Egham Royal Show - Raffle Policy

Last Revised: July 2025

The Egham and Thorpe Royal Agricultural and Horticultural Association is committed to conducting all raffles in compliance with current UK gambling and lottery legislations, including the Gambling Act 2005 and guidance from the Gambling Commission.

Licensing and Compliance

On behalf of the association, Mary Wildsmith will obtain the required lotteries licensing from the local council prior to printing and distributing tickets.
Ticket sales will not exceed £20,000 per individual raffle, in accordance with Small Society Lottery regulations,
Volunteers selling raffle tickets and promoting the raffle must be 18 years or older.
In accordance with the Licensing Act 2003 any alcohol or age restricted prizes will only be awarded to participants aged 18 and over.

Purpose of the Raffle

All proceeds from the raffle will directly support the Egham Royal Show and its charitable objectives
Participants will be informed that all the funds raised will go towards the event.

Eligibility and Age Restrictions

In accordance with the UK Gambling Act 2005, although raffle tickets are legally permitted to be sold to individuals aged 16 and over under general lottery rules, due to the inclusion of alcohol prizes, our raffle is restricted to participants aged 18 and over.
The “think 25” approach will be implemented, where appropriate ID must be requested from anyone who looks under 25 to ensure we do not sell raffle tickets to anyone who is under 18 years of age.
Age verification will be required for all online raffle ticket sales.
Prizes will not be issued to anyone under age, and must be claimed or delivered to someone 18 years or older.

Prize Terms and Conditions

Prize winners have the right to decline a prize.
Raffle prizes won are non transferable and can not be substituted.
Money vouchers or entry ticket prizes cannot be exchanged for cash.
The association is not responsible for lost, damaged or stolen prizes after they have been claimed, collected or delivered.

Conduct of the Draw

The draw will take place at the Egham Royal Show, on the Sunday toward the end of the event.
The draw must be conducted in front of an audience or with a minimum of 2 independent witnesses.
An impartial person will draw the winning tickets, overseen by at least one committee member.
A committee member will be recording the results of the draw and who has won the prizes.
Only one prize per ticket is allowed. Drawn tickets will be given to the committee member recording the results to ensure they are kept separate.
Prizes can be collected at the time of the draw. Winners who are not able to be present at the draw have the option to collect or have their prize delivered to them by a committee member. In rare cases where prize winners live a distance, we may send via recorded post.
Winners who were not present at the prize draw will be contacted within two weeks of the draw, and will have 14 days to claim their prize.
Any unclaimed prizes after 21 days must be re-drawn at a committee meeting with at least 3 committee members present.

Re-Draws

A redraw may be necessary for many reasons including: Participant declined prize, Prize was not claimed, Unable to contact participant due to invalid contact details.
Redraws must be conducted with at least two independent witnesses or committee members present.
Full documentation should be recorded for any redraw including: Date, time and location of the redraw
Names of individuals conducting and witnessing the redraw
Winning ticket details (ticket number and winners name), The method of prize delivery

Payments
SumUp Privacy policy applies to all payments made via card.
In-person ticket purchases in advance: Committee members selling their given raffle tickets in advance of the show are able to take cash payments. Raffle tickets sold at an Egham Royal Show stand at another event, can be taken by cash or debit/credit card using SumUp card readers.
In-person ticket purchases: Payments can be made by cash or debit/credit card using SumUp card readers at designated sales points during the event.
Online ticket purchases: All payments must be made by debit or credit card through the secure SumUp payment gateway on the raffle page of our website. SumUp Privacy policy applies to all payments.

Refunds and Cancellations
The association operates a no refund policy for raffle ticket purchases.
If someone has bought their raffle ticket in advance and can no longer make it to the show, they would still be in the prize draw and contacted using the contact details provided to us, with arrangements to collect or deliver the prize.
If the show has to be cancelled, we would still run the raffle independently of the show.

Dispute Resolution
If anyone has any issues regarding the raffle they should contact us via emailing: info@eghamroyalshow.org.uk Complaints will be reviewed and responded to within 14 days.

Data Protection and Ticket Stub Disposal
Your name and contact details (phone number and addresses) are used solely for the purpose of administering the raffle and contacting winners
For website sales your email address is used solely to send order confirmations and ticket numbers
The association processes this data under the lawful basis of legitimate interest and do not share it with third parties
Ticket stubs are stored securely at a designated committee member's residence
After the retention period all tickets will be shredded and disposed of securely.
If you have any questions about how your data is used, or wish to request access or deletion please contact us via email: info@eghamroyalshow.org.uk

Physical Tickets Requirements
Name of association
Price per ticket and per book of 5 (All tickets must be sold at the same price)
Date and location of the prize draw
Name and address of the raffle organiser
Statement "Registered under the Gambling Act 2005 with Runnymede Borough Council, licence number"

Online Tickets Requirements
To access the raffle page on the website, visitors are met with age verification in the form of a tick box, where they will only be allowed access to the page by clicking yes. The raffle tickets are only available on this page.
Raffle tickets can only be bought in books of 5 (sold at the same price as physical tickets)
There is a picture of the physical ticket on the raffle product on our website
Description on the raffle ticket book of 5 product includes:

- Name of association, and the name of the show
- Date and location of the prize draw
  Name and address of the raffle organiser
- Statement "Registered under the Gambling Act 2005 with Runnymede Borough Council, licence number"

Raffle ticket numbers are automatically generated through a free plugin called "raffle play woo" on our website.
Ticket numbers are given to them on the website page once paid, as well as emailed to them with their order confirmation. Emails include the name of the association, our logo, and the name of the show.
Committee member Victoria Murray, the website manager, is able to see all raffle ticket orders.

Prize Record Keeping

The following details must be recorded and retained for each raffle

- Description of each Prize
- Value of any money voucher prizes (eg £10 tesco voucher)
- Source of donor of the prize
- Winning ticket numbers and names of winners
- Method and date of prize collection or delivery
- Details of any redraws conducted
- Number of tickets sold and unsold

Records must be retained for 18 months to allow for compliance checks

A summary of the raffle may be provided to the local council within 3 months of the draw, if required.

Marketing and Promotion Rules

All marketing and promotional material must comply with the Gambling Act 2005, and guidelines set out by the Gambling Commissions for small society lotteries.

Our show uses the following marketing and promotional channels:

Our website

Our social media: Facebook, Instagram and X (twitter)

A space in our show programme which is printed and can be found on our website

Printed posters with the prizes on the show ground

Marketing and promotional material across all channels must always be:

Clear and honest, this means all statements about the raffle, ticket price, prizes, and the purpose must be accurate and not misleading, and must be consistent.

Transparent by always stating:

The name of the promoting charity/association

The purpose of the raffle

The ticket price

The date of the draw

That the raffle is licenced by including the local authority who issued the licence

Must include age-gated messaging:

A statement that ticket sales are restricted to people aged 18 and over

Marketing and promotional material across all channels must remain responsible, and must not:

Encourage excessive or irresponsible participation

Suggest gambling can solve financial or personal problems

Target or appeal to children or vulnerable people

Suggest participants are guaranteed to win

Exaggerate the size or value of a prize

It is prohibited to offer “free” entry to a raffle that requires a purchase

Advertising rules:

Must not have anyone under 18, promoting the raffle or selling raffle tickets

Must not use urgency or pressure marketing tactics (eg, “buy now to avoid missing out”) That may lead to impulsive or excessive participation.

Must not advertise in a way that makes it look like a commercial gambling product

Must not be promoted as an activity where proceeds go to a private individual. (Must be for a non-commercial cause)

Responsible Gambling Statement

If you or someone you know is affected by gambling, support is available at https://www.begambleaware.org.