

TERMS AND CONDITIONS

1. Definitions

- 1.1. In this terms and conditions, unless a contrary meaning is expressly stated or clearly ascertained from the context within which the words or terms are used, the following words and terms shall have the meanings and definitions allocated to them in this clause:
 - 1.1.1. “**Advertiser**” means a business, in any legal form, who has accepted its nomination for the Awards;
 - 1.1.2. “**Awards**” means the Ontbytsake Onderneming van die Jaar;
 - 1.1.3. “**OntbytSAKE**” means the television show owned by B4i Productions (Pty) Ltd, with registration number 2021/933972/07.

2. Eligibility

- 2.1. Participation in the Awards is open only to organisations and individuals who have been validly nominated and entered into the relevant categories.

3. Categories

- 3.1. Awards will be given in the following categories:
 - 3.1.1. Business (Top 8)
 - 3.1.2. Entertainment
 - 3.1.3. Top Advertisers
 - 3.1.4. UitskietSake
 - 3.1.5. Overall Winners (Bronze/Silver/Gold)
- 3.2. Sub-categories for the Business Category include, but are not limited to
 - 3.2.1. Best Video Insert under one minute
 - 3.2.2. Best Video Insert over one minute
 - 3.2.3. Best Studio Interview
 - 3.2.4. Best Video Insert by an Agri-Enterprise
 - 3.2.5. Best Insert by a Women-Owned Enterprise
 - 3.2.6. Best Digital Media Placement
 - 3.2.7. Most Views on Digital Media
 - 3.2.8. Best Outdoor Billboard Advertisement

4. Judging Process

- 4.1. All finalists will be assessed by the ontbytSAKE production team.
- 4.2. Winners in each category will be determined at the sole discretion of the Executive Producer and Director, based on the criteria as stipulated in **Annexure A** of these terms and conditions.
- 4.3. The judges' decisions are final and binding. No correspondence or appeal will be entered into regarding the outcome of the Awards.

5. Award

- 5.1. Finalists will receive a Finalist Certificate.
- 5.2. Winners in sub-categories will receive a trophy.
- 5.3. Winners of uitskietSAKE may receive a financing facility.
- 5.4. The Overall Winner (Gold) will receive media exposure to the value of R100,000.

6. Fairness & Integrity

- 6.1. All submissions will be evaluated fairly according to the published criteria.
- 6.2. Any false or misleading information provided may result in disqualification.
- 6.3. OntbytSAKE reserve the right to withdraw an award in the event of misconduct or breach of eligibility requirements.

7. Intellectual Property & Media Rights

- 7.1. By entering, Advertisers grant OntbytSAKE the right to use their name, likeness, and submitted content for promotional, editorial, and marketing purposes without additional compensation.
- 7.2. OntbytSAKE may film, photograph, or otherwise record the Awards, and participants agree to such use.

8. Limitation of Liability

- 8.1. OntbytSAKE accepts no responsibility for any loss, damage, or injury arising from participation in the Awards or acceptance of any prize.
- 8.2. No warranties, express or implied, are made regarding the value or suitability of prizes.

9. Force Majeure

- 9.1. If any obligations of Ontbytsake become objectively impossible to fulfil, Ontbytsake will be relieved from its duties under these terms and conditions if the circumstances making performance impossible were unforeseeable with reasonable foresight at the inception of the terms and conditions.
- 9.2. Such exemption, however, applies solely to the extent that the performance Ontbytsake's obligations is objectively impossible and only for the duration of the prevailing circumstance.

10. Whole Contract

- 10.1. These terms and conditions constitute the entire terms and conditions relating to its subject matter. No Advertiser shall have any claim or right of action arising from any undertaking, representation or warranty, expressly or implied not included in these terms and conditions.

11. Governing Law

- 11.1. The validity of these terms and conditions, its interpretation, the respective rights and obligations and all other matters related hereto shall be determined in accordance with the law and legislation of the Republic of South Africa.

12. Signature and Acceptance

By accepting your nomination, you confirm that you have read, understand, and agree to these terms and conditions. Furthermore, you confirm that you have the necessary legal capacity to bind yourself to these terms and conditions.

TERMS AND CONDITIONS: ANNEXURE A

1. Criteria for Video Inserts:

- 1.1. Is the business's message or story clear and easy to follow?
- 1.2. Is the value of the business/product/service communicated effectively?
- 1.3. How professional and engaging is the visual material?
- 1.4. Are the locations well-prepared, neat, and representative of the brand?
- 1.5. Does the insert feel fresh and unique?
- 1.6. Is there creativity in how the story is told or visuals are used?
- 1.7. Does the documentary reflect the business's values and identity authentically?
- 1.8. Will viewers gain a positive and accurate impression of the brand?
- 1.9. Does the insert leave a lasting impression?
- 1.10. Does the insert encourage viewers to want to know more or engage with the business?

2. Criteria for Best Digital Media Placements:

- 2.1. Is the placement visually appealing, professional, and neat?
- 2.2. Are images/videos clear, high quality, and free from distracting elements?
- 2.3. Is the business's branding (logo, colours, tone, style) consistently reflected?
- 2.4. Does the placement feel authentic and true to the business's identity?
- 2.5. Is there something unique or innovative in the design, layout, or concept?
- 2.6. Is the call-to-action clear within a few seconds?

3. Criteria for Most Views on Digital Media:

- 3.1. Ratio of interactions (Likes, Comments, Shares, Saves, Clicks) relative to Reach/Followers – higher engagement = stronger audience connection.
- 3.2. Nature of comments (positive, curious, meaningful vs. spam/irrelevant).
- 3.3. Do people enquire about the product/service or show genuine interest?
- 3.4. How widely was the content seen (Impressions/Reach)?

4. Criteria for Outdoor Advertising (Billboards):

- 4.1. Does the advertisement grab attention quickly?
- 4.2. Do the colours, images, and design elements stand out in a large format?
- 4.3. Is the main message understandable within a few seconds?
- 4.4. Is the text short, clear, and easy to read at a glance?
- 4.5. Is the call-to-action (if any) simple and actionable (e.g., website, phone number, location)?
- 4.6. Does the design show creativity and uniqueness compared to typical billboards?
- 4.7. Is there innovative use of graphics, layout, or movement?
- 4.8. Does the billboard clearly represent the business's brand (logo, identity, values)?

- 4.9. Will a passer-by remember the brand after briefly seeing it?

- 4.10. Does the advertisement achieve its goal (raise awareness, spark interest, remain memorable)?

- 4.11. Would the billboard motivate the viewer to want to know more or contact the business?

5. Criteria for Studio Interviews:

- 5.1. Is the representative clear, confident, and easy to understand?

- 5.2. Are explanations about the business, products, or services structured and logical?

- 5.3. Does the interview avoid jargon and remain understandable to the general public?

- 5.4. Does the representative interact naturally and comfortably with the presenter?

- 5.5. Is the tone friendly, professional, and enthusiastic?

- 5.6. Do representatives come across as approachable and authentic?

- 5.7. Are key points about the business, products, and services effectively highlighted?

- 5.8. Is the content focused on what the target market values (benefits, uniqueness, value)?

- 5.9. Is there a clear and lasting "core message"?

- 5.10. Are supporting visuals (photos, video inserts, demonstrations) relevant and well integrated?

- 5.11. Are contact details displayed clearly and professionally?

- 5.12. Do the visuals enhance rather than distract from the interview?

- 5.13. Does the representative embody the brand's values and identity?

- 5.14. Is the company's personality (innovative, reliable, friendly, etc.) reflected in the interview?

- 5.15. Do viewers feel informed and motivated to learn more afterwards?

- 5.16. Did the interview leave a positive impression of the business?