



# BOAG'S DRAUGHT



SUPPORTING LOCAL FOOTY

You could win your club a fantastic  
\$5,000\* bonus from Boag's Draught!

Organise your footy club to make your own version of the Boag's Draught television commercial for a chance to win some great prizes and be ready to go in 2011!

The best entries will be played to the audience at the 2010 Footy Finals Fever Lunch at Flemington Racecourse on Wednesday 15 September. And if your club's entry is in the **TOP FIVE** – 2 people from your club will also be guests of Boag's Draught at the lunch on the day.

## What you need to do .....

Let us know your club is entering the competition. Send an email to Dean Matthews at LionNathan Australia at [Dean.Matthews@lion-nathan.com.au](mailto:Dean.Matthews@lion-nathan.com.au) so we know to expect your entry.

Make your own **Pure Waters of Tasmania** TV commercial, and show us what you would change about footy using those magical Tassie waters. It might be about your club, your captain or your coach; It might be about your favourite AFL clubs or players, or just footy in general. Take a look at our Boag's Draught commercial now using this link <http://www.youtube.com/watch?v=94syGYcdGcU&feature=channel>

Make your entry personal, make it funny, and make your mark, and you could win some great gear for your club. Don't worry about production values or special effects – it's the thought that counts. We want original ideas – you know what we've done in our ads, and we're not asking you to recreate every scene. Take our idea and make it yours.

Remember we're going to be showing your ads to a room full of grown-up girls and boys, so you can make grown-up jokes but don't go too far. If we feel we can't show it, it won't be shown, and unfortunately it won't be included in the judging.

So please make sure that no one under the age of 18 appears in your entry.

We have to act responsibly, so please think (and drink) responsibly.

Your entry should be no more than 60 seconds in length and no shorter than 30 seconds.

Before you start make sure you notify Dean Matthews no later than 5.00pm on Thursday 2 September 2010 to [Dean.Matthews@lion-nathan.com.au](mailto:Dean.Matthews@lion-nathan.com.au) that your Club will be submitting an entry.

If you have any questions around this you can contact **Dean Matthews** on **0429 079 013**

## Send your finished work to .....

Burn your video file to disk either as an MPEG, WMV, DVD VIDEO or AVI file. Then send it to:

Dean Matthews, Lion Nathan Australia, 1320 Malvern Road, Malvern VIC 3144 Locked Bag 20, Malvern VIC 3144. It should be received by Dean Matthews by close of business on Wednesday 8 September 2010.

## You could win .....

### FIRST PRIZE

Best Club effort: value **\$5000** in prizes:

- 5 Boag's Draught Red Sherrin Footballs (value \$600)
- 1 Set Boag's Draught Goal Post Pads (value \$1600)
- 20 Cases Of Boag's Draught (value RRP \$800)
- 50 Club customised polo shirts for 2011 (value \$1600)
- 1 Boag's Draught Cooler (value \$400)

### SECONDARY PRIZES (4 IN TOTAL)

Club Entries rated second to fifth:

Value **\$3000** each

- 5 Boag's Draught Red Sherrin Footballs (value \$600)
- 1 Set Boag's Draught Goal Post Pads (value \$1600)
- 10 Cases Of Boag's Draught (value RRP \$400)
- 1 Boag's Draught Cooler (value \$400)

## Some Conditions .....

Promotion commences on Monday 30 August 2010 and closes on Wednesday 8 September 2010. To enter, during the Entry Period: (1) send an initial email to Dean Matthews of Lion Nathan Australia at [Dean.Matthews@lion-nathan.com.au](mailto:Dean.Matthews@lion-nathan.com.au) no later than 5.00pm Thursday 2 September 2010 as notification that you and your club will be submitting a video entry in this competition; (2) develop, prepare and submit a creative version of the Boag's Draught "Pure Waters of Tasmania" television commercial of between 30 and 60 seconds as created by your Club. Judging will take place on Friday 10 September 2010. Prize consists of a FIRST PRIZE (Best Club effort 1 only value \$5000 in prizes): 5 Boag's Draught Red Sherrin Footballs (value \$600); 1 Set Boag's Draught Goal Post Pads (value \$1600); 20 Cases Of Boag's Draught (value RRP \$800); 50 Club customised polo shirts for 2011 season (value \$1600); 1 Boag's Draught cooler (value \$400); and SECONDARY PRIZES (4 in total - Club Entries rated second to fifth value \$3000 each) and each including: 5 Boag's Draught Red Sherrin Footballs (value \$600); 1 Set Boag's Draught Goal Post Pads (value \$1600); 10 Cases Of Boag's Draught (value RRP \$400); 1 Boag's Draught cooler (value \$400). Total RRP value of all prizes is \$17,000. Entry is open to residents of Victoria aged 18 years and over. The Promoter support the responsible service of alcohol. Contact Dean Matthews on 0429 079 013 or at [Dean.Matthews@lion-nathan.com.au](mailto:Dean.Matthews@lion-nathan.com.au) for full terms and conditions. The Promoter is Lion Nathan Australia (ABN 13 008 596 370) Level 7, 68 York Street, Sydney NSW 2000.