

Darwin Motor Group Volkswagen Golf Giveaway Promotion Terms & Conditions

Terms & Conditions

1. Duration of the promotion – 17th February 2020 – 28th March 2020
2. Must be over 18 years of age as of the major event date March 28th 2020
3. Staff and immediate family members of Northern Territory Broadcasters, Darwin Motor Group, Campaign Edge-Sprout creative and associated entities are ineligible to enter
4. Multiple entries are permitted, however only 1 Golden Key per person permitted
5. Golden Keys cannot be transferred to a 3rd person under any circumstances. Doing so will result in automatic disqualification of entry and a redraw will be held for a replacement Golden Key holder.
6. The Golden Key holder and the Golden Key MUST be present at the Saturday 28th Major Draw Event by 11am ACT to qualify for the final Key Fob Draw at Darwin Volkswagen 364 Stuart Hwy, Winnellie NT 0820, and register their arrival at the Golden Key registration desk before 11am ACT March 28th 2020
7. Any Golden Key holders are not registered as in attendance at 11am ACT March 28th 2020 will be disqualified and a second round of wildcard draws will be conducted from the people in attendance to distribute remaining Key Fob draw places
8. Winning Vehicle Details
 - a. Vehicle being won is the actual vehicle being driven around as part of the promotion
 - b. Description: Volkswagen Golf Trendline DSG with Driver's Assistance Package
 - c. Vin - WVVZZZAUZKW224752
 - d. Colour - Indium Grey Metallic
 - e. Eng - CZD A49445
 - f. RRP - \$29,090
 - g. Model Code - BQ12NZT/19
 - h. The vehicle being given away is NEW and any promotional kilometres put on the vehicle during the promotional period do not disqualify it from being classed as a new vehicle
 - i. The vehicle has a promotional wrap which will be removed prior to the winner taking delivery
 - j. The condition of the vehicle after the removal of the wrap and on delivery to the winner does not disqualify it from being classed as a new vehicle
9. Entry Mechanisms
 - a. 21 Golden Keys to be given away in total
 - b. 12 given away via (3/wk) on air competition spots on Hot100FM between Monday March 2nd and Friday March 27th with names selected from the online competition entry website
 - i. Online entry is via the website <https://www.darwinvolkswagen.com.au/win-a-golf/>
 - ii. Entrants must complete all sections and answer the question about the vehicle and agree to Darwin Volkswagen's Privacy Policy
 - iii. Names from the website drawn randomly from online entries and read out on air, and put on all social media channels
 - iv. Person named has 1hr to call station to claim key
 - v. If not claimed in time, second name is drawn out and announced, and continues until claimed
 - vi. When the person rings in they will be required to state the passcode "Consider a Volkswagen" to confirm their Golden Key
 - c. 4 given away (1/wk) from vehicles serviced at DMG
 - i. Every time a vehicle is serviced, the service department personnel are to inform the person of the competition, ask them if they want to enter. If they approve then their name is entered into the random vehicle service draw conducted weekly

- ii. This is chosen at random with an online randomizer
 - iii. Service Golden Key winners are not required to call the station within a timeframe but are subject to registration and arrival terms and conditions on the major event draw day Saturday March 28th 2020
- d. 4 given away (1/wk) from new vehicles test driven at DMG
 - i. Every time a new vehicle is test driven, the sales department personnel are to inform the person of the competition, ask them if they want to enter. If they approve then their name is entered into the random vehicle service draw conducted weekly
 - ii. This is chosen at random with an online randomizer.
 - iii. Test drive Golden Key winners are not required to call the station within a timeframe but are subject to registration and arrival terms and conditions on the major event draw day Saturday March 28th 2020
- e. 1 BONUS Golden Key to be given away as a wildcard to attendees at the major Draw Event March 28th
 - i. On the day of the event entry forms will be distributed to all people in attendance (in accordance with Entry T&C point 3)
 - ii. A draw will take place at 5 minutes past 11am ACT Sat 28th March 2020 to determine the winner of the 21st Golden Key

10. Key Collection

- a. Each Golden Key that is won is to be collected from the DMG VW dealership and winner agrees to promotional images being taken and used on social media and for promotional purposes
- b. The Golden Key winner will meet HOT100FM staff and a DMG rep for a key handover and promotional images and activities including social media

11. Key Holder Participation Confirmation

- a. All key holders will be called the day prior to confirm their awareness of the major draw event and confirm their intention to attend
- b. All key holders will be called the morning of the major key holder between 9am and 10am to re-confirm their awareness of the major draw event and confirm their intention to attend
- c. Any key holders not registered by 10.45am will be called again with a final advice regarding the 11am cut off
- d. At 11am un-registered key holders will be called and informed that unless they are in the immediate vicinity their position as a key holder will be disqualified

12. Back Up Golden Keys

- a. In consideration of some Golden Key holders not appearing on the day a provision is made for additional Golden Keys to be drawn on the day
- b. Final key fob draw will not proceed until 21 Golden Key holders are present
- c. Not before 11.05am, and after all un-registered key holders have been contacted, a final set of draws will take place from attendees to allocate any unallocated Golden Keys
- d. Once all 21 Golden Keys have been allocated the final draw process will proceed

13. From Golden Key to Final Key Fob allocation

- a. There is a 2 step process between having a Golden key and getting the final live Key Fob
- b. Each Golden Key has a number, from 1 to 21
- c. Any non-present Golden Keys who are re-drawn out on the day due to non-appearance replace the number of the Golden Key missing
 - i. ie. If Key holder number 8 doesn't attend, the replacement key draw gets the number 8 position. This way there is no effect on the order of Key Fob selection and no one can claim any disadvantage by re-draws
- d. Once all 21 Golden Keys are allocated holders will proceed to a table on which there are 21 toy vehicles
- e. In order of key number each key holder exchanges their key for 1 toy vehicle

- f. each toy vehicle has a number underneath which determines the key fob that person receives
- g. This number determines the order in which each participants tests their key fob
- h. Each Golden Key holder in order of their Golden Key number will select a toy vehicle with a number on it and then step back and wait for all other Golden Key holders to select
- i. The Key Fobs are NOT distributed as the toy car draw takes place
- j. At all times the Key Fobs remain on a key board in full view of everyone
- k. Once ALL toy cars have been selected and every Golden Key Holder has handed in their Golden Key and received a Toy Car with a number on it, and there are 21 allocated the key fob activation commences
- l. Each Key Fob is LIVE and will open a vehicle present in the vicinity
- m. 1 at a time in order of the numbers drawn from the toy cars, each person's approaches the board, presents their toy car and is given the corresponding key fob to try
- n. Number 1 Toy Car holder, gets key fob Number 1, Number 2 toy car holder gets Key Fob number 2
- o. Each person in order of toy car number 1 – 21 one at a time walks to the wining vehicle and attempts to unlock it
- p. Only the key fob that opens the clearly identified winning vehicle wins the vehicle
- q. If unsuccessful the person then approaches the surrounding vehicle until one responds
- r. these people receive a prize located in the boot of that vehicle that their fob opens.
- s. this process continues until the winning vehicle is found
- t. If the winning vehicle is found before the last key the remaining key holders are allowed to at the same time approach the remaining unlocked vehicles, unlock the ones corresponding to their key fob and claim the booty prize