



2025 MEKKA Raceday - Best Dressed Digital Photo Competition

Description

Patrons of the MEKKA Raceday are encouraged to be involved in our Best Dressed Competition for a chance to take home some wonderful prizes.

By participating in the **2025 MEKKA Raceday - Best Dressed Digital Photo Competition** participants guarantee that he/she/they have the authority to accept and unconditionally accept the below terms and conditions.

How to Enter

1. Entrants must be admitted into the racecourse, have their photo taken by the on-course photographer at the designated Best Dressed Competition location, and submit their details via a digital form.
2. Entrants may request a copy of their photo from the on-course photographer via SMS.
3. Entrants are encouraged to post their photo to their social media channels and Tag us: #bneraces @brcstyle @brisbaneracingclub. These posts will not be considered as entries.
4. The promotion commences on Saturday 16th August at 11:30am and concludes on Saturday 16th August at 2:30pm AEST. Prize draw will take place at 3:30pm AEST on Saturday 16th August.
5. The following persons are ineligible to enter the Competition:
 - a) employees, directors, officers, management, contractors and other representatives of the Promoters, and organisations involved in, or sponsoring, or conducting the Competition;
 - b) individuals (including judges) involved in, or sponsoring, or conducting the Competition; and
 - c) immediate family members and households of any such persons.
6. Similarly, any person who is in any way involved with, works as or otherwise works for an organisation or individual (including milliners or designers) that commercially produces fashion clothing, hats or similar for profit, and is deemed to receive an advantage through that position (at BRC's discretion), is also ineligible to enter.
7. Entrants must not be dressed or styled by a designer or milliner. Any Entrant found to be dressed by or styled by a designer or milliner will be automatically disqualified (at the Promoter's discretion).
8. Patrons can only enter once for the competition.

Categories & Criteria

9. There will be one (1) winner and one (1) runner up awarded prizes as described in these terms and conditions.

EAGLE FARM & DOOMBEN

BRISBANE RACING CLUB LIMITED

PO Box 817 Hamilton Central, Queensland 4007. Administration Office: Eagle Farm Racecourse, 230 Lancaster Road, Ascot, Queensland 4007.
P: 61 7 3268 2171 • F: 61 7 3868 2410 • W: www.brc.com.au

ABN: 80 133 679 786 ACN: 133 679 786



10. The outfit theme of the day is “Bright & Vibrant”. Quality of the outfit will be decided based on its overall cohesiveness, accessories (including millinery, hats, belts and shoes), adherence to the theme and pose.

11. Photos will be collated and judged by a BRC selected panel.

12. Patrons must be on course when the winners are decided and contacted.

13. Winners will be notified via a phone call by 3:30pm on the day to collect their prizes. Contact will be made with the winners nominated phone number.

14. If winner does not answer either phone call or SMS within 1 hour of notification, a redraw can occur.

Prizes

15. Prizes are valued at over \$1,000.00 AUD

16. The prize pool consists of the following items:

- Two (2) tickets to the Ladbrokes Lawn Party on Melbourne Cup Day 4th November 2025
- Two (2) tickets for Racecourse Admission on Melbourne Cup Day 4th November 2025
- Two (2) Dan Murphy’s digital gift cards (one valued at \$200, one valued at \$100)
- Two (2) sashes (one “WINNER”, one “RUNNER UP”)
- Monster Energy Swag (assorted)
- One (1) Bluetooth speaker

17. The winner will be awarded: Ladbrokes Lawn Party tickets, \$200 Dan Murphy’s gift card, WINNER sash, Monster Energy swag, Bluetooth speaker

18. The runner up will be awarded: Racecourse Admission tickets, \$100 Dan Murphy’s gift card, RUNNER UP sash, Monster Energy swag

19. Prizes are not exchangeable, transferable, redeemable for cash or otherwise, in all cases, whether in whole or part.

General

20. Entrants must supply their full name, email address and mobile number prior to their photo being taken to be eligible for entry.

21. The Promoters reserve the right to remove any entries if, in the opinion of the Promoter, the images include objectionable content, profanity or are potentially insulting, inflammatory or defamatory.

22. By entering the competition, entrants agree to their photos being uploaded to BRC channels including but not limited to on-course TV screens and BRC social media channels.

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BRISBANE
RACING CLUB

Feel Closer.

23. By entering the competition, each Entrant acknowledges that the Promoters will own the copyright in all photographs produced as part of the Competition, and may use such photographs as they see fit, including in any marketing or promotional materials.

24. In the event of there not being enough entries to select a winner and a runner up, the winner will receive the entire prize pool. In the event there are no entries whatsoever, the competition will be dissolved and considered null and void.

25. Entrants must be **18 years or older to be eligible** to participate in this promotion. The Promoter may require proof of age to be provided at the time of registration.

26. BRC reserves the right to cancel or amend the terms and conditions in its absolute discretion and without prior notice due to unusual, unforeseeable events beyond BRC's reasonable control including, but not limited to, any actual, anticipated or alleged breach of any applicable law or regulation.

27. BRC shall not be liable to perform any of its obligations under the promotion where it is unable to do so as a result of circumstances beyond its reasonable control and shall not be liable to compensate the participant in such circumstances.

28. In the event of any dispute regarding the terms and conditions or the conduct, results, and all other matters relating to the Promotion, BRC's decision shall be final and binding and no correspondence or discussion shall be entered into nor shall be challenged in any court of law.

29. BRC expressly disclaims any warranties express or implied in connection with any prizes to the fullest extent permitted by applicable laws. It is a condition of entry that winners may be required to execute deed of acknowledgement, release and indemnity in a form prescribed by BRC and any other document required by BRC in its sole discretion.

30. BRC reserves the right to disqualify any participant or winner, as the BRC deems fit, without giving notice or reason, and without any liability to the participant or winner.

31. The BRC reserves the right, without prior notice and at any time to terminate or cancel the promotion, in whole or in part, or modify the promotion in any way, without liability to any person. If any part of the term and conditions is held to be unenforceable or illegal, such illegal or unenforceable part shall be severed from the terms and conditions without affecting the validity of the remaining terms and conditions.

32. All trademarks, logos and colour schemes of BRC used in this promotion are intellectual properties of the BRC and any unauthorized use, copy and infringements of BRC's intellectual property shall entail civil as well as criminal liabilities.

Promoter;

Brisbane Racing Club

230 Lancaster Road, Ascot QLD 4007

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