

Official rules

The Agera Agency Calgary giveaway. Last updated October 7, 2026.

1. Sponsor

The giveaway is run by The Agera Agency ("the Sponsor"), Calgary, Alberta, Canada.

Questions: reece@theageraagency.com.

2. Eligibility

To enter, you must be 18 years of age or older, and the owner or an authorized decision maker of a business that operates in the Calgary area (the City of Calgary and communities within about 50 km of it). One application per business. Employees and immediate family of the Sponsor are not eligible. Businesses that are current clients of the Sponsor are not eligible for the grand prize.

3. Entry period

Applications are accepted from October 7, 2026 until October 16, 2026, or earlier if the Sponsor closes the giveaway. The Sponsor may close entries early at any time by updating this page.

4. How to enter

Complete the application form at [the giveaway page](#). No purchase is necessary to enter or to win. Applications sent any other way, incomplete applications and applications received after the close of the entry period are not considered.

5. How the winner is chosen

This is a judged contest, not a random draw. After the entry period closes, the Sponsor reads every application and selects one grand prize winner based on the answers given: what the business sells, how it currently gets customers, why the business should be picked and whether it can commit to the minimum ad spend described in section 7. The Sponsor's decisions are final.

To be eligible for the prize or the promotional offer, the entrant must correctly answer the skill-testing question on the application form.

6. The grand prize (1 winner)

- 3 months of done-for-you marketing & management by the Sponsor, covering media buying and research, script writing for video ads, image ad design, ad copywriting, publishing and managing Facebook and Instagram campaigns, a custom built landing page for lead qualifying and data reporting every two weeks or monthly. Approximate retail value \$6,000 (3 months at the regular \$2,000 a month).
- 1 shoot day a month at the winner's business for 3 months (3 in total), with 5 to 8 new video ads recorded and edited at each shoot. The winner keeps the finished videos and the landing page.

The prize has no cash value and cannot be transferred, sold or exchanged. The 3 months start on a date agreed between the Sponsor and the winner. If the winner ends the engagement early, the remaining prize is forfeited.

7. Ad spend is not included

The cost of showing the ads (ad spend) is not part of the prize or the promotional offer. The winner and the promotional winners pay their own ad spend, a minimum of \$50 a day for the 3 months, directly to Meta. The Sponsor does not collect or handle ad spend. An applicant who cannot commit to the minimum ad spend may still apply but is not eligible for the prize or the promotional offer.

8. The promotional offer (4 businesses)

Every eligible applicant who correctly answers the skill-testing question, can commit to the minimum ad spend and is not selected as the grand prize winner will be offered the same package as the grand prize for 3 months at \$1,200 a month instead of the regular \$2,000 a month (a total of \$2,400 off). The offer is limited to the first 4 businesses that accept it within 7 days of being contacted. Businesses that accept after the 4 spots are taken are placed on a waitlist and are contacted if a spot opens. The promotional offer is a paid service governed by the Sponsor's standard client agreement.

9. Claiming the prize

The winner is announced on October 20, 2026 and notified by phone and email using the details on the application. The winner must confirm acceptance by October 23, 2026. If the winner cannot be reached, does not claim by that date, does not meet these rules or declines the prize, the Sponsor may select an alternate winner from the remaining eligible applications.

By accepting the prize, the winner agrees to take part in the shoot days, to give the Sponsor the access needed to run ads for the business and to allow the Sponsor to show the business name, the videos and the results in the Sponsor's portfolio and marketing.

10. After the 3 months

At the end of the 3 months, the winner and the promotional winners may continue with the service for a further 6 months at \$2,000 a month, or end the engagement. There is no obligation to continue. Finished videos remain with the business either way.

11. Personal information

The information on the application (name, phone, email, business name and answers) is collected by the Sponsor to run the giveaway, to judge applications, to contact applicants about the result and the promotional offer and, where the applicant has agreed, to tell them about the Sponsor's services. It is stored with the Sponsor's service providers and is not sold. You can ask to see, correct or delete your information, or withdraw your consent to be contacted, at any time by emailing reece@theageraagency.com. The [privacy policy for these pages](#) applies.

12. General

- This giveaway is in no way sponsored, endorsed or administered by, or associated with, Meta, Facebook or Instagram. Applicants release Meta from any responsibility connected to this giveaway.
- The Agera Agency is not affiliated with or endorsed by Mount Royal University.
- The Sponsor may cancel, suspend or change the giveaway if fraud, a technical problem or any other cause beyond its control affects it. In that case the Sponsor may select the winner from the eligible applications received before the change.

- The Sponsor may disqualify any application that is incomplete, false or in breach of these rules.
 - These rules are governed by the laws of Alberta and Canada. Where a local law conflicts with these rules, the giveaway is void in that place.
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The Agera Agency

No purchase necessary. Open to businesses operating in the Calgary area. Entrants must be 18 or older and the owner or an authorized decision maker of the business. Applications close October 16, 2026, or earlier if the giveaway is closed. The winner is chosen by judging the applications, not by random draw, and must correctly answer a skill-testing question. Full details in the [official rules](#).

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The Agera Agency, Calgary, Alberta. [Official rules \(PDF\)](#). [Privacy policy](#). [Terms and conditions](#).
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