

THE £10,000 HALFWAY LIME CHALLENGE

TERMS AND CONDITIONS

Motherwell F.C. v St Mirren F.C. – 31 October 2026

Motherwell F.C. v Hibernian F.C. – 28 November 2026

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1. THE PROMOTER

1.1 The Halfway Lime Challenge (the “Competition”) is promoted by Lime in partnership with Motherwell Football Club (“Motherwell F.C.”).

1.2 Motherwell F.C. supports the operation and promotion of the Competition, including promotion through its official communications and social media channels.

1.3 Lime is responsible for administering the Competition, including the entry process, participant selection, participant communications and payment of the prize, subject to these Terms and Conditions.

2. THE COMPETITION

2.1 At the Motherwell F.C. first-team home matches against St Mirren F.C. on 31 October 2026, and against Hibernian F.C. on 28 November 2026, five participants will be invited onto the pitch at half-time to take part in the Halfway Lime Challenge.

2.2 Each participant will receive one attempt to kick a football from a designated position on the 18-yard line towards the centre spot.

2.3 To win the £10,000 prize, the participant’s ball must come to a complete stop while touching or overlapping any part of the designated centre spot.

2.4 A ball that passes over, bounces on or rolls across the centre spot but does not come to a complete stop touching it will not be considered a winning attempt.

2.5 The Competition will take place over a maximum of two matchdays:

- Motherwell F.C. v St Mirren F.C. on 31 October 2026.
- Motherwell F.C. v Hibernian F.C. on 28 November 2026.

2.6 If the £10,000 prize is not won at the St Mirren F.C. match on 31 October 2026, the £10,000 prize will carry over to the Hibernian F.C. match on 28 November 2026, when five new participants will be selected.

2.7 If the £10,000 prize is not won at the Hibernian F.C. match on 28 October 2026, the Halfway Lime Challenge will end, and no further £10,000 prize will be available under this Competition.

2.8 If the £10,000 prize is not won during either of the two matchdays, Lime may allocate the unawarded £10,000 towards other fan activations, competitions and promotional activities during the remainder of the 2026/27 season and into the

following season. No entrant will have any right to receive any part of this amount after the Competition has ended.

2.9 Only one £10,000 prize is available during the entire Competition.

3. ELIGIBILITY

3.1 Entry is open to UK residents aged 18 or over.

3.2 Entrants must be physically capable of safely kicking a football and taking part on the pitch.

3.3 Entrants must hold, or be able to obtain, a valid ticket for the relevant Motherwell F.C. home match. Unless stated otherwise, match tickets, travel, accommodation and other expenses are not included.

3.4 The following people may not enter:

employees, directors or officers of Lime or Motherwell F.C.;

employees of any agency, supplier or contractor directly involved in administering the Competition;

members of the immediate families or households of any of the above; and

professional or semi-professional footballers, or anyone currently registered as a player with a professional or semi-professional football club.

3.5 Lime may request proof of age, identity, address, eligibility and match attendance before allowing a selected entrant to participate.

3.6 Lime reserves the right to disqualify anyone who provides false information or whom Lime reasonably believes does not meet these eligibility requirements.

4. HOW TO ENTER

4.1 Entry is free. No purchase is necessary.

4.2 Entrants must access the Competition entry link through Lime or Motherwell F.C.'s official social media channels or other official promotional communications. The entry link will direct entrants to the official Halfway Lime Challenge landing page on Lime's website, where they must complete the online entry form.

4.3 The Competition landing page will provide entrants with access to these Terms and Conditions and relevant privacy information.

4.4 Entrants will be asked to provide:

their full name;
date of birth;
home address;
email address; and
telephone number.

4.5 Entrants must ensure that all information submitted is complete, accurate and up to date.

4.6 Only one entry per person is permitted during the Competition. Duplicate entries may be removed.

4.7 An eligible entry will remain in the selection pool for the Hibernian F.C. match on 28 November 2026, unless:

the entrant is selected to participate in the St Mirren match;
the entrant asks for their entry to be withdrawn;
the entrant becomes ineligible; or
the Competition ends.

4.8 Entries submitted through agents, third parties, automated systems, scripts, macros or other automated methods will not be accepted.

4.9 Lime will not be responsible for entries that are lost, delayed, incomplete, corrupted or not successfully submitted because of a technical or communications failure.

5. ENTRY DEADLINES AND PARTICIPANT SELECTION

5.1 The entry deadline for each Competition match will be 12:00 on the date falling three days before the relevant match, unless a different deadline is clearly stated on the Competition landing page.

5.2 Five participants will be selected at random from all eligible entries approximately three days before each Competition match.

5.3 The selection process will be conducted fairly and under the supervision of an independent person or using a verifiably random computer process.

5.4 Selected entrants will be contacted using the telephone number and/or email address supplied on their entry form.

5.5 Lime will make reasonable efforts to contact each selected entrant. A selected entrant must confirm their availability and acceptance by the deadline stated in the notification.

5.6 If a selected entrant:

cannot be contacted after reasonable attempts;

does not respond by the stated deadline;

is unable to attend the match;

does not meet the eligibility requirements;

refuses to follow the participation instructions; or

withdraws from the Competition,

Lime may select a reserve participant from the remaining eligible entries.

5.7 Being selected does not guarantee participation. Selected entrants must arrive at the specified location and time, provide any requested identification and comply with all matchday, safety and security requirements.

6. MATCHDAY PARTICIPATION

6.1 Selected participants will receive instructions explaining where and when to report on matchday.

6.2 Participants must arrive at the designated meeting point by the time stated in their instructions. Late arrival may result in the participant losing their place.

6.3 Each participant will receive one attempt only. Practice attempts will not be permitted unless Lime expressly decides otherwise for all five participants at that match.

6.4 Lime and Motherwell F.C. will determine:

the exact kicking position;

the football to be used;

the order in which participants take their attempts;

when the ball is considered to have come to a complete stop; and

whether an attempt complies with these Terms and Conditions.

6.5 The ball must be stationary before it is kicked and must be kicked from behind the designated line or marker.

6.6 If a participant crosses the designated line before making contact with the ball, uses more than one touch or otherwise breaches the instructions, the attempt may be declared invalid.

6.7 A participant will not receive another attempt because of a slip, miskick, loss of footing or other matter within their control.

6.8 If Lime determines that an attempt has been materially affected by interference, defective equipment or another circumstance outside the participant's reasonable control, Lime may permit the attempt to be retaken.

6.9 Appropriate footwear must be worn. Football boots with metal studs, high heels, open-toed footwear or any footwear considered unsafe or unsuitable may not be permitted on the pitch.

6.10 Participants must not take part while under the influence of alcohol, illegal drugs or any substance that may impair their ability to participate safely.

6.11 Lime or Motherwell F.C. may prevent or stop a person from participating where they reasonably believe participation may create a health, safety, security or operational risk.

6.12 Participants must follow all reasonable instructions given by Lime, Motherwell F.C., match officials, stewards and stadium personnel.

7. DETERMINING A WINNING ATTEMPT

7.1 A designated competition official will observe and adjudicate each attempt.

7.2 Video footage, photographs and/or pitch-side measurements may be used to determine whether the ball came to a complete stop touching or overlapping the centre spot.

7.3 The designated competition official's decision will be final, subject to any rights participants may have under applicable law.

7.4 If a participant makes a valid winning attempt, the Competition will end immediately and the remaining participants will not take their attempts.

7.5 No prize will be awarded for the ball finishing closest to the centre spot.

8. THE PRIZE

8.1 The prize available to be won in the Competition is £10,000.

8.2 Only one £10,000 prize will be awarded during the Competition.

8.3 The £10,000 prize will be paid by bank transfer to a UK bank account held in the winner's name.

8.4 Before payment is made, the winner may be required to provide proof of identity, age, address, eligibility and bank-account ownership.

8.5 Subject to satisfactory verification, Lime will use reasonable efforts to pay the prize within 30 days of the winning attempt.

8.6 The prize is non-transferable and cannot be claimed by or paid to another person.

8.7 If the £10,000 prize is not won during either Competition match, no cash prize will be payable to any entrant. The unawarded amount may instead be used by Lime in accordance with clause 2.8.

8.8 The winner is responsible for obtaining their own advice regarding any tax or financial consequences arising from receipt of the prize.

9. MATCH POSTPONEMENT, ABANDONMENT OR OPERATIONAL CHANGES

9.1 The Competition is subject to match schedules, stadium access, pitch availability, weather conditions, broadcasting requirements, football regulations and health and safety considerations.

9.2 If either Competition match is postponed, abandoned, played behind closed doors or otherwise affected, Lime may, subject to operational, safety and stadium considerations:

move the selected participants to the rearranged fixture;

invite them to participate at another eligible home match;

conduct a new participant selection; or

cancel that round of the Competition.

Any rearranged fixture will remain subject to the Competition ending no later than the conclusion of the second Competition match, unless otherwise required by circumstances outside Lime's reasonable control.

9.3 Lime may relocate, delay, adapt or cancel a half-time challenge where reasonably necessary for safety, security, operational or sporting reasons.

9.4 Unless required by law, Lime will not be responsible for travel, accommodation, ticket or other costs incurred because of a postponement, cancellation or change.

10. PUBLICITY, PHOTOGRAPHY AND FILMING

10.1 Participants should expect the Competition to take place in public and to be photographed, filmed and recorded as part of the matchday event.

10.2 Images and footage of participants may appear incidentally in live broadcasts, stadium coverage, news reporting and crowd or matchday content.

10.3 Lime and Motherwell F.C. may ask participants for separate permission to use their name, image, voice, interview and Competition footage for promotional and marketing purposes.

10.4 Any optional promotional consent will be requested separately and will not be a condition of entering the selection draw, except to the extent that filming is unavoidable during a public stadium event.

10.5 The winner may be asked to participate in reasonable publicity relating to the Competition. Any use of the winner's personal information will be handled in accordance with applicable data-protection law.

11. PERSONAL INFORMATION

11.1 Personal information will be used to:

administer the Competition;

verify eligibility;

select and contact participants;

organise matchday participation;

prevent fraud or duplicate entries;

award and administer the prize; and

meet legal, regulatory and accounting requirements.

11.2 Entrants' information may be shared between Lime, Motherwell F.C. and service providers involved in administering the Competition, but only where necessary and subject to appropriate safeguards.

11.3 Entrants may be offered the opportunity to receive marketing from Lime and/or Motherwell F.C. through separate, optional consent boxes. Agreeing to receive marketing is not a condition of entering and will not improve an entrant's chances of being selected.

11.4 Personal information will be retained only for as long as reasonably necessary for the purposes described above and in accordance with Lime's and Motherwell F.C.'s retention policies.

11.5 Further information about how personal information is handled, including individual data-protection rights, is available in:

Lime's privacy notice; and

Motherwell F.C.'s privacy notice.

12. WINNER INFORMATION

12.1 Lime may publish or make available information sufficient to demonstrate that a valid prize was awarded, which may include the winner's surname and county.

12.2 The winner may object to some or all of this information being published or made available by contacting info@lime.online.

12.3 Lime may still be required to provide the winner's details and winning entry to the Advertising Standards Authority or another competent regulatory body on request.

13. CONDUCT AND DISQUALIFICATION

13.1 Lime may disqualify any entrant or participant who:

breaches these Terms and Conditions;

tampers with or attempts to manipulate the entry or selection process;

behaves in an abusive, threatening, discriminatory or unsafe manner;

fails to comply with stadium rules or staff instructions;

attempts to interfere with another participant's attempt; or

acts fraudulently or dishonestly.

13.2 A disqualified participant will not be entitled to another attempt, compensation or reimbursement of expenses.

14. LIABILITY

14.1 Nothing in these Terms and Conditions excludes or limits liability for death or personal injury caused by negligence, fraud, fraudulent misrepresentation or any other liability that cannot legally be excluded.

14.2 Subject to clause 14.1, Lime and Motherwell F.C. will not be responsible for loss, damage or injury arising from circumstances outside their reasonable control.

14.3 Participants are responsible for assessing whether they are physically capable of taking part. Anyone with an injury, health condition or concern that may affect safe participation should seek appropriate medical advice before participating.

15. CHANGES TO THE COMPETITION

15.1 Lime may amend, suspend or cancel the Competition where circumstances outside its reasonable control make this necessary.

15.2 Lime will not make changes that unfairly disadvantage entrants unless the change is required for legal, regulatory, safety or operational reasons.

15.3 Any material changes will be published on the Competition landing page as soon as reasonably practicable.

15.4 The Competition is intended to take place at the two Competition matches specified in clause 2.5. Any material change to those matches or the Competition period will be communicated on the Competition landing page as soon as reasonably practicable.

16. GENERAL

16.1 Lime's decisions concerning the administration of the Competition are final, subject to applicable law.

16.2 If any part of these Terms and Conditions is found to be invalid or unenforceable, the remaining provisions will continue to apply.

16.3 These Terms and Conditions are governed by Scots law.

16.4 The Scottish courts will have jurisdiction over disputes arising from or connected with the Competition, without affecting any mandatory rights entrants may have to bring proceedings elsewhere.

16.5 Questions or complaints regarding the Competition should be sent to:

Email: info@lime.online

Postal address: Unit 4 Blair Court, 5 North Avenue, Clydebank, G81 2LA

17. ACCEPTANCE

17.1 By entering the Competition, entrants confirm that they have read and accepted these Terms and Conditions.

17.2 These Terms and Conditions should be retained or downloaded for future reference.

Terms and Conditions last updated: 23 September 2026