



## PROMOTIONS DEPARTMENT

### Run the Road

April 2020

### Official Rules

**1. Eligibility.**

**Run the Road** (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. Employees of Potawatomi Hotel & Casino (“PH&C”) are not eligible to participate in the entire promotion. The immediate family members of the Marketing Department, Player Development Department and Upper Management Team which includes Directors, Assistant Directors, Chief Financial Officer, Assistant General Manager and General Manager are not eligible to participate in the drawing portion of the promotion. An immediate family member is defined as a parent, sibling, child, spouse or any other person residing in the same household as employee.

**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 12 a.m. Central Time (CT), April 1<sup>st</sup>, 2020 and ends at 8 p.m. CT, April 30<sup>th</sup>, 2020 (the “Promotion Period”). PH&C’s computer is the official time-keeping device for this Promotion.

**4. 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 (Unlimited).
- **3x entries on day of the drawings**
- **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.*

**5. Free Entries.**

No purchase necessary. Void where prohibited. Any Fire Keeper's Club member may obtain their one-time free entries into the drawings based on club tier by swiping their club card at any Promotional Kiosk. Enter pin number and select the promotions tab, 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

**6. Drawing and Notification.**

Thursdays, April 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup> & 30<sup>th</sup> (skipping April 2<sup>nd</sup>)

- 6pm, 7pm, 8pm
  - 10 winners each hour
- 8:30pm
  - 3 hourly winners participate (no drawing)
- Guests must be present to win.
- Winners will have 10 minutes to come to the Promotions stage; after that the time frame will be cut to 5 minutes
- After checking in, winners will assemble at the staged area
- Every drawing, in the order their names were called, guests will pick to determine their prize.
- One of the guests at each drawing will be the winner; this is the guest who advances to the finals at 8:30pm
- At the finals, the hourly winners will pick again, in the order of their hourly win. The Grand Prize Winner wins a 2020 Toyota 4Runner 4x4
- Reward Play is good for 5 days
- Guests can win multiple times but only once per drawing time
- Entries carry over from week to week
- Guests can start activating their entries at 5 PM on Thursdays; then must reactivate between each drawings

Winners will be announced over PA system in Casino. Announcement is heard on gaming floor only; announcements may not be heard in other areas such as Bingo, restaurants, etc. 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.

## 7. Prizes (Weekly).

- 6 – 8PM Eliminated Guests: \$500 Reward Play (27)
- 6 - 8PM Winners: \$1,000 Reward Play (3)
- 8:30 PM Runner-Ups: \$2,500 Reward Play (2)
- 8:30 PM Winner: 2020 Toyota 4Runner 4x4 (Valued over \$42,500)  
Or Cash Option (\$25,000)

### **Approximate Retail Value: Depends on guest decisions**

**Please note:** The 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. 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. Guests will only receive one prize (the highest value) per turn from the Battle Fleet kiosk game.

## 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 – Run the Road  
1721 West Canal Street  
Milwaukee, WI 53233. Specify "Rules."

#### **13. List of Winners:**

For a copy of the list of winners, send a self-addressed, stamped envelope by end of promotion to: Promotions – Run the Road

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.**