

# This is how you compete

Scoring a goal is a fantastic feeling. Share it with others by filming your team and showing how you celebrate a goal – your #goalfeeling. Then upload your film to Instagram. Use the hash tag #goalfeeling and mention @skfcelebrate. Do this on your private Instagram account or via the team's account if you have one. The account must have an open profile for the film to be able to compete in the competition.

Then make sure to share your film to collect votes. The ten films that get the most votes will then be judged by a jury. Out of these ten, three will win a prize based on the following criteria: fun, imagination and teamwork. The three winners will get football equipment worth up to 3000 USD. (Currency conversion may not exceed 25 000 SEK) Purchases are made by SKF.

## Competition period

26 April – 7 August, 2016.

Winners will be announced on August 31.

## Jury

The jury is made up of employees at SKF.

The jury's decision is final.

## Prizes

Three football teams win football equipment worth up to 3 000 USD.



## Competition rules

The competition is open to all youth football teams all over the world up to 20 years old. The competition is free and you can participate as many times as you want.

By participating in the competition, you consent to SKF publishing the film on the competition page and to allowing your film or film sequences to be used by SKF in a marketing context. This is only valid in connection with this campaign – your film will not be used in other contexts.

The winner will be notified via their Instagram account by SKF after the competition has closed. The winners then have seven days in which to contact SKF and claim their prize. If a winner does not contact SKF within this period, SKF has the right to give the prize to another competitor and the original winner has then forfeited their right to the prize.

YOU confirm that it is YOU who has filmed, or that the person filming has approved the use of YOUR film in the competition by uploading it. All people in the film must consent to participating in the competition. It is YOUR responsibility to get the required consents from all people visible in the film and consents as otherwise may be necessary. YOU shall indemnify SKF in relation to any and all claims due to YOUR failure to get the relevant consents/approvals for the usage of the film as outlined above.

The prize cannot be paid out in money. The winners themselves are responsible for paying any tax and fees that may arise. The prizes must be used during the period of validity. This period cannot be extended. The prizes are personal and cannot be transferred to anyone else.

Participants who break any of the competition rules, cheat or try to manipulate the homepage can automatically and without warning be excluded from further participation. SKF reserves the right to take away unsuitable films. At any point whatsoever, SKF can terminate the competition.

If you tag a film with #goalfeeling and mention @skfcelebrate via Instagram, you are automatically part of the competition and accept the terms. Note: This is only valid if you have an open profile on Instagram. By participating, you agree that you have read and accepted the competition rules.

The competition is in no way sponsored, endorsed or administered by, or associated with, Facebook or Instagram.