



# Lucky North Club New Member Email Enrollment Free Play

## Promotion Rules

1. **Promotion Period:**
  - Tuesday, January 1, 2019 at 8am through Monday, April 1, 2019 at 4am
2. **Redemption Period:**
  - Date of Enrollment plus two (2) weeks
3. **Prize(s):**
  - \$10 Free Play
4. **Public Notice:**
  - New Member Email Enrollment Free Play is advertised to the public through property signage, direct eblast notification and Promotional Rules available at the Lucky North Club Player Rewards Booth in the casino and at [jakes58.com](http://jakes58.com).
5. **Rules:**
  - The Promotion is for qualified non-Members who may be eligible to enroll as a New Member of the Lucky North Club and who provide a valid email address during enrollment.
  - The non-Member must present a valid government-issued photo I.D. at the Lucky North Club Player Rewards Booth.
  - The non-Member signs up for a New Lucky North Club Player Rewards Account and must opt-in to receive electronic messaging.
  - After successfully enrolling in the Lucky North Club and submitting a valid email address, the New Member will receive a direct email offer to the email address provided during sign-up, notifying the Member of the \$10 Free Play Prize.
  - The Member may redeem the \$10 Free Play Prize after receiving the direct email offer.
  - The Member must return to the Lucky North Club Player Rewards Booth within two weeks (14 days) and present the direct email offer to a Lucky North Club Player Rewards Representative to redeem.
  - The Lucky North Player Rewards Representative will verify the Member's Lucky North Club Player Rewards Card, valid government-issued photo I.D. and direct email offer.
  - The Lucky North Club Player Rewards Representative will send the Prize to the gaming machine's Player Rewards Display.
  - The Member will insert their Lucky North Club Player Rewards Card in the gaming machine.
  - The Member will select the Reward Button on the main menu screen of the Player Reward Display.
  - The Member will locate their New Member Email Enrollment Free Play Voucher, press the Print My Reward Button and the Member will be prompted to input Member's security PIN.

- The Member will then wait at the gaming machine for the Free Play Voucher to print.
- Free Play is only valid on Video Lottery Terminal gaming machines, and excludes Electronic Table Games.
- The Prize will only be distributed within the Member's Redemption Period, as noted on the Email Offer.
- Prize may only be redeemed once per New Lucky North Club Member Account.
- This Offer may not be combined with any other New Member Offer.

**6. General:**

- Must not have an existing Jake's 58 Lucky North Club Account and must sign up as a New Lucky North Club Member during the Promotion Period using a Promotional Card received from a Gaming Services Representative.
- Membership is free to those who are 18 years or older that can present a valid state or federally issued picture I.D.
- Valid government-issued photo identification must be presented prior to receiving offer.
- Any offers relating to this promotion are non-transferable, assignable, or redeemable for cash, unless otherwise stated.
- Only the person identified as the qualified participant in promotion will be eligible to claim any benefit of Lucky North Club or claim any promotion award.
- A claim of benefit or claim of award by any person other than the person identified as the qualified participant in promotion will be void and the person rendered ineligible for future promotions.
- Recipients acknowledge all restrictions, expiration dates and liabilities.
- Jake's 58 Hotel & Casino is not responsible for typographical or printing errors, or any mechanical or technical malfunctions that may occur during a promotion.
- Promotion information can be obtained at the Lucky North Club Player Rewards Booth and [jakes58.com](http://jakes58.com).
- Any person attempting to defraud or in any way tamper with the promotion mechanics and/or implementation will be declared ineligible and may be prosecuted to the full extent of the law.
- Jake's 58 Hotel & Casino reserves the right to make changes in the rules of this promotion, facilitate manually, or cancel all or any part of it and not award any offer for any reason at any time without prior notice.
- Jake's 58 Hotel & Casino reserves the right to delay promotion engagement due to unforeseeable issues until such time as the promotion may proceed.

**7. Eligibility:**

- Based on trackable activity. The following persons or categories of persons are not eligible to participate: employees of Jake's 58 Hotel & Casino and its subsidiaries and affiliates, people key licensed or employed by the New York State Gaming Commission; vendors directly associated with this contest, their subsidiaries, affiliates and agencies, and any immediate family members residing in the same household of any of the foregoing individuals. Any licensee, registrant, contractor, subcontractor, consultant, officer, or employee of a contractor, subcontractor, licensee, registrant or consultant, that is directly involved in the operation or observation of New York State video gaming or New York State video gaming drawings or the processing of New York State video gaming prize claims or payments. All federal, state and local rules and regulations apply. Void where prohibited or restricted by law. Participants are responsible to ensure that his or her Lucky North Club card is

properly inserted into the card reader. By participating in this promotion, participants agree to abide by all terms of these official rules.

**8. Limit of Participation:**

- By participating in promotion, participants agree to abide by all terms of these official rules. Jake's 58 Hotel & Casino, their respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents are not responsible for any late, lost, incorrect, misdirected or inaccurate entry information; human error; technical malfunctions; failures, omission, interruption, deletion or defect of any telephone network, computer on-line system, computer equipment, servers, providers, software or satellite transmission, including any injury or damage to participant or any other person relating to or resulting from participation in this promotion. Furthermore, neither sponsors nor any of the aforementioned are responsible for theft, tampering, destruction or unauthorized access to, or alteration of, applications, data processing that is processed late, incorrectly or is incomplete or lost due to computer or electronic malfunction; printing or other errors; or any combination thereof. False and/or deceptive entries or acts shall render participants ineligible. Promotional offer materials that have been tampered with or altered are void.

**9. Terms and Conditions:**

- This promotion is subject to all applicable federal, state and local laws. By participating, guests agree to be bound by these Official Rules and the decisions of Jake's 58 Hotel & Casino and waive any right to claim ambiguity in the promotion or these Official Rules.

**10. Liability:**

- Participants also agree to release, discharge, indemnify, and hold harmless the Sponsor, vendors associated with this promotion and the respective officers and employees of these entities, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize or participation in this promotion.

**11. Sponsor:**

- Jake's 58 Hotel & Casino, 3635 Express Drive North, Islandia, NY 11749

**12. Promotion Administrator:**

- Jake's 58 Hotel & Casino is responsible for overseeing the promotion, and whose decisions will be considered final regarding all matters related to this promotion.

**13. Copyright:**

- Jake's 58 Hotel & Casino claims a copyright in this promotion and all accompanying materials. No portion of this promotion or the accompanying materials may be duplicated, manipulated, or redistributed in any form. Violators of the copyright of Jake's 58 Hotel & Casino are subject to prosecution.