

UGC Giveaway - Mechanics/Prizes/FAQs

(A) Mechanics

The #WeHeartKebaya Giveaway Contest will encourage users to post on their Instagram or Facebook accounts using the hashtag, #WeHeartKebaya, and share the stories behind their kebayas and what it means to them. These entries will be part of the public support required for the nomination of the kebaya into UNESCO's List of Intangible Cultural Heritage.

Contest period: 20 Feb - 22 Mar 23.59pm

Participating in the giveaway

1. To be eligible for the giveaway, the following requirements must be fulfilled:
 - a. The account is following National Heritage Board's Facebook or Instagram page - depending on the platform (<https://www.facebook.com/NationalHeritageBoardSG>, https://www.instagram.com/nhb_sg/).
 - b. Visuals (photo/video/GIF) posted in the giveaway post must feature a kebaya of any type.
 - c. The caption of the giveaway post must contain:
 - i. The story behind the kebaya featured in the visual and its significance to the user.
 - ii. The hashtag #WeHeartKebaya
 - iii. A tag to National Heritage's Board official Instagram or Facebook account

Selecting the winners

1. Winners of the giveaway will be selected by the National Heritage Board based on the uniqueness and quality of the story shared.
 - a. Internal criteria for selection - features a qualitative story, no of submissions (i.e. the more you submit, the more your entry counts), format of submission (i.e. Reels/Video> Feed Post> IGS), winners must be residing in Singapore
2. Repeated winners are not allowed to ensure fairness to all the participants.
 - a. The best submissions on each platform will receive the top prize of a studio photoshoot at Oh Dear Studio in their kebaya (worth \$590 each), and a \$100 voucher from any of the participating kebaya brands.
 - i. Photoshoots MUST feature the kebaya to celebrate the purpose of the giveaway which is to show support for the kebaya being nominated into UNESCO's Representative List of the Intangible Cultural Heritage (ICH) of Humanity.

- b. 10 runner-ups from each platform (total 20 runner-ups) will win a \$50 voucher from any of the participating kebaya brands -
 - i. Toko Aljunied
 - ii. Kebaya By Ratianah
 - iii. Little Nyonya Batik
 - iv. Baju by Oniatta

Winning the giveaway

1. Once winners have been confirmed and selected, users with chosen submissions will be notified within seven (7) days of the contest closing by direct message on Facebook or Instagram regarding the prize collection arrangement.
2. In order to claim his or her Prize, each Participant is required to reply to National Heritage Board's direct message with the following information for verification purposes within seven (7) days from the time of the Notification:
 - a. Full name
 - b. Contact number
 - c. Email
3. Any Participant who does not respond with the information as required in the above clause within the stipulated seven (7) days from the time of the Notification will forfeit his or her rights to the Prize.
4. The prize is non-refundable and not exchangeable for cash, credit or any other item.

(B) Prizes to be won

- X2 Studio Photoshoot (1 on Facebook, 1 on Instagram)
 - OhDear Studio (<https://ohdearstudio.com.sg/>)
- X2 \$100 Gift Voucher (1 on Facebook, 1 on Instagram)
- x20 \$50 Gift Vouchers (10 on Facebook, 10 on Instagram)
 - Toko Aljunied (https://www.instagram.com/tokoaljunied_sg/?hl=en)
 - Kebaya By Ratianah (<https://www.instagram.com/ratianahtahir/?hl=en>)
 - Little Nyonya Batik (<https://www.littlenyonyabatik.com/>)
 - Baju by Oniatta (<https://galeritokokita.com/baju-by-oniatta/>)

(C) FAQs [to be adapted for CM response library]

1. Can I participate in the giveaway if I'm not from Singapore/don't have a Singapore number?

Only those residing in Singapore can participate in the giveaway as the prizes are only available in Singapore.

2. I have followed the instructions and I still didn't win. Why?

Thank you for participating in the #WeHeartKebaya giveaway! Winners are selected by the National Heritage Board team based on the uniqueness and quality of the story shared.

3. How would I know if I had won?

Users with chosen submissions will be notified within seven (7) days of the contest closing by direct message on Facebook or Instagram regarding the prize collection arrangement.

4. How are the winners chosen?

To celebrate the heritage of the kebaya, participants are encouraged to share interesting stories behind their most valued kebayas. Submissions that are most compelling and thought-provoking will be selected by the National Heritage Board.

5. When will the winners be picked?

Users with chosen submissions will be notified within seven (7) days of the contest's closing date, 22 March 2023.

6. How many times can I enter the giveaway?

Each participant is only allowed one submission throughout the entire giveaway period on both Instagram and Facebook. Repeated entries will not be entertained or reviewed by the National Heritage Board team.

7. Can I win the giveaway on both Facebook and Instagram?

Each participant can only win once on both Facebook and Instagram.

8. What are the prizes for the #WeHeartKebaya Giveaway Contest?

The top submissions (from Instagram and Facebook each) will receive the top prize of a studio photoshoot at Oh Dear Studio with their kebayas.

10 runner-ups (from Instagram and Facebook each) will win a \$50 voucher from any of the participating kebaya brands - Toko Aljunied, Kebaya By Ratianah, Little Nyonya Batik, and Baju by Oniatta.

For Winning Participants

1. If I've won, what do I need to do?

In order to claim his or her Prize, each Participant is required to reply to National Heritage Board's direct message with the following information for verification purposes within seven (7) days from the time of the Notification:

- a. Full name

b. Contact number

Any further instructions can be found in the Notification via direct message to the winning participant.

2. I can't make it for the photoshoot. Can I give the prize to my friend?

Upon winning the prize, it is up to the winner's discretion to decide and contact the studio themselves.

3. Do you share my information with anyone? What happens to the contact information I've shared?

Please refer to Section F of the Terms and Conditions of the #WeHeartKebaya Giveaway Contest.

4. The voucher doesn't work. What should I do?

Please contact the National Heritage Board via Instagram or Facebook direct message.

5. Does my prize have an expiry date? If yes, when must I use it by?

Please contact the National Heritage Board via Instagram or Facebook direct message.

6. I don't like my prize. Can I swap with the prize I prefer?

The prize is non-refundable and not exchangeable for cash, credit or any other item. Please refer to the Terms and Conditions of the #WeHeartKebaya Giveaway Contest for further details.

7. What happens if I don't claim my prize?

Any participant who does not claim their Prize within the stipulated seven (7) days from the time of the Notification will forfeit his or her rights to the Prize. The National Heritage Board will then proceed to select another eligible winner.