

PERFECT WINTER GIG WEBSITE COMPETITION (“COMPETITION”)

COMPETITION TERMS & CONDITIONS (“T’s & C’s”)

Date these T’s and Cs were first published: 15 May 2025

Date these T’s and C’s were last changed: N/A

These T’s & C’s, as may be amended from time to time, explain your rights and duties in respect of the Competition. If you take part in this Competition and/or accept any prize, these T’s and C’s will apply to you. Please read the T’s and C’s carefully and pay special attention to all the terms printed in bold.

1.	Competition name:	Blue Route Mall Website Competition
2.	Promoter’s details:	This Competition is conducted and organized by Blue Route Mall (“ Mall ”) and offered by Redefine Properties Limited (Registration Number: 1999/018591/06) (“ Landlord ”) and sponsored by Blue Route Mall (“ Sponsors ”). In these T’s & C’s, we refer to the above promoter(s) as “the Landlord” and the entrants as “the Participant(s)” or “you”.
IMPORTANT INFORMATION		
3.	<u>Eligibility:</u> Who may enter the Competition?”	<p>To enter the Competition a participant (“Participant”) must be in possession of a valid South African identity document or passport. No Minors are allowed to enter the Competition.</p> <ol style="list-style-type: none"> Age & Location <ul style="list-style-type: none"> Must be 18(Eighteen) years or older and based in or near Cape Town. Must be able to visit Blue Route Mall at least twice a week for the duration of the Competition. Content Skills <ul style="list-style-type: none"> Comfortable on camera. Able to create high-quality visual content such as photos, videos, reels, TikToks and interactive content (without any limitations). Strong copywriting for captions and storytelling. Platform Presence <ul style="list-style-type: none"> Active on Instagram (grid + reels). Facebook presence required. TikTok optional but preferred. Engagement

		<ul style="list-style-type: none"> ○ Responsive to comments and DMs. ○ Willing to interact with Mall customers and retailers. <p>5. Time Commitment Available 8–10 hours/week for filming, editing, and engaging</p> <p>Furthermore, a Participant needs to be in possession of an internet enabled device (“Device”) such as a cellular phone, tablet and/or laptop, such device must have access to the internet.</p> <p>Participants are advised that standard cellular or data rates as per the participants service provider will apply.</p>
4.	Who cannot enter the Competition?	The Competition may not be entered into by any director, member, partner, employee, agent, consultant, tenant of the Landlord at the Mall, the marketing service providers and/or any person who directly or indirectly controls or is controlled by these entities, including their spouses, life partners, business

		partners or immediate family members, the Sponsor, employees of the sponsor, agent and/ or consultant.
5.	Competition Period:	<p>The Competition will run from 15 – 31 May 2025 (“Competition Period”).</p> <p>Any Participation after the Competition Period will not be taken into consideration.</p>
6.	How to enter?	<p>To enter the Competition, a Participant will be required, for the duration of the Competition Period to:</p> <p>6.1. Be a fashion-forward influencer and meet all the eligibility requirements ;</p> <p>6.2 Visit the Mall’s website at https://blueroutemall.co.za (“Website Page”);</p> <p>6.2 Go to the “WHATS ON” Tab;</p> <p>6.3 Select the Competitions Option;</p> <p>6.4 Select Current Competitions;</p> <p>6.5 Follow the competition prompts; and</p> <p>6.6 Submit entry (“Entry”).</p>

		<p>Upon compliance with 6.1 – 6.6 above a Participant will automatically be deemed to have entered the Competition.</p> <p>There are no additional charges for participating in the Competition however, standard data costs apply as per the Participant's service provider and existing price plan for data usage with regards to uploading his/her Entry.</p>																		
7.	Limitation on entries	<p>A Participant has only one entry during the Competition period.</p> <p>Any additional entries by the same Participant will be discarded before the winner selection takes place.</p>																		
8.	How will the winner be selected?	<p>Upon expiry of the Competition Period, the Landlord will select 1 (One) winner (“Winner”) through a selection process.</p> <table><thead><tr><th>Metric</th><th>Ideal Target</th></tr></thead><tbody><tr><td>Instagram Engagement Rate</td><td>Above 2.5% is good, 4%+ is excellent</td></tr><tr><td>Instagram Reach/Followers</td><td>Min. 2 000–5 000 followers, niche/local OK</td></tr><tr><td>Video Views (Reels/TikTok)</td><td>Consistent views over 1 000+ is strong</td></tr><tr><td>Audience Location</td><td>At least 60–70% Cape Town-based followers</td></tr><tr><td>Content Quality</td><td>Professional but relatable. Winter-ready aesthetic</td></tr><tr><td>Posting Frequency</td><td>Posts or stories at least 3–4x per week</td></tr><tr><td>Brand Fit</td><td>Positive, authentic tone; relevant fashion focus</td></tr><tr><td>Previous Collabs</td><td>Bonus if they've worked with brands/malls before</td></tr></tbody></table> <p>Bonus Traits to Consider:</p> <ul style="list-style-type: none">• Unique styling approach (e.g., thrift, modest, luxe, sporty).• Confidence interacting on-camera with shoppers or tenants.• Ability to follow a brief and meet deadlines.• Creative voice that matches your mall's tone and campaign.	Metric	Ideal Target	Instagram Engagement Rate	Above 2.5% is good, 4%+ is excellent	Instagram Reach/Followers	Min. 2 000–5 000 followers, niche/local OK	Video Views (Reels/TikTok)	Consistent views over 1 000+ is strong	Audience Location	At least 60–70% Cape Town-based followers	Content Quality	Professional but relatable. Winter-ready aesthetic	Posting Frequency	Posts or stories at least 3–4x per week	Brand Fit	Positive, authentic tone; relevant fashion focus	Previous Collabs	Bonus if they've worked with brands/malls before
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9.	Winners announced on:	<p>The Winner will be announced no later than 2 June 2025 on all Social Pages ,or at any such date the Landlord deems fit.</p>																		

		<ul style="list-style-type: none"> i. The Winner agrees to collaborate with the Landlord on selected social media platforms for a period of 3 (Three months); ii. All content shall be pre-approved and should align with the Mall's branding ; iii. The Winner shall grant the Landlord full usage rights for any content created during the duration of the Competition; iv. The winner consents to entering into a 3 (Three months) promotional contract with the Landlord; v. Should none of the entries meet the required criteria, we reserve the right to select an alternative candidate at our sole discretion.
10.	The prizes	<p>The Winner shall receive R10 000 (Ten Thousand Rands) monthly salary for three months (June till August 2025) and R10 000 (Ten Thousand Rands) shopping budget for three months, which is to be utilized for the purposes of the Competition at participating stores.</p> <p>None of the prizes are transferable and will not be changed and deferred. All clothing items purchased using this budget will become the property of the Winner and do not need to be returned back to the Landlord.</p>
11.	How will the Winner/s be informed?	<p>The Landlord will contact the Winner using email addresses and/or telephonically.</p> <p>If the Landlord is unable to contact or reach the Winner within 14 (Fourteen) days of having announced the Winner, the Entry by that person will be disqualified and the Landlord shall be entitled to perform a further electronic selection to determine another winner. That winner/s will also be contacted using email addresses and telephonically, as soon as reasonably practicable.</p>
12.	Upliftment of prizes	<p>Once the Winner have been announced, they must contact the mall on Brownynr@redefine.co.za or 021 713 2360 to arrange signing of contract. They will thereafter make their way to the Mall's centre management offices ("Centre Management") located at the Mall between 9h00- 17h00 ("Trading Hours") Mondays to Friday to uplift the Prize.</p> <p>The Winner must: (i) appear in person; and (ii) be able to furnish a copy their identity document or valid passport. The Winner acknowledges and accepts that they will be required to complete a waiver before the prize can be handed over. The Landlord reserves the right to withhold the Prize until the Winner completes same.</p>

13.	Deadline for claiming prizes	If the winner is unreachable within 3 (Three) days of being informed that he/she has won, the Winner shall be deemed to have automatically forfeited the Prize. And another winner will be selected using the Selection Process.
14.	Data usage and Privacy policy	<p>Participants are fully aware that in order for the Landlord to offer the Competition, the Landlord may collect and use personal information of the Participants. The personal information may include but is in no way limited to a Participant's:</p> <ul style="list-style-type: none"> a. First name and surname; b. Physical address; c. Email address; d. Mobile number; and/or e. Images/ photographs. <p>Personal information which a Participant provides to the Landlord when entering the Competition, may, subject to prevailing law, be used for future marketing activity by the Landlord, unless the Participant duly notifies the Landlord that</p>

		he/she wishes to opt out of receiving such marketing communications. The Landlord warrants that the personal information will be treated in a confidential manner and will not be shared with any unauthorised third parties. The Landlord will disclose the personal information only if required to do so by law.
15.	The platform where these T's & C's can be found:	For the duration of the Competition Period, a copy of these T's and C's can, at no cost be found on the Mall's official website page at https://blueroutemall.co.za/ .

<p>16.</p>	<p>General terms</p>	<p>15.1 The Landlord reserves the right to terminate the Competition with immediate effect before the end of the Competition Period at any time, if deemed necessary in its sole discretion or if circumstances arise outside of its control. No Participant will have any claim against the Landlord for such a termination.</p> <p>15.2 The Landlord shall not be responsible for any loss or misdirected entries, including but not limited to entries that were not received due to any failure of hardware, software, or other computer or technical systems affecting participating in the Competition.</p> <p>15.3 Participation in the Competition constitutes automatic acceptance of the T's and C's contained herein and the Participant agrees to abide by the T's and C's.</p> <p>15.4 Winners may not win any Mall Competition more than once in a 30-day period. Any winners drawn who have won in the last 30 days will be disqualified from any such Competition and another winner will be drawn.</p> <p>15.5 All Winners in respect of the Competition may be requested to be photographed so that their photographs may be used for future promotional purposes in relation to the Mall and Participating Merchants promoting platforms. Promoting platforms will include Facebook pages, website pages and shopping centre retail industry publications. No fees will be payable in this regard. The Winners will be given the opportunity to decline the publication of their images.</p> <p>15.6 The Landlord does not make any representations or give any warranties, whether express or implicit,</p>
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		<p>that the Participant's participation in this Competition will necessarily result in the Participant winning a prize or that the aforesaid Prizes will meet the Participant's unique requirements, preferences, standards, or expectations.</p> <p>15.7 To the extent permissible in law, the Landlord is not responsible and cannot be held liable for any accident, injury, harm, death, loss, or damages of whatsoever nature, howsoever arising, as a result of the Participant's participation in this Competition, unless the Landlord acted fraudulently or with gross negligence.</p> <p>15.8 Participants are obliged to comply with all applicable laws, including those laws protecting the intellectual property rights of other parties.</p> <p>15.9 These T's and C's will be construed, interpreted and enforced in terms of South African law.</p> <p>15.10 The Landlord will make a final and binding decision in respect of all matters relating to the results, qualifiers and disputes relating to the Competition, and no correspondence will be entered into.</p>
17.	Amendment of T's and C's	If considered necessary, the Landlord reserves the right to amend the T's and C's by providing reasonable prior notice.
18.	Marketing Communication	<p>As stated in the T's and C's, the Participant agrees that by participating in the Competition, and by completing the Entry Form and indemnity respectively, they grant consent to the Landlord to retain their contact details on its database for purposes of receiving Marketing Information.</p> <p>Should the Participant, prefer not to receive Marketing Information, and does not prefer to have their contact details retained by the Landlord, they may tick the box below and/or notify the Landlord by contacting the Landlord on 082 459 7137 or email brownynr@redefine.co.za</p> <p>Tick this box if you do NOT CONSENT to receive Marketing Information. <input type="checkbox"/></p>
		Should the Participant have granted consent, and soon thereafter prefers not to receive Marketing Information, the Participant may contact the Landlord on the aforementioned contact details.

19.	Any questions, comments or complaints regarding the Competition are to be directed to:	Name : Brownyn Rabie (Marketing Manager) Telephone: 082 459 7137 Email : Brownynr@redefine.co.za
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