



PROMOTIONS DEPARTMENT
White Gold
September 2022
Official Rules

1. Eligibility.

The **White Gold Promotion** (the “Promotion”) is open to those 21 years of age or older at the time of entry and must not be listed in the Potawatomi Hotel & Casino Banned Patron List. Must have a valid Fire Keeper’s Club card to enter; membership is free. This kiosk promotion is open to all Fire Keeper Club members. Employees of Potawatomi Hotel & Casino (“PH&C”) are not eligible to participate in the Promotion.

2. Agreement to Official Rules.

By participating in the Promotion, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of PH&C, which are final and binding in all matters related to the promotion.

3. Kiosk Promotion Period.

The Kiosk Promotion Period is from 12:00 a.m. Central Time (CT) to 11:59pm on Fridays September 2nd – 9th – 16th – 23rd 2022. In addition, from 12:00am Central Time (CT) to 4:59pm on Friday September 30th 2022. Followed by the 5pm Car Drawing.

4. Drawing Promotion Period.

The Drawing Promotion period starts at 12:00 a.m. Central Time (CT), September 1st 2022 and ends at 10:00 p.m. CT, September 30th 2022 (the “Promotion Period”).

The drawing on September 30, 2022 will include:

- Kiosk entries from the Friday Kiosk Promotion Period
- Earned entries Based on play September 1st – September 30th
- Free entries based on tier.

PH&C’s computer is the official time-keeping device for this Promotion.

5. How to Enter.

All guests who have a Fire Keeper’s Club card may enter.

- **Earn Entries:** Guests can receive entries for every 100 points earned on their club card September 1st - 30th.
- **3x entries on drawing day**
- **Kiosk Game:** After earning 250 same-day base points, guests must swipe their Fire Keeper’s Club card into any promotional kiosk, enter pin number, select Monthly Promotions and then

Initials _____

touch the appropriate game tile. Game is valid 12:00 a.m. to 11:59 p.m. every Friday in September with the exception of Friday September 30th; the Kiosk Game will be available until 4:59pm.

- **Activate Entries:** To activate entries for electronic drawings swipe Fire Keeper's Club card into any promotional kiosk, enter pin number and select Promotions tile. Locate the appropriate drawing for that day within one (1) hour of the drawing to activate entries. Guests may also activate their entries at any slot machine. Insert Fire Keeper's Club card into any slot machine, place a minimum bet, then remove club card.

Must be present to participate. No mechanically reproduced entries will be permitted. All entries become the property of PH&C and will not be returned.

6. Free Entry.

No purchase necessary, purchase will not increase your chances of winning. Void where prohibited. Any Fire Keeper's Club member may obtain their one-time free entries into the promotion based on club tier by swiping their club card at any Promotional Kiosk. Enter pin number and select the promotions tile, and then locate the appropriate promotion for the free entry.

Free entries by club tier:

Ruby: 1
Topaz: 10
Sapphire: 15
Emerald: 25
Diamond: 50

7. Drawing and Notification.

Friday Kiosk: White Gold Wheel Spin

After earning 250 same-day base points, guests can go to any Promotional Kiosk, swipe their card, put in their pin number, select Monthly Promotions then touch Friday's White Gold kiosk game and have a chance to win Reward Play or Drawing Tickets into the September 30th Car Drawing.

Guests can earn up to four (4) spins each day during the promotion. Spins need to take place at the kiosks on the same day as they are earned; 250 points per spin. Reward Play from the kiosk game is good for 7 days after redemption.

PH&C has the sole authority to determine the winners and such decisions are final.

Prizes.

White Gold Kiosk Wheel Spin Prize Possibilities:

Prizes will vary depending on the Prize Wheel outcome.

- \$10 Reward Play Good for 7 days
- \$15 Reward Play Good for 7 days
- \$25 Reward Play Good for 7 days
- \$50 Reward Play Good for 7 days
- \$100 Reward Play Good for 7 days

- \$1,000 Reward Play Good for 7 days
- 25 Drawing Tickets
- 50 Drawing Tickets
- 100 Drawing Tickets
- 250 Drawing Tickets
- 500 Drawing Tickets
- 1,000 Drawing Tickets

Friday White Gold Car Drawing:

September 30th 2022

5pm – 5:30pm – 6pm – 6:30pm – 7pm – 7:30pm – 8pm – 8:30pm – 9pm – 9:30pm

This is a “Must be Present to Win” drawing. PH&C has the sole authority to determine the winners and such decisions are final.

Drawing Prizes:

5pm – 5:30pm – 6pm – 6:30pm – 7pm – 7:30pm – 8pm – 8:30pm – 9pm – 9:30pm

- 5pm – 2 Winners - \$10,000 Cash
 - 5:30pm – 1 Advance to Final
- 6pm – 15 Winners - \$1,000 RP
 - 6:30pm – 1 Advance to Final
- 7pm – 10 Winners - \$2,500 RP
 - 7:30pm – 1 Advance to Final
- 8pm – 15 Winners - \$1,000 RP
 - 8:30pm – 1 Auto Advance to Final
- 9pm – 5 Winners - \$5,000 Cash
 - 9:30pm – 1 Auto Advance to Final

How it Works:

- Cash & Auto Advance Winners will have 10 minutes to come to the Promotions booth; after that the time frame will be cut to 5 minutes
- Reward Play winners do not need to check-in, prize will go automatically onto their FKC card
- Reward Play is good for 7 days
- Guests can win multiple times but only once per drawing time
- Guests can start activating their entries at 4pm; then must reactivate between each drawing.

Finale 10pm (5 Finalists)

Promotions Booth

After checking in, the 5 Finalists will assemble at the Promotions Booth

In the order in which their names were called, guests will pick to determine their prize

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- 2 Winners \$2,500 Reward Play
- 1 Winner \$5,000 Cash
- 1 Winner \$10,000 Cash
- 1 Winner (BMW X5) valued at \$90,285 (\$65,000 Cash Option)

Odds of winning a prize depend on the number of eligible entries received. PH&C has the sole authority to determine the winners and such decisions are final.

Approximate Retail Value: Depends on guest participation

Note: Winners of any and all promotional prizes are responsible for any applicable taxes or fees. All prizes are awarded “As Is.” Any costs or repairs become the responsibility of the winners. Items are not redeemable for cash. **W-9 form** must be filled out for any cash/trip/prize over \$50. Winner must present a valid ID and Fire Keeper’s Club card to claim prize. A valid ID includes any government-issued ID such as a driver’s license, passport or state ID card.

8. Prize Acceptance/Restrictions.

Potential winners must comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. The winners may be required to provide valid picture identification and a Fire Keeper’s Club card to claim prize. Prizes are not transferrable or assignable. No substitution allowed except by PH&C, who may substitute a prize of equal or greater value if advertised prizes become unavailable. If any potential winner cannot be contacted, or fails to sign the required documents within the required time period, s/he forfeits prize.

9. Release, Publicity, Use of Personal Information.

Winners may be asked to allow use of his/her name and likeness for promotions/advertising purposes and announcements. If granted, an additional waiver, or Photo Release, will be filled out.

10. General Conditions.

In the event that the operation, security, or administration of the Promotion is impaired in any way for any reason, including, but not limited to, fraud, technical failures, regularly scheduled maintenance, virus or other technical problem, PH&C may, in its sole discretion, either: (a) suspend the Promotion to address the impairment and then resume the Promotion in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Promotion and award the prizes in a random drawing from among all eligible entries received up to the time of impairment. PH&C reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and should an attempt be made, PH&C reserves the right to seek damages from any such person to the fullest extent of the law. PH&C’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Limitations of Liability and Release.

Entrants agree to release and hold harmless Potawatomi Bingo Casino, Potawatomi Hotel, the Forest County Potawatomi Community, and their respective promotional partners, prize partners, agents, agencies, and the officers, elected officials, directors and employees of each of them (“the Released Parties”) from and against any claim or cause of action arising out of participation in the Promotion, or acceptance or use of any prize, including but not limited to: (a) unauthorized human intervention in the Promotion; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Promotion or the processing of registrations and game plays; (e) late, lost or undeliverable mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Promotion or acceptance and use of any prize. Entrant waives the right to claim any damages whatsoever, including, but not limited to punitive, consequential, direct or indirect damages.

12. Official Rules Information.

For an additional copy of these Official Rules, send a self-addressed, stamped envelope by the end of registration period to:

Promotions – Friday White Gold Promo
1721 West Canal Street
Milwaukee, WI 53233. Specify “Rules.”

13. List of Winners.

For a copy of the list of drawing winners only, send a self-addressed, stamped envelope by end of promotion to:

Promotions – Friday White Gold Promo
1721 West Canal Street
Milwaukee, WI 53233. Specify “Winners.”

14. Disputes. As a condition of participating in this giveaway, entrants agree that any and all disputes arising out of or in connection with this giveaway shall be resolved individually, by PH&C. **All decisions made by PH&C Management are final.**