



PROMOTIONS DEPARTMENT

Official Rules

Unreel Treasures

Milwaukee Location

May 2025

1. Eligibility.

Unreel Treasures is open to those 21 years of age or older at the time of entry and must not be listed in the Potawatomi Casino | Hotel Banned Patron List. Must have a valid Players Club card to enter; membership is free. Employees of Potawatomi Casino | Hotel (“PCH”) and the immediate family members of the Marketing Department, VIP Services 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 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 PCH, 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), May 1st, 2025 and ends at 8:00p.m. Central Time (CT) May 29th, 2025.

Drawing Dates: Each Thursday in May 1st, 8th, 15th, 22nd & 29th, 2025.

(The “Promotion Period”). PCH computer is the official time-keeping device for this Promotion.

4. How to Enter.

All guests who have a Players Club card may enter.

- **Earn Entries:** Guests can receive entries for every 100 tier credits earned on their club card starting at midnight May 1st through 8 p.m. May 29th, 2025.
- **3x entries on drawing days**
- **Activate Entries:** To activate entries for electronic drawings swipe the Players Club card into any promotional kiosk, enter pin number and select the Promotion 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 Players 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 PCH and will not be returned.

5. Free Entries.

No purchase necessary. Void where prohibited. Any Players Club member may obtain their free entries into each of 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:

Spark: 5
Ember: 10
Ignite: 25
Blaze: 50
Flame: 75

6. Drawing and Notification.

Thursdays, May 1-8-15-22 & 29, 2025

Drawings:

5pm, 6pm, 7pm, 8pm

- 10 Players / Winners each hour
 - (7) Eliminated Players receive \$500 Reward Play
 - (1) Game Winner wins \$7,500 in cash or Reward Play (Winner will have the choice to select cash or reward play)
 - (2) Game runner-up winners win \$2,000 Reward Play

How it Works:

- Check-in required
- Winners will be announced over the loud speaker.
- Winners will have 10 minutes to check-in with Promotions; after that the time frame will be cut to 5 minutes
- After checking in, the 10 winners will assemble at the staged area
- Winners will select envelopes to determine who plays Unreel Treasures
- Reward Play is valid for 7 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 one hour before the first drawing; then must reactivate between each drawing.
- **Unreel Treasures:**
 - Unreel Treasures is a three-player game. Unreel Treasures is a HIGH/LOW game, with the goal of being the first to get 5 in a row. There are 24 numbers on the board.
 - The game randomly selects a starting number.
 - Player one verbally makes a guess whether the next number selected will be higher or lower than the current number.
 - The operator starts the randomizer and the game randomly selects the next number.
 - After the randomizer bounces around the outside of the screen, it stops on a number.
 - If the player is correct, that spot fills in on the board.
 - If the player is wrong, that spot stays open on the board.
 - Right or Wrong, that number landed on is the next number that is in play.
 - The game then moves to Player 2, and the process is repeated.
 - The game then moves to Player 3, and the process is repeated. After Player 3's turn, the game moves back to Player 1. If a Player gets 5 in a row, that player is the winner of the game, with a preset prize that is set up in the Settings screen when you first start the game.

- The other two players win equal 2nd Place prizes, which is also a preset prize that is set up in the Settings screen.

7. Prizes:

Hourly Drawings:

5pm – 8pm

10 Winners

- (7) Eliminated Winners - \$500 Reward Play
- (1) Banko Game Winner - \$7,500 Cash or Reward Play (Winner will have the choice to select cash or reward play)
- (2) Banko Runner-up's - \$2,000 Reward Play each

Event Valued at up to: \$300,000 (\$150,000 Reward Play (Eliminated Player Prizes = 70,000 + Runner-up Players Prizes = \$80,000) + \$150,000 Cash (Unreel Treasures Winner; choice of Cash or 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 Players Club card to claim prize. A valid ID includes any government-issued ID such as a driver's license, passport or state ID card.

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 must provide valid picture identification and a Players Club card to claim prize. Prizes are not transferrable or assignable. No substitution allowed except by PCH, 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.

8. 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.

9. 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, PCH 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. PCH 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, PCH reserves the right to seek damages from any such person to the fullest extent of the law. PCH's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. 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.

11. 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 / Unreel Treasures - May 2025

1721 West Canal St.

Milwaukee, WI 53233. Specify “Rules”

12. List of Winners: N/A

Promotions / Unreel Treasures- May 2025

1721 West Canal St.

Milwaukee, WI 53233. Specify “Winners”

13. 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 PCH. **All decisions made by PCH Management are final.**