

**THE STAEDTLER NORIS SCHOOL CAMPAIGN 2019  
FROM STAEDTLER (U.K.) LIMITED**

**TERMS AND CONDITIONS**

**1. Promoter:**

STAEDTLER (U.K.) Limited. 31 Old Field Road, Bocam Park, Pencoed,  
Bridgend, CF35 5LJ  
and  
The Consortium. 140 Eastern Avenue, Milton Park, Abingdon, Oxfordshire, OX14  
4SB.

**2. Closing date for receipt of entries:**

Monday 30<sup>th</sup> September 2019. Winning schools to be selected by 14<sup>th</sup> October  
2019.

**3. Who can enter?**

- The **STAEDTLER NORIS SCHOOL CAMPAIGN** is open to all primary and secondary schools in the UK who are Consortium customers and hold Consortium accounts.
- Entry assumes that the participant who is nominating their school is a school employee who has gained permission from the school to enter the competition and understands that children from this school will be represented in marketing materials.
- The participant understands that if successful, selected children from their school will feature in STAEDTLER Noris school campaign, which will require signing a 'Child Contributor Consent Form'. If the participant is under 16, his/her parent, guardian or other responsible adult acting on the participant's behalf, will need to sign this form and confirm they have read, understood and accepted the Terms & Conditions.
- The competition is not open to employees and the immediate families of the promoter, its agents, or anyone professionally connected with the competition.
- No purchase necessary.

**4. Winner selection:**

- The winning school (and second and third place schools) will be selected at random from entries received during the promotional period via the website up until 30<sup>th</sup> September 2019.

**5. The prizes:**

- Winner will be selected at random after 30<sup>th</sup> September 2019.
  - **First prize:** Selected pupils from the winning school will appear in the advertising campaign, win a prize bundle of STAEDTLER stationery worth £250\* and an art workshop.

- **Second prize:** A Noris classpack of 1500 pencils
- **Third prize:** A Noris classpack of 600 pencils.

\*Contents of the prize will vary depending on winning school and their requirements.

- The winning schools will be contacted via phone number and/or email address supplied on the entry form.
- First prize:
  - Plans for the campaign execution will be made directly with the winning school and begin in October 2019. This will include arrangements for pupil selection, photoshoot, artwork and how the assets will be utilised.
  - Art workshop and prize bundle presentation will be made on completion of the campaign at the winning school.
  - A presentation will be arranged with the winning school where those present will include (but not limited to):
    - Selected school pupils, teachers and school management team.
    - Representations from The Consortium.
    - Representatives from STAEDTLER UK Ltd.
    - PR consultant and related representatives (i.e. photographer, press contacts).
  - Arrangements will be made with the school to determine how to spend the £250 prize fund on STAEDTLER products (to suit product requirements of the school).
  - Arrangements for the art workshop will be made directly with the winning school.
- Second and third prizes:
  - The Noris classpacks will be sent directly to these schools by the end of November 2019.

## 6. Rules regarding prizes:

- The Promoter reserves the right to offer, in whole or in part, an alternative prize of equal or greater value should this prove necessary.
- No cash or other alternatives to the specified prizes are available and the prize is non-transferable, either in whole or in part.
- Any tax implications arising from winning the prize will be the responsibility of the receiving school.

## 7. Campaign & promotion of winning school

- Selected pupils from the winning school will feature in the **STAEDTLER NORIS SCHOOL CAMPAIGN**.
- Participating pupils will take part in a STAEDTLER photoshoot with the Noris pencil and creative assets will be used for, but not limited to:
  - Catalogue adverts in education brochures.
  - Digital media; social media, including STAEDTLER's 'Teachers' Club' and 'Teachers' Club' website.
  - Consortium website, emailers/catalogue, PR, adverts and social media.

- Leaflets and other promotional materials which promote the STAEDTLER Noris pencil in education.
- Social media in the education market.
- The winning school and photographed pupils will feature in a press campaign which could include, but not be limited to:
  - Local press
  - Trade press for the education market
  - Teachers news bulletins
  - In-house school displays
  - STAEDTLER website
- The winning school and pupils will be committed as part of the advertising campaign and once a signed 'Child Contributor Consent Form' has been received, creative assets including advertising and photography cannot be removed from the campaign at a later date.
- No fee is payable to the school or pupils for participating in the campaign.

#### **8. How to enter:**

- To enter the **STAEDTLER NORIS SCHOOL CAMPAIGN** participating schools must go to [www.staedtler.co.uk/en/consortium-campaign](http://www.staedtler.co.uk/en/consortium-campaign), fill in the required details and correctly answer the question. No purchase necessary.
- Participating schools may submit up to 10 entries.
- The promoter regrets that postal or telephone entries cannot be accepted.
- By entering the competition, all participants are assumed to have read, accepted and agreed to be bound by these Terms and Conditions.
- The entry must be received in sufficient time by the promoter, on or before the closing date.

#### **9. Contact details:**

- For the purpose of the competition we will hold the school details used on the entry form until the end of that competition period (30<sup>th</sup> September 2019) and they will then be deleted in October 2019.
- Personal contact details will only be used to contact winners.
- Personal contact details will not be passed to any third parties, or used by STAEDTLER or The Consortium to contact them for any marketing purposes (other than to advise the winners they have won).

#### **10. General:**

- The promoter may in its absolute discretion disqualify any entries which it considers do not comply with these Terms and Conditions, or in relation to which any form of bad faith is suspected.
- The promoter's decision is final. No correspondence will be entered into.
- The promoter does not accept any liability for any loss or damage arising from the competition or awarding of the prizes.
- The competition is governed by English Law.

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