

# Mama Joy Superfan Competition Terms and Conditions

## Brought to you by Roots Butchery

### 1. Eligibility

This competition is open to all residents of South Africa aged 18 and older, except for directors, members, partners, employees, service providers, agents, or consultants of Roots Butchery and its affiliates, including immediate family members and business partners of such persons.

### 2. Competition Period

The competition runs from 25 March 2025 to 30 June 2025.

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## SECTION A: In-Store Superfan Competition

### 3. How to Enter

To enter the in-store competition, participants must:

1. Purchase any Mama Joy product at a participating Roots Butchery store during the competition period.
2. Scan the QR code featured on promotional material.
3. Complete the online entry form and upload a valid till slip as proof of purchase.

Note: Only online entries will be accepted. Entries via physical drop boxes or other methods are not valid.

### 4. Prizes

Entrants stand a chance to win a signed Bafana Bafana jersey, autographed by Lucas Radebe and/or Mama Joy.

### 5. Winner Selection

Winners will be randomly drawn from all valid entries. All winners will be notified by phone or email using the details provided during submission. If a winner cannot be reached within 48 hours, a replacement winner may be selected.

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## SECTION B: TikTok “Match Day Prep” Challenge

### 6. How to Enter

To enter the TikTok competition, participants must:

1. Record a creative video showing how they prepare any Mama Joy product for a match-day meal.
2. Post the video publicly on TikTok using the hashtag #RootsSuperfanCookoff and tag @rootsbutchery in the caption.
3. Ensure the video remains public for the entire duration of the competition and judging period.

### 7. Video Guidelines

- Videos must be original and feature Mama Joy products clearly in the prep or cooking process.
- Participants must not include offensive, discriminatory, or inappropriate content.

- By entering, participants confirm they own full rights to the content and grant Roots Butchery permission to use their video across digital and social media platforms.

## 8. Prizes

Winners stand a chance to receive VIP tickets to a live sporting event. Details of the event will be shared directly with the winners and are subject to availability and scheduling.

## 9. Winner Selection

Entries will be judged based on creativity, energy, and brand alignment. A panel of judges selected by Roots Butchery will choose the winners. The outcome is solely at the discretion of the judges, and their decision is final and binding.

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# **GENERAL TERMS (Applicable to Both Competitions)**

## 10. Prize Conditions

- Prizes are non-transferable and cannot be exchanged for cash.
- Roots Butchery reserves the right to substitute any prize with another of equivalent value without prior notice.

## 11. Disqualification

Roots Butchery reserves the right to disqualify any entrant who breaches these terms or who, in the opinion of the company, has acted fraudulently, dishonestly, or unfairly.

## 12. Marketing Consent

By entering, participants agree to receive promotional communication from Roots Butchery. They may opt out at any time.

## 13. Publicity

Winners consent to the use of their names, likenesses, videos, and entries in Roots Butchery promotional material without compensation.

## 14. Platform Disclaimer

The TikTok portion of the competition is not sponsored, endorsed, administered by, or associated with TikTok. Participants release TikTok of any liability related to the competition.

## 15. Amendments

Roots Butchery reserves the right to amend or cancel the competition or any part of it without notice in the event of unforeseen circumstances.

## 16. Legal Compliance

Entrants agree to comply with all South African laws and these Terms & Conditions outlined above. By entering, participants accept full liability for their content and participation.