



Full Terms and Conditions:

The free 7-day NBA League Pass trial advertised on pack does not form part of the Promotion and is not a gift with purchase. No purchase is required to redeem the free 7-day NBA League Pass trial and the Promoter is not involved in the redemption process. Trial only available for new users who enter and redeem by 1 April 2025. See <https://support.watch.nba.com/hc/en-us/categories/115000088814-NBA-League-Pass> for further details.

1. This Promotion is open to residents of Cyprus, Greece, Malta, Portugal and Spain aged 18 or over, excluding employees of the Promoter or NBA Properties, Inc., the National Basketball Association (the "NBA"), and the NBA member teams (collectively, the "NBA Entities"), agents or affiliates of the Promoter or the NBA Entities or immediate family members (defined as parents, children, siblings, spouse and life partners and any other person residing with) of the Promoter, NBA employees, and anyone professionally associated with this Promotion.
2. Purchase is necessary. **Please retain an itemised receipt that states the time and date of purchase prior to entry, but within the relevant Promotion Period, as this may be required for validation and in order for the winner to receive their Prize.** Internet access, a Kellogg's account, a smartphone and a valid email address are required.
3. Please note that while we want to encourage you to participate and enjoy the benefits of the Promotion we believe in responsible consumption of our products. **DO NOT** purchase more product than you can reasonably use or consume just to participate in this Promotion.
4. **Promotion Period:**

- a. **Main Promotion Period:** Enter between 00:01 CET (01:01 EET) on the 10th of February 2025 (23:01 WET on 9th of February 2025) and 23:59 CEST (22:59 WEST) on the 27th of July 2025 inclusive (00:59 EEST on 28th of July 2025).
 - b. **Extended Promotion Period:** Enter between 00:01 CEST (01:01 EEST) on 28th of July 2025 (23:01 WEST on 27th of July 2025) and 23:59 CET (22:59 WET) on 25th of January 2026 (00:59 EET on 26th of January 2026).
5. **To Enter the Promotion:** Entrants must:
 - a. Purchase a Kellogg's cereal or snack pack (excluding single bars);
 - b. Visit www.kelloggs.com/NBA25 and sign into their Kellogg's account or register for one for free and complete the multi-factor authentication requirements if prompted to;
 - c. Residents of Portugal & Spain only: upload picture of a valid receipt;
 - d. Launch the challenge;
 - e. Complete the challenge ("the challenge") in the fastest time; and
 - f. Enter the last four digits of the on-pack barcode on the pack.
6. **Further Entry Conditions:**
 - a. Smart phones using operating systems below iOS 14 or Android 9, and iPhone models older than an iPhone 8 may operate at a sub-standard rate which may impact on an entrant's completion time.
 - b. The challenge can only be launched using mobile Safari version 17.1 or newer, Samsung Internet version 23 or newer, or Google Chrome version 119 or newer. All applications must be enabled with JavaScript to launch the challenge.
7. Any entry must be accompanied by a new unique receipt of a purchase made within the Promotion Period that pre-dates the time and date of entry. Maximum of one entry is permitted per person, per day during the Promotion Period and a maximum of one prize is permitted per person during the entire Promotion.
8. If proof of purchase for all entries submitted cannot be provided, that entrant will no longer be eligible to enter the Promotion and all subsequent entries will be void.
9. Winners must retain the itemised receipt that states the time and date of purchase made within the Promotional Period that pre-dates the time and date of entry, as they may be required to provide this at any time for validation and in order for the Winner to receive the prize.
10. **Main Promotion Period Prizes:** During the Main Promotion Period, there is one (1) Prize per day (a total of 168 Prizes) to be won. Each winner will win one of the following Prizes. Prizes will be randomly allocated.
 - a. **Tier 1:** 1 of 2 x pairs of NBA match tickets plus travel and accommodation for 3 nights, a New York City Basketball Walking Tour and Madison Square Garden Tour Experience, worth approximately €5,000.
 - b. **Tier 2:** 10 x €100 NBA vouchers redeemable at www.nbastore.eu.
 - c. **Tier 3:** 30 x €50 NBA vouchers redeemable at www.nbastore.eu

d. **Tier 4:** 126 x €25 NBA vouchers redeemable at www.nbastore.eu.

11. **Extended Promotion Period Prizes:** There is one Prize per week (26 Prizes in total) to be won of a €25 NBA voucher redeemable at www.nbastore.eu.

12. Further Tier 1 Prize Details and Conditions:

- a. There are two Tier 1 Prizes available. Each Tier 1 Prize is for one winner and one guest and will include:
 - a. Two tickets to an NBA game of the winner's choice from games in New York to availability during the 2025/26 Season. Depending on when the Prize is won will dictate the dates available for the Winner to choose from. The Promoter will make all reasonable efforts to provide the Winner with details of the Prize at the earliest possible opportunity.
 - b. Return economy flights for two people to the nearest international airport to the venue of their selected NBA game, departing from the winner's nearest international airport.
 - c. Three (3) nights accommodation in a minimum four-star hotel on a twin or double room basis. Breakfast is not included.
 - d. Airport transfers between the destination airport and the hotel, and from the hotel to the NBA game on the day of the match.
 - e. New York City Basketball Walking Tour for the winner and one guest, valued at €380 (excluding VAT).
 - f. Madison Square Garden Tour Experience for the winner and one guest, valued at €105 (excluding VAT).
- b. For the avoidance of doubt, the Prize does not include travel/transportation, accommodation, food, beverages, souvenirs, gratuities, car parking charges, or any other costs of a personal nature (including spending money) that are not explicitly set out in these Terms and Conditions and neither the Promoter nor any provider of any part of the Prize will be responsible for any such costs.
- c. The Prize will be arranged by email/phone between the Promoter's Prize fulfilment agency and the winner. The Prize fulfilment agency will make all reasonable efforts to provide the winner with details of the Prize at the earliest possible opportunity and to provide any accessibility support needed for the NBA game and/or excursions. The Promoter will have final discretion on all elements and aspects of how the Prize is organised. Once the Prize details including dates and location are confirmed, this cannot be amended or altered by the winner.
- d. If a booking is cancelled by the winner, no alternative tickets will be issued and for the avoidance of doubt, no compensation and/or refund will be provided.
- e. The winner must inform the Promoter of any wheelchair or any similar access needs.
- f. The winner and their guest will require a passport valid for at least 6 months on date of travel; any necessary visas or travel insurance are the responsibility of the winner and their guest. In the event the winner or their guest are unable to travel due to visa or other personal circumstances, no alternative tickets will be issued, and no compensation or other Prize will be provided.
- g. The Prize will be forfeited by the winner if:

- a. the winner has not obtained all of the proper travel documents by the date specified by the Promoter;
- b. the winner has any immigration complications which prevent them from entering, leaving or travelling within the selected cities; or
- c. the winner has any medical, legal or any other reason that would prevent them from accepting and participating in the Prize.
- h. All elements of the Prize must be taken as part of the same trip.
- i. The Tier 1 Prize must be booked by 1st February and taken by 31st March 2026 (subject to availability and NBA match dates). At least 6 weeks' advance notice of preferred dates of travel and/or stay must be given. The Prize cannot be taken during the excluded following dates or periods: Valentine's Day, Christmas, New Year's Eve, Easter, school holidays and Bank Holiday periods in France ("Excluded Dates") and can only be taken when NBA match days are taking place.
- j. Once tickets have been issued, they are only valid for flights, dates and times shown. No alternatives are available. Name changes to the flight once confirmed are not permitted.
- k. The winner and their guest must abide by and are subject to any Airline's published Conditions of Carriage.
- l. Flight extras are not included in the Prize (flight extras include, but are not limited to, on-board entertainment, meals and drinks);
- m. Lounge passes and upgrades are not provided for the winner, flights cannot be used in conjunction with any loyalty programme, any other discount, discount coupon(s) or voucher(s), promotion(s) or special offer(s).
- n. The winner and their guest must travel together on all flights and airline seats are subject to availability.
- o. Return transfers from the Prize winner's home to the local international airport are not included.
- p. A contribution of €115 will be provided by the Promoter to be used by the winner towards booking travel insurance.
- q. If the guest of the winner is below the age of 18, the guest must provide written parental or guardian consent to travel unless accompanied by a parent or guardian.
- r. The Promoter will pay the cost of the standard room plus related room taxes only for the winner and their guest.
- s. A valid credit or debit card will be required for the winner to check in to each room and will be used to guarantee any incidentals such as in-room calls or services.
- t. The Prize winner is solely responsible for any additional charges incurred at the hotel during their stay, including, without limitation, costs of meals, drinks, additional nights and services together with related taxes.
- u. The winner is responsible for the behaviour of themselves and their guest whilst taking the Prize. The Promoter reserves the right in its absolute discretion to exclude the winner and/or their guest from participation in any aspect of the Prize if any party fails to comply with the directions of the Promoter or any companies associated with the Prize or if the winner and/or their guest act in a manner that is dangerous to themselves or to the public or is, in the opinion of the Promoter, anti-social in any manner or which causes a disturbance or nuisance to others. Failure to comply with these Terms and Conditions may result in refused entry, or the ticket holders being required to leave the event/venue.

- v. The winner may be subject to a name check against any NBA team, venue or sporting Banning Orders as well as the National Police Database for those who may be subject to a court banning order.
- w. The winner will not be entitled to any compensation and will have no claim against the Promoter if the Tier 1 Prize or any other event forming part of the Prize is delayed, postponed, rescheduled or cancelled.
- x. It is the responsibility of the winner and any guests to check any travel advisories issued by a Government, to determine whether they wish to accept the risk of travelling to the destination. The Promoter will not be responsible for any loss or damage suffered by any winner or their guest arising out of their failure to follow any travel advisories issued by a Government. The winners and their guests must comply with and are responsible for obtaining all information regarding any recommended inoculation and obtaining the inoculation(s) and health regulations required by any Prize destination country or city.
- y. Pictures and images used in connection with the Promotion are for illustrative purposes only and might not reflect a true likeness of the Prizes. The Promotion does not constitute an endorsement or recommendation of the products or services being offered as Prizes.

13. Further Tier 2, 3 & 4 Prize Conditions:

- a. NBA voucher Prizes ("Voucher Prizes") will be valid until and must be used by 11th March 2026. Thereafter the Voucher Prizes will no longer be valid, and winners will not receive any compensation for Voucher Prizes that are unused.
- b. Voucher Prizes cannot be redeemed against any postage, handling or shipping costs applied to purchases made on www.nbastore.eu. Any applicable postage, handling or shipping fees will be at the expense of the winners.
- c. Certain brands or merchandise (based on availability or other factors) may be excluded.
- d. If a winner returns or cancels any item purchased using their Voucher Prize, they will not be refunded the amount used and will receive no further compensation.
- e. Any purchases made on www.nbastore.eu exceeding a total value of €150 will be subject to customs duties. Any applicable customs duties will be at the expense of the winners.
- f. Any purchases made on www.nbastore.eu will be subject to the applicable terms and conditions of sale. For further details as well as all conditions regarding the use of the NBA vouchers, please visit:
 - a. Malta: <https://www.nbastore.eu/en/nba-terms-and-conditions/ch-1488>
 - b. Spain: <https://www.nbastore.eu/en/nba-terms-and-conditions/ch-1488>
 - c. Portugal: <https://www.nbastore.eu/en/nba-terms-and-conditions/ch-1488>
 - d. Cyprus and Greece: <https://www.nbastore.eu/en/nba-terms-and-conditions/ch-1488>

14. Any relevant taxes that are required to be paid in order to claim the Prize is the responsibility of the Winner.

15. Winner Selection:

- a. **Main Promotion Period:** The entrant who successfully completes the challenge in the quickest time each day will be deemed the Winner (168 winners in total). Any unwon prizes from any day within the Main Promotion Period will be entered into the prize pool for the first week of the Extended Promotion Period. The allocation of which Prize Tier will be awarded each day will be determined at random.
- b. **Extended Promotion Period:** The entrant who successfully completes the challenge in the quickest time each week will be deemed the Winner (26 winners in total). Any unwon prizes from any week within the Main promotion period will also be awarded in the first week of the Extended Promotion Period. As such, the total number of winners may exceed 26, but as this depends wholly on what is won during the Main Promotion Period, the number of Prizes that may be awarded in this week is unknown.

16. In the event of a tie between two or more entrants due to equal completion times on any day, those entrants will be contacted and asked to answer the following question: 'Tony the Tiger is brand mascot for which Kellogg's cereal brand?'. The entrant who correctly answers the question and responds to the Promoter in the fastest time, will be deemed the winner and awarded the Prize.

17. **Moderation:** The Promoter will reject entries based on Clause 16 which, in the reasonable opinion of the Promoter:
- a. Contain any content that is offensive or could reflect negatively on the name, reputation, or goodwill of the Promoter;
 - b. Defame, misrepresent, or insult other people or companies, including, but not limited to the Promoter (including its partners); and/or promote any political agenda.

18. Winner Notification:

- a. **Main Promotion:** The Tier 1 Prize Winner (determined by completing the challenge in the fastest time or answering the question in Clause 16) will be contacted via email within 28 days from the close of the Main Promotion and may be asked to provide evidence of identity and eligibility. If the Winner does not respond to the initial contact within 14 days or is disqualified for any breach of these Terms and Conditions, the Promoter reserves the right to award the Prize to the next fastest entrant from that day.
Tier 2 – 4 Winners (determined by completing the challenge in the fastest time during the Main Promotional Period, or answering the question in Clause 16), will be contacted via email with their Prize and instructions on how to redeem it, within 28 days of the close of the Main Promotion.
- b. **Extended Promotion:** The Winner (determined by completing the challenge in the fastest time during the Extended Promotional Period, or answering the question in Clause 16), will be contacted via email with their Prize and instructions on how to redeem it, within 28 days of the close of the Extended Promotion Period.

19. Following the end of the Extended Promotional Period, in the event of any Prizes that are unwon, rejected, undelivered, unclaimed or returned to sender, or if a Winner is disqualified for any breach of these Terms and Conditions throughout the Promotion Period, the Promoter reserves the right to award these to the next fastest entrant/s who successfully completed the challenge throughout the Extended Promotion Period from which the Winner was disqualified. As this depends wholly on what is won during the Promotion, the number of Prizes that may be awarded by this route is unknown. Any Winners via this route will be notified via email within 28 working days from the end of the Extended Promotional Period.
20. **Tier 1 Prize Acceptance:** The Tier 1 Prize winner will receive notification to their email address registered to the winner's Kellogg's account to arrange fulfilment of the Prize within 28 days of acceptance of the Prize. In the unlikely event that the winner has not received communication to arrange their Prize after 28 days, the winner must inform the Promoter by visiting the Contact Us page on:
- a. **Greece & Cyprus:** www.kelloggs.gr/el_GR/contact-us.html
 - b. **Malta:** https://www.kelloggscee.com/en_CE/contact-us.html
 - c. **Portugal:** www.kelloggs.pt/pt_PT/contact_us_pt.html
 - d. **Spain:** www.kelloggs.es/es_ES/contact_us_es.html

In the event that the winner does not inform the Promoter within this time frame, the Promoter will reserve the right to not reissue the Prize or limit its value at their sole discretion.

21. **Tier 2 – 4 Prize Acceptance:** Tiers 2 - 4 Prizes will be sent to the email address registered to the winner's Kellogg's account. Winners must please allow up to 90 days for delivery of the Prize, although we will endeavour to send these out within 28 days of winning. In the unlikely event that a Prize doesn't arrive within 90 days of Winner Notification, winners will have a further 28 days to inform the Promoter by visiting the Contact Us page on:
- a. **Greece & Cyprus:** www.kelloggs.gr/el_GR/contact-us.html
 - b. **Malta:** https://www.kelloggscee.com/en_CE/contact-us.html
 - c. **Portugal:** www.kelloggs.pt/pt_PT/contact_us_pt.html
 - d. **Spain:** www.kelloggs.es/es_ES/contact_us_es.html

In the event that a winner does not inform the Promoter within this time frame, the Promoter will reserve the right to not reissue the Prize or limit its value at their sole discretion.

22. **Malta only:** At the request of the Malta Gaming Authority, the first name and locality of the Prize winners will be made available by visiting www.promowinners.com/KelloggsNBA2025 for a period of 6 months after the close of the Extended Promotional Period. Without prejudice, the Promoter will provide the full winner details to the Malta Gaming Authority on reasonable request.
23. It is the responsibility of the winners to supply the correct personal information in their Kellogg's account in order to claim their Prize. The Promoter will not be liable for the non-delivery of the Prize caused by the provision of wrong information. Winner's addresses cannot be updated after entry.

24. The Promoter and the NBA Entities may request that the winners participate in reasonable publicity arising from the Promotion including use of the winner's name, voice, city/state of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise). Participation is at the winner's discretion and is not a condition of Prize Acceptance.
25. The Promoter seeks to run fair and secure promotions and prevent abuse and cheating. If you enter in a way that is not consistent with these Terms & Conditions, your entries (and any of your associated aliases) will be disqualified, any Prize awarded may be void and recoverable, and the Promoter reserves the right to bar you from entering future promotions for a period of at least six months. For this reason, the Promoter reserves the right at any point to:
 - a. Verify the eligibility of entrants and/or provisional winners by requesting such information we consider reasonably necessary for this purpose. Entry or a Prize may be withheld unless and until verification is completed satisfactorily.
 - b. Disqualify entries that are not made directly by the individual entering the Promotion.
 - c. Disqualify entries made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.
 - d. Disqualify bulk entries from individuals, trade, consumer groups or third parties, incomplete entries and entries submitted by macros or other automated means.
 - e. Disqualify entries beyond the maximum allowed, or those using techniques such as 'script', 'brute force', multiple SIM cards for Text entries, masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.
 - f. Disqualify entries which, in some other way, do not fully meet the requirements of these Terms & Conditions.
 - g. Disqualify entries that are completed under a minimum time completion threshold, as reasonably determined by the Promoter.
26. Entrants must complete their details using their legal name. The Promoter reserves the right to disqualify any entrant who uses multiple names or email addresses and to require them to return any Prize they may have won.
27. The Prizes are not transferable or exchangeable and cannot be redeemed for monetary value or for any other form of compensation. If for any reason any element of a Prize is not available, the Promoter reserves the right, at its sole discretion to substitute another Prize for it, of equal or greater value.
28. If the Promotion is not capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other

causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, the Promoter reserves the right to disqualify any individual who tampers with the entry process or does not comply with these Terms & Conditions, or invalidate any affected entries and/or to cancel, modify or suspend the Promotion.

29. No responsibility can be taken for entries which are lost, delayed, corrupted, damaged, misdirected or incomplete or which cannot be delivered for any technical, delivery or other reason. Proof of sending will not be accepted as proof of receipt. The Promoter does not guarantee continuous or secure access to the promotional website.
30. The Promoter and NBA entities and its associated agencies and companies are not liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this Promotion or accepting or using a Prize, except for any liability which cannot be excluded by law. Nothing will exclude the Promoter's or NBA's liability for death or personal injury as a result of its negligence.
31. The Promoter will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control arising from but not limited to Acts of God, global or regional epidemic or pandemic, adverse weather conditions, fire, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities, or any other circumstances of the Promoter.
32. Any personal data supplied by entrants with their consent during the course of this Promotion will be used solely for the purposes outlined in these Terms and Conditions.
 - (i) The Promoter will process entrants' personal data as independent data controller for the purposes of administration and fulfilment of the Promotion. Personal data may be transferred to the third-party processors who have written agreements with the Promoter. Personal data may in be processed on servers located in the U.S.A. The Promoter will ensure that all personal data will be processed in accordance with applicable data protection law and the Promoter's Privacy Policy:
 - a. **Cyprus & Greece:** www.kelloggs.gr/el_GR/privacy-policy.html
 - b. **Malta:** https://www.kelloggs.gr/en_GR/privacy-policy.html
 - c. **Spain:** https://www.kelloggs.es/es_ES/privacy-policy.html
 - d. **Portugal:** http://www.kelloggs.pt/pt_PT/privacy-policy.html

The lawful basis that the Promoter relies to process entrants' personal data is their consent.

- (ii) Entrants' personal data may additionally be used by the Promoter for marketing purposes such as sending information to entrants about the Promoter's products. The Promoter may also obtain from its partners further data relating to entrants so the Promoter can build marketing models to tailor its marketing activities and gain market insights. All data obtained and processed by the Promoter will only be kept until an entrant withdraws consent to such processing. Consent may be withdrawn at any time. Further details in relation entrants' right to access, rectify, erase and

move their personal data, and the Promoter's DPO contact details are available in the Promoter's Privacy Policy.

- (iii) The Promoter will transfer entrants' personal data to NBA Properties, Inc. (the "**NBA**"). The NBA will process entrants' personal data as independent data controller to send messages and advertisements about products and initiatives of the NBA and NBA partners in accordance with the [NBA Terms of Use](#) and [Privacy Policy](#). The lawful basis that the Promoter relies on to transfer and the NBA relies on to process entrants' personal data is their consent. The NBA will store personal data in the United States and/or the European Union. Personal data will be retained until entrants indicate that they no longer wish to receive communications. Entrants may opt-out of receiving communications at any time. Further details in relation entrants' right to access, rectify, erase and move their personal data; lodge a complaint with a supervisory authority; and the NBA's contact details are available in in the NBA's Privacy Policy <https://www.nba.com/privacy-policy>.
33. If required by law or self-regulatory codes that govern the operation of the Promotion, the Promoter may be required to share some personal data of winners with authorities, solely to the extent legally required. This information may include winners' name, surname, county of residence or any other personal data the Promoter is required to share.
34. For further information regarding the promotion, please visit the Kellogg's website and submit your requests via customer care page at:
- a. **Greece & Cyprus:** www.kelloggs.gr/el_GR/contact-us.html
 - b. **Malta:** https://www.kelloggscee.com/en_CE/contact-us.html
 - c. **Portugal:** www.kelloggs.pt/pt_PT/contact_us_pt.html
 - d. **Spain:** www.kelloggs.es/es_ES/contact_us_es.html
35. If any part of these Terms & Conditions are legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.
36. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.
37. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
38. These Terms and Conditions shall be governed by the law of the relevant country for each entrant, and entrants submit to the exclusive jurisdiction of the courts of the relevant country they reside in.
39. There is no purchase required to claim the free 7-day NBA League Pass trial advertised on pack. The Promoter has no involvement in the redemption process for the free 7-day NBA League Pass trial. Please see below for further details:
- a. A limit of 1 free trial per person applies and the free trial is for **new users only**.
 - b. A valid credit or debit card will be required to claim the free trial.

- c. Unless cancelled at the end of the free trial, entrants will be charged the then-current NBA League Pass package rate when the trial ends.
- d. The free trial must be redeemed by 11th March 2026.
- e. Internet Service Provider fees may apply.
- f. Terms, exclusions & streaming limits apply to the free trial. See <https://support.watch.nba.com/hc/en-us/categories/115000088814-NBA-League-Pass> for full details

Promoter: Kellogg Europe Trading Limited, 3 Dublin Airport Central (DAC), Dublin Airport, Dublin (company registration number 0387390). PLEASE DO NOT SEND ENTRIES TO THIS ADDRESS.