



## **MOST INFLUENTIAL INFLUENCER**

### **SOCIAL MEDIA COMPETITION - TERMS AND CONDITIONS**

#### **IMPORTANT NOTICE**

- All Participants of this Competition hereby agree that they have no rights whatsoever against the Promoter, and performer including those employed or contracted to render any services or provide any goods thereto for any direct or indirect loss; claim or damage howsoever arising and of whatsoever nature. All Participants hold such parties harmless and indemnify such parties against such losses; claims or damages.
- Only videos compliant with these rules, particularly and not limited, to the promotion of the Event, will be selected to enter the Competition. Any videos or contents that seeks to detract from promoting the Event, including but not limited to negative; controversial; distasteful; unlawful and harmful content shall disqualify the Participant. In addition to possible criminal and civil sanction being imposed on a noncompliant party, an urgent interdict may be sought against such party wherein the legal costs shall be recoverable from such party on an attorney and own client scale to which such party consents (to the extent possible).
- All personal information ('Personal Data') supplied by Participants shall be processed in accordance with South African data protection legislation.
- For the purposes of these terms and conditions "Social Media Platform" shall include facebook, Instagram, TikTok and YouTube.
- This Competition is in no way sponsored, endorsed or administered by, or associated with facebook, Instagram, TikTok and YouTube. Participants acknowledge that they are providing information to the Promoter only.
- All Participants entering the Most Influential Influencer Social Media Competition ("the Competition") acknowledge that by submitting their entries to the Competition,



**agree that they have read these rules, understand such rules and agree to be bound hereto.**

1. The Promoter of the Competition is TBW (“the Promoter”) who is duly authorised to act as the Promoter. If you have any questions or concerns in relation to the Competition, you can contact the Promoter by emailing [mii@tamilbusinesswarriors.org](mailto:mii@tamilbusinesswarriors.org) with the subject line: **“TBW MII Competition: Sid Sriram Durban ICC 17 June 2023”**, giving details of the questions or concerns. Whilst every effort shall be made to timeously respond to such questions and concerns, a non-response does not accrue any liability whatsoever.
2. This Competition is open to all who lawfully reside in South Africa.
3. In having entered this competition, all Participants below the age of 18 would have secured the consent from their parents/guardian prior to entry. Should a request be made by the Promoter from a Participant for proof thereof, such Participant shall comply. Failure to comply shall result in automatic disqualification from this Competition.
4. The Competition period shall commence on the 10<sup>th</sup> March 2023 at 20H00 (“Commencement Date”) and end on 6<sup>th</sup> June 2023 at 20H00 (“Closing Date”). Any entries received after the Closing Date will not be considered.

## **PURPOSE**

5. The purpose of this Competition is to demonstrate the power and effect of social media on new and uncharted markets.

## **THE ASSIGNMENT**

6. Participants are required by the Promoters of the Sid Sriram Concert to increase brand awareness on their product. Currently, the product is an Event that appeals to a niche market. The sponsor has secured a 5000 pax ticketed event and mandates the participants to sell out the event. The Participant must use their talent to produce inspiring, insightful and captivating video content targeting the wider South African audience.



7. The event is the **SID SRIRAM LIVE IN CONCERT – DURBAN ICC 17 JUNE 2023** (“the Event”).

## **HOW TO ENTER**

8. To enter this Competition, all Participants must:

**8.1 Create a video link promoting the SID SRIRAM Concert;**

**8.2 The video must contain the following text or mention “SID SRIRAM – DURBAN ICC 17 JUNE 2023”.**

**8.3 The video must contain at least one of the following elements:**

**8.3.1 SID SRIRAM song as a background; and/or**

**8.3.2 Talk about the artist and the music; and/or**

**8.3.3 Sing a cover version of a SID SRIRAM song.**

9. The following four Social Media Platforms (“SMP”) shall be used:

1. facebook
2. Instagram
3. TikTok
4. YouTube

10. All Participants are required to have at least 2 accounts of the four SMPs to qualify for entry into the Competition.

11. Each Participant will only select one video link per SMP to be assessed in terms of the Rules.

12. Group videos shall be permitted but the person submitting such video in this Competition shall be considered the Participant.



13. The Participant undertakes to use the hashtags **#woodmarkeventssa** and **#sidsriramdurban** when posting the video on the SMP.
14. All Participants are allowed to resubmit their video link to be used in terms of the adjudication process prior to the Closing Date. The updated video link must be sent by way of email to [mii@tamilbusinesswarriors.org](mailto:mii@tamilbusinesswarriors.org) with the subject line: **“CONTESTANT NUMBER – VIDEO LINK UPDATE”**
15. All videos must be uploaded to the SMP on or after the Commencement Date but prior to the Closing date (or extension thereof) of the Competition.
16. Videos entered by the Participant shall be allowed to accumulate the criteria mentioned in clause 17 below on 10 June 2023 between 20h00 and 21h00. The Promoter reserves the right to amend or extend the dates.

## **SELECTION OF WINNER**

17. Each Participant’s selected video entered in this Competition, shall be scored according to the weighting shown on the table below across the various SMPs:

	<b>facebook</b>	<b>Instagram</b>	<b>TikTok</b>	<b>YouTube</b>
<b>Views</b>	X1	X1	X1	X1
<b>Likes</b>	X3	X3	X3	X3
<b>Shares</b>	X5	X5	X5	X5

- ✓ Any VIEWS of your video on the SMP shall be counted as the VIEWS received for your video;
- ✓ Any LIKES of your video shall be multiplied by 3;
- ✓ Any SHARES of your video shall be multiplied by 5;
- ✓ Your score shall then be added together to determine who received the highest accumulated VIEWS, LIKES and SHARES.



- ✓ The count shall be according to your screenshot view count. Any rounding shall be rounded down to the nearest visible decimal. Example: When your views are shown as 31.9K likes, this will be counted as 31,900.
- ✓ The highest accumulated score, shall be the winner of the Prize.

## PRIZE

18. The Prize shall consist of **R100 000** (one hundred thousand rands) and the Title of **“TBW’s Most Influential Influencer”** for a period of 12 months (“the Prize”).
19. It must be noted that the Prize money has been provided by the Promoter.
20. There shall only be one Prize winner.
21. The Prize is not transferrable.

## GENERAL

22. A copy of these rules will be available for download to all Participants after completing the Expression of Interest Form accessible on the TBW website [www.tamilbusinesswarriors.org](http://www.tamilbusinesswarriors.org).
23. The Promoter shall not be responsible for the failure of any technical matters relating to this promotion that may result in an entry not being successfully submitted.
24. The Promoter shall not be responsible for any lost, damaged, delayed, incorrect or incomplete entries for any reason whatsoever.
25. The Participant expressly consents and has secure the consent of all persons, to use their images and personal information for the purposes of participation in this Competition.
26. The Promoter reserves the right, in its sole discretion, to amend these rules as and when necessary as well as cancel this Competition without consequence whatsoever.
27. The decision by the judges is final and binding.



## REGISTRATION FORM

First Name

Last Name

**DOB/ID Number**

**E-mail**

[example@example.co.za](mailto:example@example.co.za)

**Phone Number**

Mobile Number

Phone Number

**Address**

City

Suburb



### Video Entry Links

Facebook Link

Instagram Link

TikTok Link

YouTube Link

You are required to complete the table below:

SOCIAL MEDIA PLATFORMS			
	Profile Name	Number of Followers	Handle
TikTok			
Facebook			
Instagram			
YouTube			

Agree to T&C's