



## Promotional Rules

### Blanket Rule

#### Gift Promotion – Monday, Tuesday, Friday and Optimum Plus Sunday

##### 1. Promotional Rules Policy

- a. To outline the Blanket Rule for the Monday, Tuesday, Friday and Optimum Plus Sunday Gift Giveaway promotion.
- b. Please direct all charges to Marketing 8380.00.045

##### 2. Purpose

- a. To provide a written procedure for the “Blanket” Gift promotional day of Monday, Tuesday and Friday and Optimum Plus Sunday. Guest will receive one gift each week. Additionally, Optimum Plus guest may receive their gift on Sundays. The blanket gift promotional period will begin in January 1, 2021 and be in effect through December 31, 2021 or until further notice.

##### 3. Policy

- a. Mondays - qualified Players Club Members are eligible to receive one gift piece from Noon to 8:00 pm at the Players Club; or
- b. Tuesdays - qualified Players Club Members are eligible to receive one gift piece from Noon to 8:00 pm at the Players Club; or
- c. Fridays - qualified Players Club Members are eligible to receive one gift piece from Noon to 8:00 pm at the Players Club .
- d. Optimum Plus Sundays – Optimum Plus Players Club Members are eligible to receive one gift piece from Noon to 8:00 pm at the Players Club.
- e. Only one (1) gift will be redeemable each promotional week.
  - i. Free Qualifiers: Criteria determined by Casino Management based on average daily theoretical (ADT) during rating period.
    - a. Free Gift Qualified Players Club Member will activate a comp voucher for a free gift by inserting their card into a Slot machine or opening a Table Game rating.
    - b. Once the free comp voucher is activated, the free gift qualifier will visit the Players Club and the Players Club Representative will redeem the gift in voucher status. *Note: This will allow track- ability of the cost of the gift through the voucher.*
    - c. Once activated, unredeemed vouchers will remain active in voucher status from Monday through Friday (up to 5 days) and the voucher will expire on Friday after midnight at the end of the promotional week period for each unique gift.
    - d. Optimum Plus guest may also redeem their gift on Sundays. Not all Optimum Plus guest will qualify for a free gift. Once activated, unredeemed vouchers will remain active in voucher status from Monday through Sunday (up to 7 days) and the voucher for Optimum Plus guest will expire on Sunday after midnight at the end of the promotional week period for each unique gift.
  - ii. Earn 50 Points: All other Players Club Members must earn 50 base points on Monday, Tuesday or Friday between 12:00 am–8:00 pm to qualify for a gift. Additionally, Optimum Plus guest may redeem their gift on Sundays. Not all Optimum Plus guest will qualify for a free gift and must earn 50 base points on Monday, Tuesday, Friday or Sundays.



- a. Guest who must earn 50 base points will earn points as described in 3.d.ii above. On the promotional days, once a guest has earned 50 base points, a comp voucher will be generated and will be available to redeem in voucher status.
- b. Once 50 base points has been earned, the comp voucher will activate and the guest will visit the Players Club to receive their gift. The Players Club Representative will redeem the gift in voucher status.
- c. Once activated, unredeemed vouchers will remain active in voucher status from Monday through Friday (up to 5 days) and the voucher will expire on Friday after midnight at the end of the promotional week period.
- d. **Optimum Plus Guest:** Once activated, unredeemed vouchers will remain active in voucher status from Monday through Sunday (up to 7 days) and the voucher will expire on Friday after midnight at the end of the promotional week period.
- e. Guest will not be required to redeem the voucher on the day the voucher was earned and can return on the next day of the promotional week to redeem their gift (i.e. if 50 base points has been earned on Monday and the comp voucher is left unredeemed, guest may return to pick up gift earned on Monday on the next day, Tuesday of the same promotional week or Friday of the same promotional week).
- f. **Optimum Plus Guest** will not be required to redeem the voucher on the day the voucher was earned and can return on the next day of the promotional week to redeem their gift (i.e. if 50 base points has been earned on Monday and the comp voucher is left unredeemed, guest may return to pick up gift earned on Monday on the next day, Tuesday of the same promotional week, Friday of the same promotional week, or Sunday of the same promotional week).
- g. The earning process with restart each Monday of the following week.
- iii. Offer is limited to one gift per promo week.
- iv. **Raincheck Incentive:** In the event that the Players Club runs out of the weekly gift piece, a rain check incentive in the amount of \$15 in Pauma Play will be issued to the Qualified Players Club Member.
  - a. **Issuance of Raincheck Incentive:** The raincheck incentive guest will be tracked through an event swipe or manual Pauma Play. The offer of \$15 in Pauma Play will be delivered through Synkros and the Raincheck Pauma Play will be valid for 48 hours or it will expire.
- v. **VIP QUALIFIERS:** Each month, the VIP qualifiers will be reevaluated. Qualification will be determined monthly at the discretion of the Marketing Management Team and will coincide with the monthly mailer qualifiers.
- vi. Management reserves the right to cancel or modify this promotion at any time.
- f. **Discretionary Gift: On Mondays, Tuesdays, Fridays or Optimum Plus Sunday, a gift may be awarded after 8:00 pm at management discretion.** (Free qualifiers and 50 base point earners)
  - i. Discretionary gift awards will be redeemed in comp voucher status (if comp voucher is available under voucher status).
  - ii. If comp voucher status is not available, then Discretionary gift awards will be issued a manual comp voucher and will be redeemed in voucher status. The manual voucher will be available for redemption each Monday, Tuesday, Friday or Optimum Plus Sunday of the promotional period.

#### **Audit Provisions**

PAUMA GAMING COMMISSION

12/29/20



YOUR CASINO

- Each promotional week, Marketing Analyst will pull reports to review the following:
  - Free qualifiers are correctly redeemed
  - 50 point qualifiers (Noon-8:00pm) are correctly redeemed
  - Rainchecks were issued correctly
  - Discretionary Gift
- Discrepancies are sent the Players Club Management Team (i.e. Players Club Manager, Supervisor, Lead and the Database Manager).
- Players Club Manager, Supervisor or Lead will review discrepancies and provide a response to the Marketing Analyst and Database Manager as required.
- Repeat discrepancies (same Players Club Representative) will be addressed by the Players Club Manager.