

# ☀️ **Last Week in Denmark Referral Campaign – Terms & Prizes**

## **Campaign Period**

The campaign runs from **April 13, 2025** until **May 10, 2025 at 23:59 (CET)**.

## **Who Can Participate?**

Any subscriber of LWID can participate.

## **How to Participate**

You earn points by referring people to subscribe to *Last Week in Denmark* using your **unique referral link**, which you can find [here](#).

You can also gather **bonus points** by completing special activities and submitting proof through our official [Bonus Points Form](#).

## **How to Win**

There are **two ways to win** in this campaign:

### **Lottery Prize – 2000 DKK**

If you refer at least **one person** to sign up to the newsletter using your referral link, you automatically enter the **lottery draw**. One winner will be drawn at random after the campaign ends.

### **Referral Prizes – Top 10 Referrers**

The top participants with the most **points** (from referrals and bonus activities) will win:

- 1st place: **4000 DKK**
- 2nd place: **3000 DKK**
- 3rd place: **2000 DKK**
- 4th place: **1000 DKK**
- 5th–10th place: **A prize of your choice from our merchandise store** (e.g. tote bags, mugs, t-shirts)

If there's a tie in points, we'll prioritize the person with more actual referrals over bonus points.

## How to Earn Points

You can earn points in two ways:

### 1. Referral Link

Every successful sign-up via your referral link = **1 point**

### 2. Bonus Point Activities

Submit proof through the Google Form.

- Post a video endorsement on social media: **+10 points**
- Put up printed posters: **+2 points per poster**
- Organize a *Last Week in Denmark* fan meetup: **+20 points**
- Speak about *LWID* at a larger event: **+10 points**
- Do something creative to spread the word: **Points awarded based on effort and originality**

We reserve the right to verify all bonus activities before assigning points.

## Winner Announcement

All winners will be contacted by **May 17, 2025**, and announced in the newsletter on **May 11**. Lottery and referral prizes will be distributed via bank transfer or MobilePay (for DKK prizes) and via mail (for merch).

## Fair Play Rules

- No bots, fake emails, or shady tactics.
- All sign-ups must be *real people* who genuinely want to receive the newsletter.
- Participants using unfair means will be disqualified.

## Privacy Notice

We collect only the data necessary to run this campaign. Your information will not be shared outside of *Last Week in Denmark*.

## Questions?

If you have questions, just write us at [lastweekdk@gmail.com](mailto:lastweekdk@gmail.com). We're humans and we'll reply.