Special K x Woolworths Promotion FAQs

FREQUENTLY ASKED QUESTIONS

Please refer to the general information below on frequently asked questions. For full details please refer to the terms & conditions available.

How old do I have to be to enter?

Entry is only open to Australian residents who are 18 years and over. Entrants must have consent from their local AFL club to enter on their behalf for the prize.

If I'm not from Australia, can I still take part in this promotion?

You can enter if you are an Australian resident aged 18 and over.

How do I enter the promotion?

To enter the Promotion, the entrant must complete the following steps during the Promotional Period:

a) purchase any Special K cereal from any Woolworths store within Australia ("Participating Stores");

b) visit kelloggs.com.au/specialkwin, follow the prompts to the Promotion entry page;

c) sign up to be a Kellogg's account member or login if an existing member; and

d) fully complete and submit the entry form with all requested details, including an answer to the promotional question: ***Tell us in 25 words or less How do you rise up to achieve your goals?;*** provide the full name and address of their local AFL club, and upload a photo or scanned copy of their purchase receipt for the qualifying purchase.

ONLY JPG, JPEG, PNG, PDF file formats for the photo/scanned copy of receipt. File size cannot exceed 6MB.

e) Proof of Purchase: The entrant must retain proof of purchase. The proof of purchase required is an original receipt for the qualifying purchase.

Where can I buy specially marked products?

From any participating Woolworths stores within Australia stocking Participating Products.

How long does the promotion last?

The Promotion commences on 12.01am 14/04/2021 and ends on 11:59pm on 28/04/2021.

Can I enter this promotion more than once?

Entrants are entitled to one entry for each participating product purchased per person, per day. Subject to a maximum of one entry per day of the Promotion Period and provided each entry meets all requirements of these terms and conditions. Entrants must complete a separate entry for each individual entry they submit and must upload the relevant receipt for each individual entry.

How will the winners be chosen? The winner will be determined by representatives of the Promoter. Each entry will be judged on the basis of the individual originality of the answer provided to the promotional question.

    i)   The best valid entry, as determined by the judges, will win the prize specified in the Schedule above.

    ii)   The judges may select additional reserve entries which they determine to be the next best, and record them in order, in case of an invalid entry or ineligible entrant.

    iii)   The winner will be determined by skill. Chance plays no part in determining the winner. The judges' decision is final and binding and no correspondence will be entered into.

What is the Prize?

The prize includes:

- a training session with two (2) AFLW players at the winner's local football club; and
- AUD$5,000 for the winner's local AFL football club (awarded as a cheque or via EFT to the local AFL football club's bank account); and
- Training equipment valued at $5,000 (5 x football training bags).

How many Prizes are there? There is one prize to be won.

How will I know if I've won? The winner will be contacted by phone and/or email within five (5) days of the judging.

How will I receive my Prize?

- AUD$5,000 for the winner's local AFL football club (awarded as a cheque or via EFT to the local AFL football club's bank account).
- Training equipment valued at $5,000 (5 x football training bags). Delivered to the local AFL football club's address provided.
- The training session must take place on a date agreed on between the Promoter, the AFLW players and the winner prior to 30th April 2022. In the event of a disagreement as to when this session will take, the Promoter's decision will be final.

I am having issues entering the promotion on the website?

Please click here for troubleshooting tips and website log in errors.