



**PROMOTIONS DEPARTMENT**  
**\$200K Road to Riches**  
**January 2023**  
**Official Rules**

**1. Eligibility.**

**Road to Riches** (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. Promotion Period.**

The Promotion Period starts at the kiosks on 12:00 a.m. Central Time (CT) on January 1<sup>st</sup>, 2023 and ends at 11:59 p.m. CT, on January 28<sup>th</sup>, 2023 (The “Promotion Period”). There will be a drawing on January 29, 2023 that includes only the kiosk entries from the Promotion Period plus any received free entries. PH&C’s computer is the official time-keeping device for this Promotion.

**4. How to Enter.**

All Fire Keeper’s Club members may play the game. After earning 200 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 touch the appropriate game tile. Game is valid 12:00 a.m. on January 1<sup>st</sup>, 2023 to 11:59 p.m. January 28<sup>th</sup>, 2023. No mechanically reproduced entries will be permitted. All entries become the property of PH&C and will not be returned.

**5. Free Entry.**

No purchase necessary. Void where prohibited. Any Fire Keeper’s Club Member may attain one free entry into the drawing by sending a 3” x 5” card with their name, FKC number, complete address including zip code (no P.O. boxes), daytime phone number with area code, and date of birth, in an envelope to: Road to Riches – Promotion Free Entry, 1721 W. Canal St., Milwaukee, WI 53233. PH&C will not honor damaged, late, illegible, incomplete, or copied entries. Entries must be received by January 28<sup>th</sup> 2023 to be considered eligible.

**6. Drawing and Notification.**

Initials \_\_\_\_\_

- **January Kiosk Game:**

After earning 200 same-day base points, guests can play the Road to Riches kiosk game and have a chance to win Reward Play or drawing tickets in January 2023. Guests need to be present to win. Guests can earn up to five (5) spins each day during the promotion. To play the game after earning required points, guests need to touch the numbered wheel in the top right corner each time they visit the kiosk. During each available spin earned, they will move through the board game by the number of spaces landed on the numbered wheel. Spins need to take place at the kiosks on the same day as they are earned; 200 points per spin. Guests will continue on their game board from where they left off on their previous visit. Points earned towards the promotion are base points only. Reward Play from the kiosk game is good for 7 days after redemption.

**Kiosk Prizes.**

Prizes will vary depending on the Prize Wheel outcome.

Kiosk Prizes range from:

- \$5 - \$1,000 Reward Play
- 25 – 1,000 Drawing tickets

Prize Wheel is activated when the player lands on or crosses the designated spaces with a Bonus Game marking on the game board: **Spaces 7 – 14 – 20 – 28 – 35 – 42 – 49 – 55**

Prizes will also be awarded for crossing the start/finish line on the game board:  
(called Laps in the game)

- Laps 1 & 2                      \$25 Reward Play
- Laps 3 & 4                      \$50 Reward Play
- Laps 5 & 6                      \$75 Reward Play
- Laps 7 & 8                      \$100 Reward Play
- Lap 9                              \$150 Reward Play
- Laps 10+                         \$200 Reward Play

- **Finale Drawing:**

**Sunday, January 29<sup>th</sup>, 2023**

**11am – Noon – 1pm – 2pm – 3pm – 4pm – 5pm**

This is a “Must be Present to Win” drawing. The only way to earn drawing tickets is by participating in the Road to Riches kiosk game January 1<sup>st</sup> – 28<sup>th</sup> 2022. PH&C has the sole authority to determine the winners and such decisions are final.

**Drawing Prizes:**

- 11am                      2 Winners                      \$10,000 Cash
- Noon                      15 Winners                      \$1,000 Reward Play
- 1pm                      20 Winners                      \$2,500 Reward Play
- 2pm                      5 Winners                      \$5,000 Cash
- 3pm                      20 Winners                      \$2,500 Reward Play
- 4pm                      15 Winners                      \$1,000 Reward Play
- 5pm                      1 Winner                      \$25,000 Cash

**How it Works:**

Initials \_\_\_\_\_

- Must be present to win / Check-in required
- All winners will have 10 minutes to come to the Promotions booth
- Unclaimed prizes will result in a redraw
- Redraw time frame will be cut to 5 minutes
- 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 10am; then must reactivate between each drawing.

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.

**7. 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.

**8. 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.

**9. 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.

**10. 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.

**11. 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 – Road to Riches  
1721 West Canal Street  
Milwaukee, WI 53233. Specify "Rules."

**12. 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 – Road to Riches  
1721 West Canal Street  
Milwaukee, WI 53233. Specify "Winners."

**13. 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.**