of text allowed on image: no more than 20%
- Ad headline: 25 characters
- Description text: 125 characters
- Link description: 30 characters

5.2 **Fifty coaching prizes** (a three-month programme, equivalent to eight hours of personalised coaching through Be Your Legacy, valued at R5 000), including a digital marketing campaign.

5.2.1 The three-consecutive-month coaching programme must be redeemed within four months of receiving the prize. Winners must complete their coaching programme within these dates, and if they do not, they will forfeit the coaching programme.

5.2.2 If winners want to continue to receive additional coaching from Be Your Legacy, they can make the necessary arrangements with Be Your Legacy, and relevant costs will be for the winner's own account.

5.2.3 The SimplyBiz a digital marketing campaign consists of the creation of one Facebook and one Google digital advert plus advertisement boosting and free Google My Business placement. (You must specify to SimplyBiz if you do not have an official Facebook page, website or a company logo). The digital marketing campaign prize must be redeemed within four months of receiving the prize. Winners must give all required content, imagery and details to the SimplyBiz-identified marketing partner within these dates, and if they do not, they will forfeit the digital marketing campaign prize.

5.2.3.1 The marketing partner will allow a maximum of two creative reverts on the design and content of the digital media post during the prize redemption process. Any additional changes will be for the winner's account.

5.2.3.2 Digital advert specs:

- Full colour
- Supported file types: jpg and png
- Image ratio: 16:9 to 9:16
- Amount of text allowed on image: no more than 20%
- Ad headline: 25 characters
- Description text: 125 characters
- Link description: 30 characters

5.3 **Fifty advertising starter kits** worth R5 000, including a digital marketing campaign. The advertising starter kit prize must be redeemed within four months of receiving the prize. Winners must give all required content, imagery and details to the SimplyBiz-identified marketing partner within these dates, and if they do not, they will forfeit the website and domain prize.

5.3.1 The marketing partner will allow a maximum of two creative reverts on the design and content of digital media post during the prize redemption process. Any additional changes will be for the winner's account.

5.3.2 The advertising starter kit consists of one of the following options and includes delivery and installation, where applicable (winners to choose one option only):

5.3.2.1 **Physical signage** for a retail store (one sign):

- Size: up to W: 1 000 mm to 2 000 mm x H: 500 mm
- Specifications: Full colour
- Materials used: Chromadek board with steel frame, includes black etch primer for rust prevention. Clear vinyl laminate over face of sign as a protective layer.

- 5.3.2.2 **Digital advertisements** (package of four digital banners and advertisement designs for the winner to place and advertise on their own) consisting of the following, plus a digital letterhead in MS Word, email signature (Jpeg) and digital flyer:
- Google
 - One square advert (250 x 250)
 - One rectangular advert (336 x 280)
 - Instagram
 - One Instagram advert (1 080 x 1 080)
 - LinkedIn
 - One LinkedIn advert (1 200 x 628)
 - Digital Letterhead
 - A4
 - Digital Flyer
 - A5
 - Email Signature
 - 650 x 250

- 5.3.2.3 **Decals** for shop windows and motor vehicles:
- Shop window (pack of five)
 - Size: A4
 - Specs: Full colour, gloss vinyl – Motor vehicle (pack of two)
 - Sizes: Back – W: 1 000 mm x H: 300 mm
 - Driver door – W: 600 mm x H: 600 mm
 - Specs: Full colour, gloss vinyl
 - If a passenger car, then no back decal, but only one driver door and one passenger door decal.
 - If a bakkie, then one back decal and one driver door.

- 5.3.2.4 **Leaflets and business cards**
- Leaflets (2 500 units)
 - Size: A5
 - Specs: printed single-sided, full colour on 128 gsm high-quality gloss
 - Business cards (500 units)
 - Size: W: 90 mm x H: 50 mm
 - Specs: full colour, 350 gsm matt

Pull-up banner (one unit)

- Standard size: W: 850 mm x H: 2 000 mm
- 5.3.3 If winners want to continue to receive additional marketing services, they can make the necessary arrangements with the marketing services providers, and relevant costs will be for the winner's own account.
- 5.3.4 The SimplyBiz a digital marketing campaign consists of the creation of one Facebook and one Google digital advert plus advertisement boosting and free Google My Business placement. (You must specify to SimplyBiz if you do not have an official Facebook page, website or a company logo). The digital marketing campaign prize must be redeemed within four months of receiving the prize. Winners must give all required content, imagery and details to the SimplyBiz-identified marketing partner within these dates, and if they do not, they will forfeit the digital marketing campaign prize.
- 5.3.4.1 The marketing partner will allow a maximum of two creative reverts on the design and content of the digital media post during the prize redemption process. Any additional changes will be for the winner's account.
- 5.3.4.2 Digital advert specs:
- Full colour
 - Supported file types: jpg and png

- Image ratio: 16:9 to 9:16
- Amount of text allowed on image: no more than 20%
- Ad headline: 25 characters
- Description text: 125 characters
- Link description: 30 characters

5.4 **Fifty websites** valued at R5 000, including a digital marketing campaign.

5.4.1 Three-page, content-managed website, including 12 months' hosting, one domain registration (co.za only), two email addresses, SSL certificate and training session. The website and domains prize must be redeemed within four months of receiving the prize. Winners must give all required content, imagery and details to the SimplyBiz-identified website and domain partner within these dates, and if they do not, they will forfeit the website and domain prize.

5.4.2 The domain hosting is for a 12-month period only. Thereafter, the winner must confirm with the domain partner whether they want to continue with that partner according to the partner's terms and conditions. The domain partner will release the domain name on request.

5.4.3 The marketing partner will allow a maximum of two creative reverts on the design and content of digital media post during the prize redemption process. Any additional changes will be for the winner's account.

5.4.4 The SimplyBiz a digital marketing campaign consists of the creation of one Facebook and one Google digital advert plus advertisement boosting and free Google My Business placement. (You must specify to SimplyBiz if you do not have an official Facebook page, website or a company logo). The digital marketing campaign prize must be redeemed within four months of receiving the prize. Winners must give all required content, imagery and details to the SimplyBiz-identified marketing partner within these dates, and if they do not, they will forfeit the digital marketing campaign prize.

5.4.4.1 The marketing partner will allow a maximum of two creative reverts on the design and content of the digital media post during the prize redemption process. Any additional changes will be for the winner's account.

5.4.4.2 Digital advert specs:

- Full colour
- Supported file types: jpg and png
- Image ratio: 16:9 to 9:16
- Amount of text allowed on image: no more than 20%
- Ad headline: 25 characters
- Description text: 125 characters –
- Link description: 30 characters

6 Selection of prizewinners

6.1 The selection of prizewinners will either take place by electronic draw or on selection at our sole discretion.

6.2 The first draw or selection of up to 70 prizewinners will take place on 30 September 2020, the second draw or selection of up to 70 prizewinners will take place on 30 October 2020, the third draw and final draw or selection of up to 60 prizewinners, or the remainder of prizes, if any, will take place on 30 November 2020.

6.3 All completed entries received during the competition period and which meet the competition requirements will be eligible for entry in the draws or selections.

6.4 The final selection will be made at the sole discretion of the SimplyBiz team, except for the cash prizes portion, which will be at the sole discretion of Thundafund in consultation with the SimplyBiz team. The cash prize of R5 000 will be added to R5 000 raised on verification by Thundafund within seven working days of the monies successfully being raised by the BackaBusiness campaigner. The cash prize must be redeemed within four months of receiving the prize, starting a BackaBusiness campaign and raising R5 000 in their crowdfunding campaign, within these dates, and if they do not, they will forfeit the cash prize.

6.5 If there is a dispute, our decision will be final and binding on all aspects of the competition and no correspondence will be entered into.

- 6.6 The prize is not transferable and if not taken up for any reason, it will be subject to a separate draw or selection and allocated in terms of this competition to another prizewinner at our sole discretion.
- 6.7 All other costs or expenses relating to the prize that have not been mentioned in these terms and conditions are excluded from the prize and are not recoverable.
- 6.8 If we are unsuccessful in contacting the prizewinner within five working days following the draw, the prizewinner will forfeit the prize and a new prizewinner will be selected, subject to the same conditions.
- 6.9 If the prizewinner rejects their prize, they will forfeit it and a new prizewinner will be selected, subject to the same conditions.
- 6.10 The prize is available for the following time periods only:
- 6.11 We will not be held responsible for any delays in the delivery of the prize. We will also not be responsible for any additional conditions imposed by third parties.
- 6.12 The prize will under no circumstances be given to a third party and will be given directly to the verified prizewinner only.
- 6.13 We will not be liable for delays or failure to deliver any part of the prize resulting from acts beyond our reasonable control. Such acts include, without limitation, acts of God, strikes, lockouts, riots, acts of war, civil disorder, rebellions or revolutions in any country, epidemics, acts of terrorism, vandalism or sabotage, governmental regulations imposed after the fact, communication line failures, power and telecommunications failures, earthquakes, fire, floods or other disasters. We will notify the prizewinner as soon as reasonably possible if the prize is affected in this manner.
- 6.14 We reserve the right to replace the prize at any time with another prize of similar commercial value.
- 6.15 For audit purposes, the prizewinner will have to complete a confirmation form. This completed and signed form will act as proof that the prizewinner is the correct recipient of the prize and all deliveries of the prize will be made on this basis (emails, courier slips, etc).
- 6.16 Participants who have won the cash price of R5 000, may not re-enter the competition.

7 General

- 7.1 All information relating to this competition and published on any promotional material will form part of these terms and conditions.
- 7.2 We, our associated companies, our agents, contractors and sponsors assume no liability whatever for any direct or indirect loss or damage arising from your participation in the competition or for any loss or damage.
- 7.3 By entering this competition the prizewinner (at no fee) consents to endorsing, promoting and/or advertising any service of ours.
- 7.4 But the prizewinner may decline in writing within three working days of being notified as a successful prizewinner for use of their business details or images in marketing material or to participate in the marketing of any of our services or products. The refusal may affect the awarding of the prize or part of that. We will not make any additional concessions to mitigate the effect.
- 7.5 These terms and conditions can be found on the SimplyBiz website.
- 7.6 By entering this competition, you agree to be bound by these terms and conditions, the terms and conditions of SimplyBiz and by the terms and conditions of Thundafund.
- 7.7 We not liable for any accident, injury, harm, death, damages, costs and/or loss sustained by the prizewinner and/or any other person who participates in the prize with the prizewinner, at any point during the fulfilment of the prize.

8 Further enquiries

For more information and all questions about this competition please email us at contactus@simplybiz.co.za or visit simplybiz.co.za.