

Minus 196 Brand Ambassador August Content Challenge

1. Eligibility

- The competition is open only to individuals who are active Minus 196 Brand Ambassadors at the time of entry.

2. Competition Period

- The competition will run from 1 August 2026 to 23 August 2026 inclusive.
- Content posted outside of this period will not be counted.

3. How to Enter

- Entrants must create and publish content featuring Minus 196 during the competition period in accordance with the Minus 196 Brand Ambassador Programme Terms and Conditions.
- For the purposes of this competition, each eligible Instagram feed post, Reel or Story will count as one (1) piece of content.
- Content posted outside the competition period, duplicate content, or content that does not comply with the Brand Ambassador Programme Terms and Conditions will not be counted.

4. Winner Selection

- The winner will be the eligible Brand Ambassador who publishes the highest number of qualifying content pieces during the competition period, as determined by Minus 196.
- Only content that complies with the Brand Ambassador Programme Terms and Conditions, applicable law, platform requirements and responsible marketing standards will qualify for entry into the competition.
- Minus 196 reserves the right to exclude any content that does not meet these requirements.

5. Tie-Break

- In the event of a tie, Minus 196 will select the winner based on (i) content quality; (ii) creativity; and (iii) engagement.

6. Prize

- The winner will receive four (4) tickets to Forwards Festival in Bristol on 29-30 August 2026.
- The prize consists of festival tickets only.
- The winner and their guests are responsible for all other costs associated with attendance, including travel, accommodation, food, beverages and any other personal expenses.
- The prize is non-transferable, non-refundable and cannot be exchanged for cash or any alternative prize.

7. Winner Announcement

- The winner will be notified directly and announced on 24 August 2026.

8. General

- Minus 196 reserves the right to verify eligibility and disqualify any participant who does not comply with these rules.
- Minus 196's decision is final.