

Visa Ad Booster Program Terms

1. Visa will select at its discretion, from the businesses that have opted into the Visa Ad Booster Program by completing the form available at <https://www.visa.com.au/campaign/visaadvertisingsupport>:
 - a. 40 businesses to receive a tailored ad boost valued at up to \$500, to promote products or services of the chosen businesses.
 - b. One or more businesses to appear in Visa's 2020 Christmas advert (these businesses may, but will not necessarily, be chosen from the 40 businesses referred to in 1.a. above).
2. The ad boost support will include Facebook (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, provided by Visa's digital marketing agency partner, Kamber. The images for any boosted post are to be provided by the chosen business.
3. 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.com.au/whereyoushopmatters> from the boosted post.
4. The boosted post will be required to include references to Visa (e.g. "in partnership with Visa") and the #WhereYouShopMatters small business campaign (<https://www.visa.com.au/whereyoushopmatters>).
5. Chosen businesses may be required to enter into further agreements with Visa, Starcom and/or Kamber.
6. I acknowledge that 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.
7. 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 regional Australia, each business' existing social media presence and suitability for ad booster support and/or inclusion in the Visa 2020 Christmas advert. Visa's decision is final and no correspondence will be entered into.
8. If a chosen business is not willing to comply with Visa's requirements for participation in the Ad Booster program, then Visa is permitted to select an alternate business, based on the criteria in 6 and 7 above.