

BROWN-FORMAN BEVERAGES UK, LTD

THE JACK DANIEL'S "TENNESSEE IS COMING TO TOWN" BIRTHDAY GIG

TERMS AND CONDITIONS

1. The promotion is open to UK residents aged 18 or over only excluding employees of the promoter, View London, their families, agents and anyone else connected with the promotion. No purchase necessary.
2. To enter, answer the question online.
3. Entries to be received no later than September 24th 2010
4. Only one entry per person.
5. The promoter accepts no responsibility for any illegible entries or those which are delayed or not delivered. Proof of posting is not proof of delivery.
6. There is one prize: free attendance to the Jack Daniel's Birthday Gig on Thursday 7th October 2010 at The Clapham Grand in London for the prize-winner and guest(s).
7. The prize winner also wins a goody bags. The goody bag includes Jack Daniel's merchandise (for example pourer/key ring/shot glass/passport holder).
8. Travel to and from the event is not included.
9. The performance line-up may be subject to change. The Winner [and guest] will be bound by the terms imposed by any third parties providing services as part of the prize. The Promoter cannot accept responsibility for the acts or omissions of third parties.
10. The prize-winner and their guest will need to confirm they are over 18 before taking up the prize.
11. The promoter reserves the right to select alternative winners, should the original winner and guest not validate all of their identity and age within 3 days of notification or if the original winner is unable to attend the Birthday JD Set.
12. The prize draw will be supervised by an independent person and will take place on 24th September 2010. The prize-winner will be the first name drawn at random from all valid entries.
13. The prize-winner will be notified within 3 days and receive further details of their prize within 5 days of verification of their age, as required above. .
14. The winners' details can be obtained for 6 weeks only by sending an sae to "Jack Daniel's / View London birthday JD set prize draw", Spring PR, 12 Melcombe Place, Marylebone, London, NW1 6JJ The prize-winner and guest may be required to participate in future publicity.
15. Each prize is as stated, is non-transferable and there is no cash alternative. The promoter reserves the right to withdraw or amend this promotion in the event of any unforeseen circumstances outside its reasonable control with no liability to any entrants, the prize-winner or any third party. The promoter also reserves the right to award an alternative prize of equal or greater value, should the advertised prize become unavailable for any reason. The decision of the promoter in all matters is final and no correspondence will be entered into. Entrants are deemed to have accepted these terms and conditions by participating in this promotion. Promoter: Brown-Forman Beverages Europe, Ltd, 45 Mortimer Street, London, W1W 8HJ. Make Mr Jack's Birthday a memorable one. Please drink responsibly.