

ABBREVIATED RULES

***Note: The following disclosures are generally the minimum required material terms for a sweepstakes promotion. However, depending on your actual creative pieces and their respective calls to action or other messaging, additional disclosures may be required for advertising law compliance. Likewise, if your materials already disclose the points below, these disclosures may be shortened accordingly.**

1. WEBSITE/ONLINE

The Standard Chartered Singapore Marathon™ Run-cation Promotion is open to legal residents of Singapore 21+ that register for the Standard Chartered Singapore Marathon using a Standard Chartered Bank Singapore credit or debit card. VOID ELSEWHERE & WHERE PROHIBITED. Promotion begins at 10:00 AM SGT (GMT+8) on 16 April 2025 and ends at 11:59 PM SGT on 30 Sep 2025. Winners randomly selected on 15 Oct via a Facebook or Instagram LIVE. Winners will be notified by email. The odds of receiving a prize in the Promotion depend upon the total number of entries. **Prize(3):** 2 round trip air transportation to Hong Kong, 2 entries to Standard Chartered (SC) Hong Kong Marathon, 3 nights' stay in Hong Kong to compete in Marathon, Approximate Retail Value (ARV): SGD 5,000; (2) 1 weekend 2 nights' stay at The Westin Singapore at SCSM2025, ARV: SGD 1,500; (3) 1 Samsung Ultra Watch ARV 1,000 Total ARV: SGD 7,500 All travel and event prize elements must be used together & are only valid during the applicable Marathon. Winner is responsible for all taxes/costs not stated above. Other restrictions & eligibility limitations apply. Sponsor: IRONMAN (Asia) Pte. Ltd., 221 Henderson Road, #08-02 Henderson Building, Singapore 159557. For Official Rules & Winners' List, visit <https://singaporemarathon.com/>.

2. ADVERTISING

BROADCAST OR PRINT/WEB

The Standard Chartered Singapore Marathon™ Run-cation Promotion is open to legal residents of Singapore 21+ that register for the Standard Chartered Singapore Marathon using a Standard Chartered Bank Singapore credit or debit card. Enter 10:00 AM SGT (GMT+8) on 16 April 2025 through 11:59 PM SGT on 30 Sep 2025. Winners randomly selected on 15 Oct via Facebook or Instagram LIVE. Winners will be notified by email. For the Official Rules, please see [\[URL\]](#). The odds of receiving a prize in the Promotion depend upon the total number of entries. **Prizes (3):** (1) 2 round trip air transportation to Hong Kong, 2 entries to Standard Chartered (SC) Hong Kong Marathon, 3 nights' stay in Hong Kong to compete in Marathon. Approximate Retail Value (ARV) SGD 5,000; (2) 1 weekend 2 nights' stay at The Westin Singapore at SCSM2025. (ARV) SGD 1,500; (3) 1 Samsung Ultra Watch. (ARV) SGD 1,000. All travel and event prize elements must be used together & are only valid during the applicable Marathon. Winner responsible for all taxes/costs not stated above. Void where prohibited. SPONSOR: IRONMAN (Asia) Pte. Ltd., 221 Henderson Road, #08-02 Henderson Building, Singapore 159557.

E-MAIL BLASTS / SOCIAL MEDIA POSTS / BANNER ADS




The Standard Chartered Singapore Marathon™ Run-cation Promotion is open to legal residents of Singapore 21+ that register for the Standard Chartered Singapore Marathon using a Standard Chartered Bank Singapore credit or debit card. Restrictions apply. Visit [\[URL\]](#) for Official Rules, prize info, odds, entry method & other details. Void where prohibited.

INSTRUCTIONS:

- The full official rules should be uploaded to a webpage and easily accessible for participants to find/view.
- Abbreviated disclosures are required to be included in all advertising of the promotion.
- The applicable disclosures have been created based on the media of advertising that is used.
 - Online websites/print will have more thoroughly fleshed out rules compared to social media/email given the character restrictions. **Please make sure that the appropriate disclosure is used on the applicable advertising method.**
- A good rule of thumb for advertising is that the user should be **within two clicks of the official rules.**
- If you have questions on how to include any of the abbreviated disclosures, I am happy to work with you and review your marketing collateral before anything goes live (e.g., online entry form, website landing page, press releases, etc.).

EXAMPLES OF ABBREVIATED RULES IN ACTION:

WEBSITE / ONLINE ENTRY FORM EXAMPLE:



SEPTEMBER 7, 2024SEPTEMBER 8, 2024

Wisconsin Racecation Drawing

Fill out the required information below to be entered for a chance to win!

Name *

FirstLast

Email *

Phone Number *

Address *

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

Date of Birth *

MM / DD / YYYY

NO PURCHASE NECESSARY. The Wisconsin Racecation Drawing Promotion is open to Legal Res of US 18+ VOID ELSEWHERE & WHERE PROHIBITED. Promotion begins at 12:00 AM (midnight) ET on 3/15/24 and ends at 11:59 PM ET on 3/31/24. The odds of receiving a prize in the Promotion depend upon the total number of entries. Prize (1): 4-night stay at the Embassy Suites by Hilton Madison Downtown during the race week. ARV: \$1,000. Winner resp for all taxes/coasts not shared above. Other restrs & elig lims apply. His&date rates may apply. Sponsor: World Triathlon Corporation, 3407 W. Dr. Martin Luther King Jr. Blvd, Suite 100, Tampa, FL 33607. For full official rules, [click here](#).

Submit

This site is protected by reCAPTCHA Enterprise and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

EMAIL BLASTS EXAMPLE:



OCTOBER 07, 2023

Win a Prize Pack from Shelby Farms!

St. Jude IRONMAN 70.3 Memphis is centered around Shelby Farms Park. This beautiful park creates an incredibly spectator friendly course with lots of options for entertainment and recreation for your support crews. From horseback riding, to disc golf, and an adventure park – there is something for everyone!

To celebrate the park and its ongoing commitment to our race, we are selecting one lucky athlete to win a prize pack from Shelby Farms Park! All athletes who register on or before September 15, 2023, will be automatically entered to win this sweet swag. The winner will be selected on September 20th. The winner can pick up their prize at the Shelby Farms Park gift shop on race weekend!

(Already registered for the race? Don't worry, you're included in the drawing!)



The Shelby Farms Park prize pack includes:

- Shelby Farms Park Sweatshirt
- Shelby Farms Park Coffee Mug
- Shelby Farms Park Stainless Steel Tumbler
- Sunglasses
- Shelby Farms Park Recreation Rentals Gift Card
- \$50 Gift Card to Bellflower, the new coffee shop at the Park's Visitor Center

Don't delay; register on or before September 15th to enter!

Register Now

NO PURCHASE NECESSARY. Restrictions apply. Visit <https://stjude.com/shelby-farms-drawing-official-rules> for full rules, prize info, odds, entry method & other details. Void where prohibited.

BANNER/SOCIAL EXAMPLE:

For Social Advertising we need to make sure the abbreviated disclosures are included somewhere in the post. If you don't include the disclosures in the graphic, they'll need to be included in the post itself. **The link to the official rules should be placed in the post itself.** See examples below:

EMBASSY SUITES by Hilton[™] MADISON DOWNTOWN

SEPTEMBER 8, 2024

IRONMAN WISCONSIN MADISON VINFEST IRONMAN 70.3 WISCONSIN

RACECATION DRAWING

REGISTER FOR 2024 FOR A CHANCE TO WIN A 4-NIGHT STAY AT THE EMBASSY SUITES BY HILTON

*NO PURCH. NEC. Restrictions apply. Visit ironman.com/im-wisconsin for full rules, prize desc, odds, entry method & other info. Void where prohibited.

Tampa Bay Sports @ShopTBSports · Sep 28

There's another @TBLightning autographed jersey up for grabs! ⚡

Follow us, like, and retweet this post for your chance to win.

Rules ➡ bit.ly/tbsrules

STANLEY CUP FINAL

GAME 6 GIVEAWAY

Enter for a chance to win an autographed jersey with Stanley Cup Final patch

NO PURCH. NEC. Restrictions apply. Visit bit.ly/tbsrules for full rules, prize desc, odds, entry method & other info. Void where prohibited.