

Visa Ad Booster Program Terms

1. The Visa Ad Booster Program is open to all New Zealand businesses. Businesses may apply to be selected for the Visa Ad Booster Program by completing the form available at <https://www.visa.co.nz/campaign/visaadvertisingsupport>. All submissions must be received by **August 31st 2020**.
2. Visa will select at its discretion, from the businesses that have opted into the Visa Ad Booster Program prior to the closing date:
 - a. 40 businesses to receive a tailored ad boost valued at up to \$500, to promote the products or services of the chosen businesses.
3. The ad boost support will include a Facebook and/or Instagram ad campaign setup and targeting to the value of \$500, which would usually be payable to Facebook. Visa will cover this expense. The ad boost support will be administered by Visa's media agency partner, Starcom, along with content support, which will be provided by Visa's digital marketing agency partner, Kamber. The images for any boosted post are to be provided by the chosen businesses.
4. Chosen businesses will be required to:
 - a. link their social media accounts or provide account access to Visa's media agency, Starcom, in order to for the tailored ad boost to be delivered; and
 - b. agree to Starcom providing reports to Visa in relation to traffic driven to <https://www.visa.co.nz/whereshopmatters> from the boosted post.
5. The boosted post will be required to include references to Visa in the manner chosen by Visa (e.g. by including terminology such as "in partnership with Visa") and must also feature the #WhereYouShopMatters small business campaign information (<https://www.visa.co.nz/whereshopmatters>).
6. Chosen businesses may be required to enter into further agreements with Visa, Starcom and/or Kamber in order to facilitate provision of the ad boost support. This will be discussed with each business on a case by case basis.
7. Each person that opts in to the Ad Booster Program agrees and acknowledges that:
 - a. They are authorised to enter the program on behalf of the relevant business; and
 - b. Visa will have ultimate discretion to select the businesses that participate in various aspects of the Ad Booster Program, and that in its decision-making process, Visa will assess each business on its individual merit. Luck and chance play no part in this selection.

8. Visa will consider each business that opts in to be considered for the Visa Ad Booster Program, including having regard to whether each business is based in New Zealand, as well as each business' existing social media presence and suitability for ad booster support. Visa's decision is final and no correspondence will be entered into.
9. If a chosen business is not willing to comply with Visa's requirements for participation in the Ad Booster program, or false or misleading details have been given by a chosen business, or a chosen business has behaved in a fraudulent, dishonest or inappropriate manner, or otherwise than in accordance with these terms and conditions, then Visa is permitted to select an alternate business, based on the criteria in 7 and 8 above.
10. By entering this Ad Booster Program on behalf of a business, I acknowledge and agree that Visa is permitted to feature that business on Visa New Zealand's social media channels available at [instagram.com/visa_nz](https://www.instagram.com/visa_nz) and [facebook.com/visanewzealand](https://www.facebook.com/visanewzealand) (Visa Socials), including but not limited to: (a) hyperlinking to the business website and/or social media pages; and (b) publishing or otherwise posting or reproducing any images, videos or other material (Material) I provide to Visa for use in association with the Ad Booster Program and in connection with Visa Socials.
11. I confirm that I own the Material, or have the prior consent of any person that has any rights in the Material to submit the Material to Visa for the purposes of the Ad Booster Program, and the Material does not infringe the rights of any third party. I consent to any use of the Material which may otherwise infringe my or any other party's moral rights, and confirm I have the full authority to grant that consent.