

The Carlton Draft 2026 Promotion Terms & Conditions ("Conditions of Entry")

Schedule	
Promotion:	The Carlton Draft 2026 Promotion
Promoter:	CUB Pty Ltd ABN 76 004 056 106, Level 19, 2 Southbank Boulevard, Southbank, VIC 3006, Australia. Ph: 1800 244 054 For any enquiries regarding this Promotion, please contact the Promoter via consumerrelations@asahi.com.au or 1800 244 054
Promotional Period:	Start time/date: 09:00 am AEDT on 16/03/26 End time/date: 11:59 pm AEST on 16/04/26
Eligible entrants:	Entry is only open to men's senior Australian rules football community registered organisations located in VIC, WA & NSW and that compete in a local or regional (but not amateur) league that is affiliated with the AFL (" Football Club "). Only an authorised representative (aged 18 years or over) who is either an official committee member or club secretary of the Football Club. Football Clubs that have an exclusive pourage agreement for any alcohol beverage with a direct competitor of the Promoter or of the Promoter's related companies are NOT eligible to enter.
How to Enter:	To enter the Promotion, the entrant must complete the following steps during the Promotional Period: a) visit www.carltondry.com.au/the-carlton-draft , follow the prompts to the Promotion entry page; and fully complete and submit the online entry form with their personal details (as requested), the details of their Football Club (as requested) and answers to the following questions (in 400 characters or less per question): i. Describe the current state of play at your club. ii. Why would you benefit from having an AFL legend on your team? iii. What makes you proud to be part of your club? iv. What role does your club play in your local community? v. Tell us about your rival club? b) (optional) to be eligible for the Minor Prize, register for a Club Connect Account membership at www.clubconnect.net.au or hold a current Club Connect Account. <i>To clarify, entrants that complete step A only will only be eligible to win the Major Prize ("Major Prize Entries"). Entrants must complete steps A-B to be eligible for the Minor Prize ("Minor Prize Entries").</i>
Entries permitted:	Limit one (1) entry permitted per Football Club.
Winner Determination:	<u>Judging (Major Prize):</u> <ul style="list-style-type: none"> ● All winners and judging decisions will be determined by the Promoter, in its absolute discretion however the Promoter may consult other parties when making this decision. Each entry will be judged on the basis of the Hardship Criteria (see Annexure A) of the response provided on entry. ● Major Prize Entries will be divided into the following state groups: VIC; WA; and NSW (each a "State Group"). <ul style="list-style-type: none"> ● The best two (2) valid entries from each State Group, as determined by the judges, will each win the Major Prize specified below. ● The judges may select additional reserve entries which they determine to be the next best, and record them in order, in case of an invalid entry or ineligible entrant. ● The winners will be determined by skill. Chance plays no part in determining the winners. The judges' decision is final and binding and no correspondence will be entered into. ● The Promoter reserves the right to shortlist, verify and publicly announce a Football Club's submission during the judging process. Shortlisted Football Clubs are not entitled to a prize, unless they are subsequently deemed a winner by the Promoter.

	<ul style="list-style-type: none"> Football Clubs that are shortlisted may be contacted by the Promoter (or its representatives) to confirm details of their submission and may be required to provide further information (e.g. evidence of hardship, the club's salary cap details or other records of the Football Club (as determined by the Promoter)) to allow the Promoter to determine the accuracy and suitability of the entry, in its sole discretion. Failure to provide suitable/adequate information and/or records (as determined by the Promoter) may render an entry invalid, and the relevant Football Club may not be eligible to win a prize. The Promoter (or its representatives) will then contact the provisional winning Football Club's affiliated league who must then verify (within the timeframe specified by the Promoter) the provisional winning Football Club for that Football Club to then be deemed a winner and win a prize. Any provisional winning Football Club that is not verified by its affiliated league within the timeframe specified will not win a prize. <p>Minor Prize: All Minor Prize Entries (excluding the Major Prize winners) will then be awarded with the Minor Prize specified below.</p>									
Total Prize Pool:	AUD\$63,000.00									
<table border="1"> <thead> <tr> <th data-bbox="126 751 976 814">Prize Description</th> <th data-bbox="976 751 1222 814">Number of this prize</th> <th data-bbox="1222 751 1446 814">Value (per prize)</th> </tr> </thead> <tbody> <tr> <td data-bbox="126 814 976 1310"> <p>Major Prize: The prize is an opportunity for the winning Football Club to draft one (1) ex AFL player (from a list of up to 6 players as determined by the Promoter, see Further Prize Details below) to play for their men's senior team in one (1) match during the 2026 season (before 01/08/26, and excludes any finals matches), valued at up to AUD\$2,000. The prize also includes an appearance at a before or after the match function at the Football Club (“Event”). The total appearance time for the ex-AFL player at the Football Club is a maximum of eight (8) hours.</p> <p>The prize also includes the following from Calton Draught & Carlton Dry to support the Event (valued at up to AUD\$8,500):</p> <ul style="list-style-type: none"> 15 x cases (24 pack cans or bottles) of Carlton Draught or Carlton Dry; Carlton Draught or Carlton Dry signage and branding assets (as determined by the Promoter) to be displayed at the Football Club; and audio visual equipment and support (as determined by the Promoter). </td> <td data-bbox="976 814 1222 1310">6 (2 per State Group)</td> <td data-bbox="1222 814 1446 1310">Up to AUD\$10,500.00</td> </tr> <tr> <td data-bbox="126 1310 976 1402"> <p>Minor Prize: The prize is 1 x case (4x6 cans) of Carlton Draught and 1 x case (4x6 cans) of Carlton Dry (4.4%).</p> </td> <td data-bbox="976 1310 1222 1402">Undetermined (All non-winning Minor Prize entries)</td> <td data-bbox="1222 1310 1446 1402">AUD\$110.00</td> </tr> </tbody> </table>		Prize Description	Number of this prize	Value (per prize)	<p>Major Prize: The prize is an opportunity for the winning Football Club to draft one (1) ex AFL player (from a list of up to 6 players as determined by the Promoter, see Further Prize Details below) to play for their men's senior team in one (1) match during the 2026 season (before 01/08/26, and excludes any finals matches), valued at up to AUD\$2,000. The prize also includes an appearance at a before or after the match function at the Football Club (“Event”). The total appearance time for the ex-AFL player at the Football Club is a maximum of eight (8) hours.</p> <p>The prize also includes the following from Calton Draught & Carlton Dry to support the Event (valued at up to AUD\$8,500):</p> <ul style="list-style-type: none"> 15 x cases (24 pack cans or bottles) of Carlton Draught or Carlton Dry; Carlton Draught or Carlton Dry signage and branding assets (as determined by the Promoter) to be displayed at the Football Club; and audio visual equipment and support (as determined by the Promoter). 	6 (2 per State Group)	Up to AUD\$10,500.00	<p>Minor Prize: The prize is 1 x case (4x6 cans) of Carlton Draught and 1 x case (4x6 cans) of Carlton Dry (4.4%).</p>	Undetermined (All non-winning Minor Prize entries)	AUD\$110.00
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Further Prize Details:	<ul style="list-style-type: none"> The Promoter will determine the draft order of the six (6) Major Prize winners by using random computerized selection. The Major Prize winners will provide the Promoter with their written preference (ordered 1 to 6) for their choice of an ex-AFL player. The Promoter will draw six (6) Football Clubs which will determine the order that each Football Club will draft an AFL ex player. The Promoter will conduct the draw at 12:00 pm AEST on 28/04/26 at TGI Melbourne, Level 3, 510 Church Street, Cremorne, VIC 3121. The first drawn Football Club will have the first draft selection from their written preferences. The second drawn Football Club will have the second draft selection, and so on. For clarity, each Football Club will receive their highest preference ex-AFL player available (e.g. the club drawn third may select their first preference if that player has not already been selected). Other support for match day as determined by the Promoter in its absolute discretion based on the individual infrastructure, signage and Event needs of the winning Football Club are included; All signage and branded assets provided by the Promoter must only be displayed at the Football Club during senior's games. The Football Club is responsible for ensuring compliance with this 									

	<p>requirement. In the event that the Promoter becomes aware that the signage and branding assets are being displayed outside of the above permitted usage, the Promoter has the right to require the Football Club to remove and return all signage and branded assets.</p> <ul style="list-style-type: none"> • The Promoter may record the match day event for the purposes of future advertising/marketing by the Promoter. • The winning Football Club must hold a current license to serve alcohol in their relevant state. • It is a condition of accepting the prize that a winner may be required to sign a non-disclosure agreement in relation to the details of the ex-AFL player as determined by the Promoter in its absolute discretion, prior to receiving a prize. • The match date must be identified and agreed by the Football Club, ex AFL player and the Promoter by 01/08/26. • The prize is also subject to each ex AFL player's availability (determined by their respective schedules and prior commitments). • The Promoter and the AFL cannot guarantee that an ex AFL player will be available to play for the match of the Football Club's choosing. The Promoter accepts no responsibility if one or more of the events or activities awarded as part of the prize (including the match that the ex AFL player is drafted to play in for a Football Club) is/are abandoned, called off or postponed for any reason outside of the Promoter's control, including if the match cannot go ahead due to insufficient number of players for either team, or due to a pandemic. In that case the Football Club forfeits its entitlement to that event/match. Similarly, while the Promoter will make all reasonable efforts to ensure the participation of an ex AFL player in a match, the Promoter and prize suppliers exclude, so far as legally permissible, all liability (including in negligence) if for any reason the ex AFL player does not attend the agreed match due to circumstances beyond the reasonable control of the Promoter and prize suppliers (e.g. illness or injury). • The Promoter will use reasonable endeavours to replace this element of the prize with a prize of equal or greater value, including but not limited to if possible substituting for the ex AFL player another player of a similar standard, or rescheduling the appearance if it is possible to do so and if the rescheduled appearance can occur prior to 01/08/26.
Winner notification:	The winning clubs will be contacted by email or phone within seven (7) days of being determined.
Unclaimed Prizes:	Prizes must be claimed within seven (7) days of winner notification. In the event of any unclaimed prize, the Promoter may at its discretion assign the prize to the entry judged the next best entry, conduct a further judging to award the prize, or withdraw the prize unawarded. The Promoter is under no obligation to award any unclaimed prize.

1. The entrant agrees and acknowledges that they have read these Conditions of Entry (and the Schedule) and that entry into the Promotion is deemed to be acceptance of these Conditions of Entry (and the Schedule). Any capitalised terms used in these Conditions of Entry have the meaning given in the Schedule, unless stated otherwise.
2. The Promotion commences on the Start Date and ends on the End Date ("**Promotional Period**"). Where applicable, entries are deemed to be received at the time of receipt by the Promoter and not at the time of transmission or deposit by the entrant. Records of the Promoter and its agencies are final and conclusive as to the time of receipt.
3. Valid and eligible entries will be accepted during the Promotional Period.
4. Employees (and their immediate family members) of the agencies/companies directly associated with the conduct of this Promotion, the Promoter, businesses involved in determination of winner/s for the Promotion, businesses involved in the management of the Promotion, any organisation benefiting from the Promotion, the Promoter's distributors, suppliers, subsidiary companies/businesses and associated companies and agencies are not eligible to enter. "**Immediate family member**" means any of the following: spouse, ex-spouse, de-facto spouse, child or step-child (whether natural or by adoption), parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, brother, sister, step-brother, step-sister or 1st cousin.
5. All reasonable attempts will be made to contact each winner.
6. If any winner chooses not to take their prize (or is unable to), or does not take or claim a prize within a reasonable time, as specified by the Promoter, they will forfeit the prize and the Promoter is not obliged to offer a substitute prize.

7. The value of the prizes is accurate and based upon the recommended retail value of the prizes (inclusive of GST) at the date of publication. The Promoter accepts no responsibility for any variation in the value of the prizes after that date.
8. Tickets or rights for alcohol prizes will not be distributed by or to any person under 18, nor can a person under 18 dispense or collect an alcohol prize. Entrants will be refused service of alcohol or provision of an alcoholic beverage prize if it would breach any relevant laws or codes including those relating to the responsible service of alcohol. The Promoter supports the responsible service of alcohol.
9. No part of a prize is exchangeable, redeemable for cash or any other prize or transferable, unless otherwise specified in writing by the Promoter.
10. If a prize (or portion of a prize) is unavailable the Promoter reserves the right to substitute the prize (or that portion of the prize) to a prize of equal or greater value and specification.
11. No entry fee is charged by the Promoter to enter the Promotion. Where entry is allowed online, there is no additional cost to enter the Promotion other than any cost paid by the entrant to access the website or social media platform of entry via their Internet service provider.
12. Each prize will be awarded to the person named in the entry and any entry that is made on behalf of an entrant or by a third party will be invalid. If there is a dispute as to the identity of an entrant or winner, the Promoter reserves the right, in its sole discretion, to determine the identity of the entrant or winner.
13. Entrants' personal information will be collected by the Promoter directly or through its agents or contractors. By entering, the entrant consents to the Promoter keeping personal information on its database. The Promoter may use this information to conduct and manage the Promotion and for future marketing purposes regarding its products, including contacting the entrant electronically. The Promoter will handle personal information in accordance with its privacy policy which is located at <https://asahi.com.au/privacy>. The Promoter collects personal information about entrants to enable them to participate in this Promotion and may disclose the entrants' personal information to third parties including its contractors and agents, prize suppliers and service providers to assist in conducting this Promotion, to communicate with the entrants or in storing data and to the State and Territory lottery departments as required under the relevant lottery legislation. This may include disclosures to organisations outside Australia including in places such as the Philippines, New Zealand, the UK and the Netherlands. If the entrant does not provide their personal information as requested, they may be ineligible to enter or claim a prize in the Promotion. The Promoter's direct marketing communications will, where required by the Spam Act 2003 (Cth), contain a functional unsubscribe functionality that the entrant may use to opt-out of any further such communications and provided that the functional unsubscribe facility complies with the Spam Regulations 2021 (Cth). By entering, you consent to receive email or SMS messages from the Promoter without any functional unsubscribe facility if they relate primarily to the conduct of the Promotion.
14. For the purposes of public statements and advertisements, the Promoter may only publish the winner's surname, initial and postcode of residence.
15. The Promoter reserves the right to refuse to allow a winner to take part in any or all aspects of a prize, if the Promoter determines in its absolute discretion, that a winner is not in the physical or mental condition necessary to be able to safely participate in or accept the prize.
16. It is a condition of accepting the prize that a winner may be required to sign a legal release as determined by the Promoter in its absolute discretion, prior to receiving a prize.
17. If a prize is provided to the Promoter by a third party, the prize is subject to the terms and conditions of the third party prize supplier. The terms and conditions which apply to the prize at the time it is issued to the winner will prevail over these Conditions of Entry in the event of any inconsistency. To the extent permitted by law the Promoter accepts no responsibility or liability for any delay or failure by the third party to deliver the prize, any delay or failure relating to the prize itself or failure by the third party to meet any of its obligations in these Conditions of Entry or otherwise.
18. Any guarantee or warranty given is in addition to any relevant statutory guarantees and warranties and nothing in these Conditions of Entry restricts, excludes or modifies or purports to restrict, exclude or modify any statutory consumer rights under any applicable law including the Competition and Consumer Act 2010 (Cth).

19. If for any reason any aspect of this Promotion is not capable of running as planned, including by reason of computer virus, communications network failure, bugs, tampering, unauthorised intervention, fraud, technical failure or any cause beyond the control of the Promoter, the Promoter may, in its sole discretion, cancel, terminate, modify or suspend the Promotion and invalidate any affected entries, or suspend or modify a prize, subject to State or Territory regulation.
20. The Promoter reserves the right, at any time, to validate and check the authenticity of entries and entrant's details (including an entrant's identity, age and place of residence). If a winner cannot provide suitable proof as required by the Promoter to validate their entry, the winner will forfeit the prize in whole and no substitute will be offered. Incomplete, indecipherable, inaudible, incorrect and illegible entries, as applicable, will at the Promoter's discretion be deemed invalid and not eligible to win. Entries containing offensive or defamatory comments, or which breach any law or infringe any third party rights, including intellectual property rights, are not eligible to win. The use of any automated entry software or any other mechanical or electronic means that allows an individual to automatically enter repeatedly is prohibited and may render all entries submitted by that individual invalid.
21. All material submitted on entry (e.g. answer(s) to a promotional question) must NOT: (a) be in breach of any laws, regulations and rights, e.g. any laws regarding intellectual property (copyright, trademarks, etc), defamation and privacy; (b) be defamatory, obscene, derogatory, pornographic, sexually inappropriate, contain nudity, aggressive, violent, abusive, harassing, threatening, objectionable or discriminate/vilify any section of the community with respect to race, ethnicity, nationality, religion, origin, sexual preference, mental illness, disability or gender or unsuitable for publication; or (c) contain viruses. Entrants warrant that they own or have the right to license the copyright in any entry submitted by them into this Promotion, for the purposes of this Promotion, that no rights have been granted to any third party in respect of any such entry which would prevent the entry being used as contemplated by this Promotion, and that the use by the Promoter of any such entry will not breach any laws or infringe the rights of any person (including without limitation with respect to privacy, intellectual property and defamation). Entrants must obtain prior consent from any person or from the owner(s) of any property that appears in their entry. By entering, all entrants license and grant the Promoter, its affiliates and sub-licensees an exclusive, royalty-free, perpetual, worldwide, irrevocable, and sub-licensable right to use, reproduce, modify, adapt, publish and display their entry (including any portion of their entry) for any purpose, including but not limited to future promotional, marketing or publicity purposes, in any media, without compensation, restriction on use, attribution or liability. Entrants agree that their entry is their original work and does not infringe the rights of third parties, or that they have obtained full prior consent from any person who has jointly created or has any rights in the aforementioned material. Entrants consent to any use of their entry that may otherwise infringe their moral rights. Entrants are responsible for all materials they submit on entry. The Promoter will not be liable for any entries, to the extent permitted by law. The Promoter reserves the right to remove, request removal or decline to publish any entry or portion of an entry for any reason whatsoever, including if in breach of these Terms and Conditions. The Promoter will have no liability to entrants if it exercises this right and entrants must comply with any request made by the Promoter pursuant to this paragraph. The entrant warrants and represents that any material sent or provided by the entrant to the Promoter will not infringe any copyright, trademarks or other intellectual property rights of any third party (including moral rights) and that the entrant has all rights to use the materials and has obtained all necessary consents to comply with any relevant privacy and/or confidentiality requirements. Entrants agree to indemnify the Promoter for any breach of the Terms and Conditions including this clause.
22. The Promoter reserves the right to disqualify entries in the event of non-compliance with these Conditions of Entry. If there is a dispute concerning the conduct of the Promotion or claiming a prize, the Promoter will resolve the dispute in direct consultation with the entrant. If the dispute cannot be resolved the Promoter's decision, acting reasonably, will be final.
23. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence or willful misconduct) in connection with this Promotion or accepting or using any prize (or recommendation). For the sake of clarity, this clause shall not apply where the Promoter has contributed to or caused such loss, expense, damage, personal injury or death and shall not apply to any liability which cannot be excluded by law (in each case the Promoter's liability is limited to the minimum allowable by law).

24. Unless otherwise specified, a prize is a single event for the winner (and where relevant their guest(s)) and cannot be separated into individual events or components.
25. The winner(s) will participate in and co-operate as required with all reasonable marketing and editorial activities relating to the Promotion, including (but not limited to) being recorded, photographed, filmed or interviewed and acknowledges that the Promoter may use any such marketing and editorial material without further reference or compensation to them.
26. The Promoter accepts no responsibility for any tax implications and the entrant must seek their own independent financial advice in regards to the tax implications relating to the prize or acceptance of the prize.
27. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.

ANNEXURE A:

'Hardship Criteria' is as follows:

- financial hardship over the past 3 seasons;
- any impacts on the club from unforeseen or uncontrollable events, such as natural disasters (bushfires, floods etc.) or the COVID-19 pandemic;
- on-field performance of the senior men's team at the Football Club over the past three seasons, including win-loss record and percentage;
- any personal hardship of a player or administrator associated with the senior men's team at the Football Club;
- any wider challenges or hardship within the Football Club's membership, playing base or wider community/town/region;
- any difficulties attracting, recruiting or retaining players and/or volunteers; and
- any other challenges/hardship experienced by the Football Club or any other reason the Football Club needs a "lift".