

## The Nedbank 'let's get you closer to your business goal' competition

### Terms and conditions

#### 1 Promoter

Nedbank Limited (**we, our, us**) is the promoter of the competition.

#### 2 Competition period

The competition starts on 10 June 2021 and ends at midnight on 25 June 2021 (**competition period**). SimplyBiz, we and our designated marketing agencies and partnerships:

- 2.1 will contact the winners via email at the address that they have used to register for SimplyBiz;
- 2.2 will announce the winners and prizes on social media and via other media partnerships; and
- 2.3 may feature all comments and advertisements on social-media pages or through any digital or print advertising at the sole discretion of the SimplyBiz team to promote the competition and the winners.

#### 3 Who may enter the competition?

- 3.1 All Nedbank Small-business Services (SBS) clients (**you, your**) may enter the competition. An SBS client is a small-business owner or sole proprietor (with an active, FICA-verified account in good standing), with an annual turnover of less than R30 million falling within the Nedbank small-business segment.
- 3.2 You must:
  - 3.2.1 have one of the following active, FICA-verified accounts: Business Pay-as-you-use, Business Bundle, SBS Ordinary, Business Enabler Current or Startup Bundle Account;
  - 3.2.2 work in your business full time;
  - 3.2.3 be 18 years or older;
  - 3.2.4 live in South Africa;
  - 3.2.5 be a registered member of SimplyBiz; and
  - 3.2.6 be a mandated and an authorised representative of the small business.
- 3.3 The following persons, although meeting the criteria above, may not enter the competition:
  - 3.3.1 our directors, members and employees or their spouses, life partners or immediate family, including adopted persons, but not half- or step-relations; and
  - 3.3.2 our suppliers and contractors involved in this competition.

#### 4 How to enter the competition

- 4.1 Log in to or register for SimplyBiz if you are not already a member.
- 4.2 Complete your SimplyBiz business profile.
- 4.3 Complete and submit the entry form using your unique Nedbank reference number (the reference number is in the email or SMS that we have sent you).
- 4.4 Accept these terms and conditions.
- 4.5 Winners must commit to the personalised three-month coaching programme and will be subject to business monitoring and tracking for six months thereafter.
- 4.6 If you win:
  - 4.6.1 you must open a Nedbank Platinum Invest Account. Your relationship banker will start the process and contact you to sign the relevant documents to open the account and pay the R10 000 prize money into the account;
  - 4.6.2 you agree to use the Nedbank Platinum Invest Account as an ongoing short-term savings tool;
  - 4.6.3 you must be willing to participate in our media and advertising campaigns to promote our and your business at no fee (including photographs and feedback on relevant feedback forms);
  - 4.6.4 you must be willing to complete the coaching tasks in 5.6 for us to ensure you experience growth in your business after the competition; and
- 4.7 you must consent to us sharing your contact details with Be Your Legacy and the

marketing service providers responsible for the advertising prizes.

## 5 The prizes

5.1 When you enter the competition you stand a chance to win one of 50 prizes to the value of R20 000. Each prize comprises R10 000 in cash, which will be deposited into your Nedbank Platinum Invest Account, a three-month personalised coaching programme, equivalent to eight hours, through Be Your Legacy, valued at R5 000, an advertising starter kit, including social-media marketing worth R5 000, and a toolkit consisting of a certificate, badge and the *Nedbank Ultimate Business Companion Guide*.

5.2 Roadmap to unlock prizes if you win:

### Month 1 – UNLOCK YOUR COACHING PRIZE – 1 July

- Your Be Your Legacy coach will contact you to get you started.
- Complete the Canvas, SWOTA and one-page business plan.
- Identify your goal and agree on an action plan with your coach.
- Choose your advertising prize.
- Complete the coaching feedback form.

### Month 2 – UNLOCK YOUR ADVERTISING PRIZE – 1 August

- Javelin will contact you about your advertising prize.
- Work towards your goal.
- Complete the coaching feedback form.

### Month 3 – UNLOCK YOUR CASH PRIZE – 1 September

- Share with your coach how you plan to spend the money to reach your goal. You can do this by giving your coach an invoice, or a quote, or you can have a conversation with your coach, which will be recorded.
- A Nedbank relationship banker will contact to set up your account for the cash prize.
- Work towards your goal.
- Complete the coaching feedback form.

### Month 4 – UNLOCK YOUR TOOLKIT PRIZE – 1 October

- Achieve your goal.
- Complete the coaching feedback form.
- Get your certificate, badge and a copy of *The Nedbank Ultimate Business Companion Guide*.

5.3 If you do not comply with the FICA requirements and your coaching programme deliverables in 5.2, you will forfeit all the prize money, the coaching programme and the advertising prizes.

5.4 If you:

- 5.4.1 completed the coaching programme deliverables of Month 1 and Month 2 successfully;
- 5.4.2 received feedback from your coach;
- 5.4.3 gave your coach a plan on how you plan to spend the cash; and
- 5.4.4 are FICA-compliant, we will open and pay the prize money of R10 000 into your Nedbank Platinum Invest Account by 30 October 2021.

5.5 You can get access to the money only once you have signed the necessary account opening documents and have given your relationship banker 24 hours' notice. You can change the type of investment to an investment of your choice after your coaching period has expired, subject to FAIS regulations.

5.6 The investment account must be opened in the name of the small business, unless you are a sole proprietor.

5.7 The three-month coaching programme starts on 1 July 2021 and ends on 30 September 2021. You must complete your coaching programme (including the Business Canvas and SWOT analysis) within these dates. If you do not, you will forfeit the coaching programme. If you wish to continue to get coaching from Be Your Legacy, they can make the necessary arrangements with Be Your Legacy, and the cost will be for your own account.

- 5.8 Fulfilment of the advertising starter kit, including social-media marketing, is done at our sole discretion, and will be available to you from 1 August until 30 September 2021 on successful completion of Month 1 of your coaching programme and feedback forms, as verified by our and your coach's sole discretion.
- 5.9 The advertising starter kit, including social-media marketing, consists of the following options, including delivery and installation (if applicable). You can choose one option only and must confirm your selection after Month 1 (30 July 2021) of your coaching programme. Once you have made a choice, it will be final and you cannot change it.
- 5.9.1 Physical signage for a retail store (one sign)
- Size: Up to 1 000 mm x 2 000 mm x 500 mm
  - Specs: Full colour
  - Materials used: Chromadek board with steel frame, including black etch primer for rust prevention and a clear protective vinyl lamination layer over the face of the sign.
- 5.9.2 Digital advertisements (package of four digital banners and advertisement designs to place and advertise on your own) consisting of:
- Google
    - One medium, rectangle advert (300 x 250)
    - One leaderboard advert (728 x 90)
  - Instagram
    - One advert (1 080 x 1 080)
  - LinkedIn
    - One advert (1 200 x 628)
  - Facebook
    - One advert (1 200 x 628)
  - Specs:
    - Full colour
    - Supported file types: jpg and png
    - Image ratio: 16:9 to 9:16 (cropped to 1.91:1 if you include a link)
    - Amount of text allowed on image: not more than 20%
    - Image ratio: 1.91:1
    - Ad headline: 25 characters
    - Description text: 125 characters
    - Link description: 30 characters
- 5.9.3 Decals for shop windows or motor vehicles
- Shop window (pack of five)
    - Size: A4
    - Specs: Full colour with gloss vinyl
  - Motor vehicle (pack of two)
    - Sizes:
      - Back: 1 000 mm x 300 mm
      - Driver door: 600 mm x 600 mm
    - Specs: Full colour with gloss vinyl
    - If it is a passenger car, you will not get back decal but one driver door and one passenger door decal only.
    - If it is a bakkie, you will get one back decal and one driver door decal.
- 5.9.4 Leaflets and business cards
- Leaflets (2 500)
    - Size: A5
    - Specs: Printed single-sided in full colour on 128 gsm Hi-Q gloss
  - Business cards (500)
    - Size: 9 mm x 5 mm
    - Specs: full colour, 350 gsm matt
- 5.9.5 Pull-up banner (one)
- Standard size: 850 mm x 2 000 mm
  - Specs: Premium deluxe base with full colour
- 5.9.6 Digital letterhead, flyer and email signature
- Digital letterhead

- Size: A4
  - Digital flyer
    - Size: A5
  - Email signature
    - Size: 650 x 250
- 5.9.7 Website, domain and hosting
- Three-page content managed website, including:
    - 12 months' hosting
    - One domain registration (.co.za only)
    - Two email addresses
    - Secure Sockets Layer certificate (internet security)
    - Training session
- 5.9.8 Set up of social-media pages (Facebook, Instagram and LinkedIn)
- Includes profile image, banner and company information
- 5.9.9 Search engine optimisation (SEO)
- SEO audit report will include the following:
    - Summary report
    - Website structure audit and evaluation
    - Page optimisation and structure audit
    - Website load time and page size
    - Internal and external links
    - Competitor analysis and ranking
    - Keywords research
    - Current keyword rankings and visibility
    - On-site and off-site issues
    - Keywords density report – top 10 web pages
  - The SEO strategy will include the following:
    - Implementation of SILOs (grouping information on a website)
    - On-site and off-site optimisation
    - Local SEO and citations
    - Mobile SEO or Google Accelerated Mobile Pages (optimised mobile browsing)
    - Keyword analysis and monitoring of industry trends
    - Monitoring user behaviour on your website and making adjustments
    - Webmaster tools diagnosis
    - SEO reports
- 5.9.10 If you wish to continue to receive additional marketing services, you can make the necessary arrangements with the marketing services providers. The costs will be for your own account.
- 5.9.11 On successful completion of the coaching programme and feedback form from 30 September to 30 November 2021, as verified at our and the coach's sole discretion, you will get a toolkit consisting of a certificate, badge and the *Nedbank Ultimate Business Companion Guide*.

## 6 Selection of winners

- 6.1 We will choose the winners on 30 June 2021 via an electronic draw based on the valid entries that we have received.
- 6.2 All completed entries received during the competition period that meet the competition requirements will be eligible for entry in the selection.
- 6.3 If there is a dispute, our decision will be final and binding on all aspects of the competition and we will not enter into any correspondence.
- 6.5 You cannot transfer the prize, or opt for certain elements of the prize, and if you do not accept your prize for any reason, we will choose another winner, subject to the same conditions, at our sole discretion.
- 6.6 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 you cannot claim them.
- 6.7 If you have won and we cannot get hold of you within five calendar days following the draw, you will forfeit the prize and we will choose another winner, subject to the same conditions.
- 6.8 If you have won and you reject your prize, you will give it up and we will choose another winner, subject to the same conditions.

- 6.9 We will not be responsible for any delays in the delivery of the prize. We will also not be responsible for any additional conditions that third parties impose.
- 6.10 Under no circumstances will we give the prize to a third party. We will give the prize to verified winners only.
- 6.11 We will not be liable for delays or failure to deliver any part of the prize resulting from acts beyond our reasonable control. These acts include 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. If you win, we will let you know as soon as reasonably possible if your prize is affected in this manner.
- 6.12 We reserve the right to replace the prize with another prize of similar commercial value at any time.
- 6.13 If you win, you will need to complete a confirmation form for audit purposes. The completed and signed form will be proof that you are the correct recipient of the prize and all prize deliveries will be made on this basis (emails, courier slips, etc).

## **7 General**

- 7.1 All information about this competition and information published on any promotional material are part of these competition rules.
- 7.2 We, our associated companies, agents, contractors and sponsors will not be liable for any direct or indirect loss or damage resulting from your participation in the competition or for any loss or damage.
- 7.3 If you enter this competition and you win, you consent to endorsing, promoting and/or advertising any service of ours and our partners without compensation.
- 7.4 These terms and conditions are available on the SimplyBiz website.
- 7.5 By entering this competition, you agree to be bound by these terms and conditions and the terms and conditions of SimplyBiz.
- 7.6 If you win, we will not be liable for any accident, injury, harm, death, damages, costs and/or loss that you and/or any other person who participates in the competition sustain or suffer at any point.

## **8 More information**

For more information email us at [contactus@simplybiz.co.za](mailto:contactus@simplybiz.co.za) or visit [simplybiz.co.za](http://simplybiz.co.za).