

KELLOGG'S GAA CÚL CAMP 2026 PRIMARY SCHOOLS COMPETITION (the "**Promotion**") TERMS AND CONDITIONS ("**Terms and Conditions**")

1. The Promoter of this Promotion is Kellogg Company of Ireland ("**Kellogg**").
2. The Promotion is open only to primary schools in the Republic of Ireland who submit an entry in accordance with these Terms and Conditions ("**Entrants**").
3. To enter the Promotion, a representative of an eligible school must complete and submit the online entry form on [https://kelloggs.ie/en\\_IE/what-we-believe/GAACulCamps.html](https://kelloggs.ie/en_IE/what-we-believe/GAACulCamps.html)
4. Only one entry is allowed per school.
5. The Promotion will be open from 00:01 25<sup>th</sup> March 2026 – 23:59 24<sup>th</sup> April 2026.
6. Entrants agree that by submitting an entry into the Promotion they unconditionally accept and agree to be bound by these Terms and Conditions.
7. Kellogg may amend, withdraw, terminate, or extend the Promotion or alter these Terms and Conditions or any prize due hereunder in its discretion and without prior notice.
8. In the event that a prize is withdrawn or becomes unavailable for any reason, Kellogg will use its best endeavours to provide an alternate prize of comparable value.
9. The winning schools will be chosen from the registered Entrants by a 3-person judging panel, which includes an independent judge. The winning selection is final and binding and is not subject to any appeal. No correspondence will be entered into.
10. Closing date for entries is 11.59pm, Friday 24<sup>th</sup> April 2026.
11. The prizes shall consist of twelve bespoke Kellogg's GAA Cúl Camps experiences for up to thirty, 4<sup>th</sup> and 5<sup>th</sup> class students. Twelve winning schools in total will be selected by the judging panel to receive a prize. Only one prize will be available to each winning school.
12. The Kellogg's GAA Cúl Camps experience prize will consist of a one-hour Cúl Camps coaching session to be delivered on the winning school's grounds for a fourth or fifth class group, with an average class size of thirty pupils. The session shall be conducted in accordance with the standard Cúl Camps format, adapted to a one hour duration.
13. The winning schools will be notified by email week commencing 27<sup>th</sup> April 2026. If an Entrant is not contactable within 2 working days, another winner will be chosen. Prizes must be redeemed by 19 June 2026.
14. Kellogg accepts no responsibility for entries that are incomplete, illegible, or are otherwise disqualified for non-adherence to these terms and conditions.
15. Kellogg reserves the right to disqualify any entry or winner before a prize has been redeemed if, in its sole discretion, is of the view that the Entrant/winner has not complied with these Terms and Conditions or has in any other way brought the name of Kellogg, its brands or properties, or the name of its partners, into disrepute.
16. No warranty or guarantee is given by Kellogg in relation to any of the prizes and Kellogg, its servants or agents, will not be liable for any loss, damage, delay, taxes, expenses, injury or death arising out of the Promotion or acceptance of any prize. In this regard winning schools accept all responsibility in relation to the carrying out of GAA Cúl Camps experiences on their premises or with their students and will hold Kellogg harmless in relation to any incident arising out of same.
17. Entrants understand and agree that Kellogg does not accept any responsibility for any losses, either directly or indirectly, suffered by any Entrant in relation to their entry or participation in this competition, or acceptance of any prize, including technical issues or faults, or any damage, howsoever caused, and will hold Kellogg harmless from any such claims.
18. If any clause or provision of these Terms and Conditions are found to be invalid or unenforceable by any body of competent jurisdiction, the remaining provisions herein shall remain in force and be read as if such invalid term is deleted.
19. Representatives of Entrant schools acknowledge that their personal data may be processed by Kellogg or its agents. In such event Kellogg shall retain such data only for the purpose of the administration of this promotion and shall promptly delete it thereafter. Any personal data will

be processed only in the EU. For any questions on how personal data is processed by Kellogg, you can contact [dataprivacyofficer@kellanova.com](mailto:dataprivacyofficer@kellanova.com).

20. These Terms and Conditions shall be governed by the Laws of Ireland and subject to the jurisdiction of the Courts of Ireland.