



## PROMOTIONS DEPARTMENT

Candy Cane Lane

December 2020

Official Rules

1. **Eligibility. Candy Cane Lane** (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 is a kiosk promotion that 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 runs weekly, starting at 12:00 a.m. Central Time (CT) on Wednesdays in December and ends at 11:59 p.m. CT, on Fridays in December 2020 (The “Promotion Period”). PH&C’s computer is the official time-keeping device for this Promotion.
  - Wednesday, December 2 – Friday, December 4
  - Wednesday, December 9 – Friday, December 11
  - Wednesday, December 16 – Friday, December 18
  - Wednesday, December 23 – Friday, December 25
4. **How to Enter.** All Fire Keeper’s Club members may play the game each week. After earning the required points; to activate Reward Play, guests must swipe their Fire Keeper’s Club card into any promotional kiosk, enter pin number, select Monthly Promotions and then touch “Candy Cane Lane”. To play the game, guests need to hit the “Start” button each time they visit the kiosk. Offers are valid 12:00 a.m. to 11:59 p.m. weekly Wednesdays – Fridays in December 2020. 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.
6. **Drawing and Notification.** After earning the required points as noted in section 7 below, guests can play the Candy Cane Lane kiosk game and win Reward Play from 12:00 a.m. on Wednesdays to 11:59 p.m. on Fridays in December 2020. Guests need to be present to win. Guests can play each level once during the promotion. Levels 2 – 6 are achieved by total points earned, not additional points (EX. Guest will be able to play Level 2 once they have earned 600 points during the Promotion Period; they will not have to earn 800 points). Points earned towards the promotion are base points only.

Reward Play is good for 7 days after redemption. PH&C has the sole authority to determine the winners and such decisions are final.

**7. Prizes.** Prize includes the following:

- Prizes range from \$5 - \$200 Reward Play weekly
  - i. Reward play will vary depending on level reached
    - Level 1 – 200 Points = \$5 Reward Play
    - Level 2 – 600 Points = \$10 Reward Play
    - Level 3 – 1,000 Points = \$20 Reward Play
    - Level 4 – 2,500 Points = \$65 Reward Play
    - Level 5 – 5,000 Points = \$100 Reward Play
    - Level 6 – 10,000 Points = \$200 Reward Play

**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 a condition 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 – Candy Cane Lane, 1721 West Canal Street, Milwaukee, WI 53233. Specify "Rules."

**13. List of Winners:** N/A

**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.**