



# PROMOTIONS

rules & regulations

**Promo Name**

Slots Exclusive Giveaway

**Promo Month**

24-December

**Promo Dates**Monday, December 30<sup>th</sup>,  
2024**Overview:**

- a) FireKeepers Casino Hotel intends to hold a cash and Red Hot Credits Slots Exclusive promotion on Monday, December 30<sup>th</sup> for all slot players.
- b) All Red Hot Rewards Club members can earn entries starting December 1 at 12 AM through December 30 at 11 PM by playing slot machines.

**Promotion Details**

- a) On December 30 at 2 pm, two (2) winners will be selected to receive \$2,500 Cash and \$2,500 RHC
- b) On December 30 at 4 pm, two (2) winners will be selected to receive \$5,000 Cash and \$2,500 RHC
- c) On December 30 at 6 pm, three (3) winners will be selected to receive \$7,500 Cash and \$2,500 RHC
- d) On December 30 at 8 pm, three (3) winners will be selected to receive \$7,500 Cash and \$5,000 RHC
- e) On December 30 at 10 pm, two (2) winners will be selected to receive \$10,000 Cash and \$10,000 RHC
- f) On December 30 at 11 pm, one (1) winner will be selected to receive \$5,000 Cash and \$5,000 RHC

**Drawing Times – December 30**

Time	Quantity	Prize
2:00 pm	2	\$2,500 Cash and \$2,500 RHC (or \$5,000 RHC)
4:00pm	2	\$5,000 Cash and \$2,500 RHC (or \$7,500 RHC)
6:00pm	3	\$7,500 Cash and \$2,500 RHC (or \$10,000 RHC)
8:00pm	3	\$7,500 Cash and \$5,000 RHC (or \$12,500 RHC)
10:00pm	2	\$10,000 Cash and \$10,000 RHC (or \$20,000 RHC)
11:00pm	1	\$5,000 Cash and \$5,000 RHC (or \$10,000 RHC)

**Total Promotional Value – December 30**

Number of Days	Number of Winners	Total Cash Value
1	13	<b>Total Cash Cost: \$85,000 Cash</b> <b>Total RHC Cost: \$57,500 in Red Hot Credits</b> <b>Combined total of \$142,500</b>

		<p><b>***TBD on total amount including RHC Options ***Cash funds are provided from slots progressive funds.</b></p>
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## Promotion Staffing

- a) Marketing Representatives will be available at the club booth located in FireKeepers Casino Hotel's main lobby to verify patron eligibility. Patrons will take their valid government photo identification and their FireKeepers' Red Hot Rewards Club card to the Marketing Representative. When a patron has moved, the system will be updated provided the other relative information can be verified, such as the birth date and social security number. A Marketing Supervisor will be notified of any issues that cannot be resolved by the above process.
- b) Marketing Representatives will be available at the promotional area for drawings on December 30.

## Entry Distribution

- a) All slot players will receive one (1) free entry for the promotion.
  - a. Entry activation rules apply.
- b) One (1) additional entry is collected for every 100 points earned through carded play at any slot machine December 1 – December 30.

## Entry Activation

- a) December 30 all entries collected must be activated within one (1) hour prior to any drawing time to be eligible for prizes.
  1. Activating entries while playing a slot machine:
    - Must activate entries on drawing day by inserting your Red Hot Rewards card into a machine during the activation window.
    - To continue eligibility for other drawings, patrons who are actively playing with their Red Hot Rewards club card must remove and re-insert their player's card during the activation window.
  2. All patrons can swipe their player's card at any Atrient promotional kiosk located inside FireKeepers Casino Hotel to activate their entries.

## Prize Redemption

- a) In order to pay winners of the any cash or any vehicle, a Marketing Representative will need to complete a three-part "Promotion Pay-Out" form. All Promotion Pay-Out forms must be approved by a Marketing Supervisor prior to prize issuance.
- b) At a minimum, the names and Red Hot Reward card numbers of the winning patrons will be obtained by a Marketing Representative and documented on a "Winners Log," which will be retained by the Marketing Department with a copy forwarded to the Income Audit Department.
- c) A coupon for each prize will be attached to the patrons account to show redemption of the prize.

## Rules & Regulations

- Must be a Red Hot Rewards Club member - membership is free.
- Must be present to win. All prizes must be claimed by the announced winner.
- Must be 21 years of age or older and provide one of the following current forms of identification: valid driver's license, government photo ID, military photo ID, passport, state issued ID & NHBP Tribal ID. In the event the photo ID does not have the patron's address the following must be provided for verification: current pay stub, or current utility bill. In the event the patron's ID does not have a picture, but has the patron's current address, the patron must provide one of the following for verification: military photo ID, passport, government photo ID.
- It is the responsibility of each Red Hot Rewards member participating in the promotion to make sure he/she is using his/her authorized card and that the card is working properly. If a card is not working properly, a duplicate card may be obtained free of charge at any Red Hot Rewards booth in the casino.
- Entries are only earned while playing slot machines with a Red Hot Rewards Club card.
- All winning entries will be marked as redeemed on the patrons account and the winning entry will no longer be eligible for subsequent drawings.
- Limit of one (1) win per person at 2 PM – 11 PM.
- On December 30 the names of drawn winners will be called over the FireKeepers Casino Hotel main casino PA system and displayed on LCD screens throughout the property immediately following drawing.
- Each winner will have 10 minutes to claim their prize. In the event that the winner does not claim their prize, another winner will be randomly selected, continuing until a winner claims or until the 4<sup>th</sup> draw.
- At 11 PM, the winner will have 10 minutes to claim. In the event that the winner does not claim the prize by 11:10 PM another winner will be randomly selected, continuing until a winner is declared.
- Any remaining prizes that are not claimed will be drawn through a hot seat after the 10 PM drawing is complete.
- Management reserves the right in its sole discretion to conduct a winner verification process for claimed winners and, in such case, will make good faith efforts to complete the winner verification process as soon as reasonably possible.
- On December 30, all entries must be activated within one hour prior to the drawing time to be eligible for prizes. Must activate entries on drawing day by inserting your Red Hot Rewards card into an eligible machine during the activation window. To continue eligibility for other drawings, patrons who are actively playing with their Red Hot Rewards club card must remove and re-insert their player's card during the activation window. All players can also activate their entries by swiping their Red Hot Rewards Club card at the promotional kiosk during the activation window.
- In the event of an electronic drawing system failure during a promotion, selection/s will be made by random rewards, a hot seat selection in patron management, until the system is restored. If both drawing systems fail the promotion will be put on hold until one of the two systems are restored. Any drawings that were missed will be completed upon one of the system being restored.
- FireKeepers Casino Hotel licensed employees are not eligible.
- Entry into promotion gives FireKeepers Casino Hotel consent to use names and likeness of promotion winners for promotional purposes without further compensation.
- Each winner is responsible for paying any and all taxes on any prizes won and must authorize the deduction of taxes if any.

- FireKeepers Casino Hotel reserves the right to deny participants, change, modify or cancel the promotion without notice.
- NHBP Tribal Council and Gaming Commission members are ineligible to participate in any promotions.
- Any dispute in this promotion must be directed to the Vice President of Marketing. If needed the NHBP gaming commission will become involved for a resolution process.

