Marketing Promotions February

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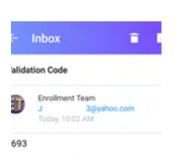
STAY IN THE LOOP (EMAIL CAMPAIGN) (VQ, WHP, LB & STM)



WHAT: ATRIENT EMAIL VERIFICATION PROMOTION| STAY IN THE LOOP WHEN: ONGOING UNTIL TERMINATED WHO: PLAYERS CLUB MEMBERS WHERE: THE CARD KIOSK DETAILS: ENTER YOUR EMAIL ADDRESS AT THE CARD KIOSK FOR \$5 FBP How To: • GUEST MUST ENTER A VALID EMAIL ADDRESS • ONCE AN EMAIL ADDRESS IS ENTERED ATRIENT WILL SEND A (FOUR DIGIT) VERIFICATION CODE VIA EMAIL • ONCE THE GUEST RECEIVES THEIR CODE THEY MUST ENTER IT ON THE CARD KIOSK

• ONCE THE EMAIL IS VERIFIED, THE GAME "RED HOT SCRATCH OFF" WILL APPEAR FOR \$5 FBP (VALID FOR 24 HOURS).
• PROMOTION CAN ONLY BE DONE ONCE PER ACCOUNT









STAY IN THE LOOP (TEXT CAMPAIGN) (VQ, WHP, LB & STM)



WHAT: STAY IN THE LOOP

WHEN: ONGOING UNTIL TERMINATED | DRAWING, LAST TUESDAY OF EVERY MONTH

WHO: ALL PLAYERS CLUB MEMBERS

WHERE: ANYWHERE FROM A CELLULAR PHONE DETAILS:

1. TEXT 'GILA' TO '24560' 2. RECEIVE A LINK TO A DIGITAL ENTRY FORM 3. SUBMITTING AN ENTRY FORM AUTOMATICALLY ENROLLS YOU INTO THE TEXT CAMPAIGN AND MONTHLY DRAWING 4. MUST BE OPTED-IN TO THE TEXT PROGRAM AT THE TIME OF DRAWING TO WIN 5. GUESTS WILL RECEIVE UP TO 10 TEXT MESSAGES PER MONTH 6. ENTRIES WILL REMAIN IN DRAWING UNTIL THE END OF PROMOTION 7. GUESTS ARE ELIGIBLE TO WIN ONCE PER DRAWING 8. GUESTS WILL HAVE 7 DAYS TO CLAIM THEIR PRIZE 9. DRAWING WILL BE CONDUCTED BY TRADEABLE BITS 10. WINNERS WILL BE CONTACTED VIA SMS 11. NO REDRAWS FOR FORFEITED PRIZES OR DISQUALIFIED GUESTS 12. WINNERS WILL BE ANNOUNCED ON SOCIAL MEDIA FOLLOWING THE DRAWING 13. PRIZES MAY CHANGE BUT WILL BE ANNOUNCED PRIOR TO THE NEW DRAWING MONTH 14. PLAYERS CLUB WILL RECEIVE THE WINNERS LIST OF THE GUESTS AND CODES ON THE DRAWING DAY

SWIPES FOR SERVICE SWIPE & WIN (VQ, WHP, LB & STM)



WHAT: SWIPES FOR SERVICE

WHEN: MONDAY- FRIDAY | 12:01AM- 11:59PM

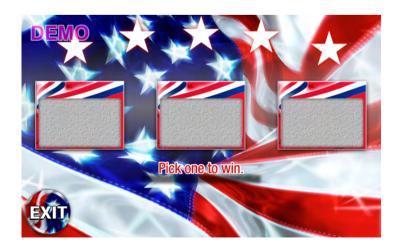
WHO: ACTIVE AND RETIRED MILITARY PLAYERS CLUB MEMBERS | EXCLUDES SPOUSES

WHERE: ANY THE CARD KIOSK OR MOBILE APP.

DETAILS:

ELIGIBLE PLAYERS CLUB MEMBERS CAN PLAY A SWIPE AND WIN GAME AT THE CARD KIOSK OR ON THE MOBILE APP ONCE A WEEK, MONDAY THROUGH FRIDAY AT EITHER LONE BUTTE, VEE QUIVA OR WILD HORSE PASS RESORTS AND CASINO. FREE BONUS PLAY PRIZES RANGE FROM \$5 - \$100. FREE BONUS PLAY WILL BE VALID FOR 24 HOURS.

ELIGIBLE PLAYERS CLUB MEMBERS WILL RECEIVE A VOUCHER FOR A 15% DISCOUNT TOWARD SELECT FOOD PURCHASE. DISCOUNT DOES NOT APPLY TOWARD TOBACCO PRODUCTS, PACKAGED FOODS OR BOTTLED DRINKS, AND DISCOUNTED ITEMS. COUPON MAY ONLY BE USED ONCE AND CANNOT BE COMBINED WITH OTHER OFFERS. DISCOUNT VOUCHER IS ONLY VALID THE DAY IT WAS PRINTED.



CLUB CLASSIC SWIPE & WIN (VQ, WHP, LB & STM)



WHAT: CLUB CLASSIC

WHEN: TUESDAYS | 7AM - 2PM

WHO: ALL PLAYERS CLUB MEMBERS WHO ARE 50 YEARS OR OLDER | EXCLUDES ALL TEAM MEMBERS WHERE: ANY THE CARD KIOSK OR MOBILE APP.

DETAILS:

GUEST 50 OR OLDER MAY OBTAIN (1) FREE SWIPE PER WEEK ON THE "CLUB CLASSIC SWIPE &WIN" GAME EVERY TUESDAY. Emerald Guest Will Win a minimum of \$5, ruby minimum of \$10, gold minimum of \$15, platinum of minimum of \$20 and Invitational Guest Will Receive a minimum of \$25 in free bonus play. Free Bonus play is valid for 24 hours.



BORN LUCKY BIRTHDAY SWIPE & WIN (VQ, WHP, LB & STM)



WHAT: BORN LUCKY

WHEN: ON GUESTS BIRTHDAY ONLY | 12:01AM- 11:59PM WHO: PLAYERS CLUB MEMBERS

WHERE: ANY THE CARD KIOSK OR MOBILE APP.

DETAILS: ON THEIR BIRTHDAY, GUESTS CAN SWIPE AT ANY THE CARD KIOSK OR PLAY ON THE MOBILE APP FOR A CHANCE TO INSTANTLY WIN UP TO \$150 IN FREE BONUS PLAY. FREE BONUS PLAY IS VALID FOR 24 HOURS. BORN LUCKY BIRTHDAY SWIPE & WIN (VQ, WHP, LB & STM)

VALLEY VAULT (VQ, WHP, LB & STM)



WHAT: \$4,000,000 VALLEY VAULT PROGRESSIVE

WHEN: MONDAY - FRIDAY FROM 10A-10P

WHO: PLAYER'S CLUB MEMBERS

DETAILS:

JACKPOT STARTS AT \$5,000 AND MUST HIT BY \$15,000

JACKPOT PRIZE WILL BE ISSUED IN FREE BONUS PLAY!

ONCE JACKPOT HITS, EVERYONE ACTIVELY PLAYING ALSO EARNS \$25 FREE BONUS PLAY!

MUST BE PLAYING WITH THE CARD TO WIN!

ELIGIBLE ON ALL GAMING MACHINES EXCLUDING: WIDE AREA PROGRESSIVE SLOTS AND ELECTRIC TABLE GAMES.

\$1,000,000 SHOWDOWN ULTIMATE SCORE (VQ, WHP, LB, STM)



WHAT: \$1,000,000 SHOWDOWN ULTIMATE SCORE WHEN: FEBRUARY 1 – FEBRUARY 11, 2024. WHO: PLAYERS CLUB MEMBERS WHERE: WILD HORSE PASS, LONE BUTTE, VEE QUIVA, AND SANTAN MOUNTAIN DETAILS: BIG GAME PROP CARD, SUPER DRAWINGS, AND RESERVED SEATING!

BIG GAME PROP CARD: WIN UP TO \$100,000 CASH!

MAKE PREDICTIONS ON THE BIG GAME TO WIN BIG PRIZES. GUESTS CAN CLAIM A FREE 25-QUESTION PROP CARD, TO BE SUBMITTED ONLINE AT GILAMILLIONDOLLARSHOWDOWN.COM. GUESTS CAN EARN AN ADDITIONAL PROP CARD FOR EVERY 150 POINTS EARNED ON THE CARD. MAX OF 25 ADDITIONAL PROP CARDS CAN BE EARNED. PROP CARDS MUST BE SUBMITTED ONLINE AND ACTIVATED AT ANY PROMOTIONAL KIOSK BETWEEN FEBRUARY 5 AND FEBRUARY 10, 2024.

SUPER DRAWINGS: WIN CARDINALS MEMORABILIA • RESORT STAYS • FREE BONUS PLAY!

DRAWINGS WILL BE HELD SIMULTANEOUSLY AT WILD HORSE PASS, LONE BUTTE, VEE QUIVA, AND SANTAN MOUNTAIN ON SUNDAY, FEBRUARY 11, 2024 AT 11:00AM, 12:00PM, 1:00PM, AND 2:00PM. FOUR (4) WINNERS WILL BE DRAWN EACH HOUR. A TOTAL OF SIXTEEN (16) WINNERS WILL BE DRAWN ON THE PROMOTION DAY. DRAWING PRIZES INCLUDE; RESORT STAY (\$299 VALUE), SIGNED HELMET (\$200 VALUE), SIGNED FOOTBALL (\$150 VALUE), \$500 FREE BONUS PLAY, AND \$250 FREE BONUS PLAY.

SECURE YOUR SEAT FOR THE BIG GAME: O RESERVED SEATING IN THE BETMGM SPORTSBOOK AT WILD HORSE PASS AND SANTAN MOUNTAIN O TO RESERVE: WILD HORSE PASS: VISIT THE BETMGM SPORTSBOOK OR CALL 1-800-WIN-GILA EXT. 7377 SANTAN MOUNTAIN: VISIT HTTPS://GILARIVERSTM.IDAYPASS.COM/

\$100,000 PUNCH OUT PAYDAY (VQ, WHP, LB, STM)



WHAT: \$100,000 PUNCH OUT PAYDAY WHEN: JANUARY 3, 2024 – MARCH 27, 2024 | 4P, 6P AND 8P. WHO: PLAYER'S CLUB MEMBERS

ELIGIBILITY: OPEN TO ALL ELIGIBLE GILA RIVER CASINOS PLAYERS CLUB MEMBERS. MEMBERS MUST BE AGED 21 OR OLDER. MARKETING TEAM MEMBERS, THEIR IMMEDIATE FAMILY (FATHER, MOTHER, SISTER, BROTHER, SPOUSE, CHILDREN, GRANDPARENTS, AUNT & UNCLE) AND HOUSEHOLD MEMBERS OF MARKETING TEAM MEMBERS, AND GRGE TEAM MEMBERS ARE EXCLUDED FROM PARTICIPATION IN PROMOTIONS, LOTTERIES AND TOURNAMENTS. BY PARTICIPATING, YOU AGREE TO THESE OFFICIAL RULES AND ALL DECISIONS OF GILA RIVER GAMING ENTERPRISES (GRGE), WHICH ARE FINAL AND BINDING IN ALL RESPECTS.

ADDITIONAL ENTRY METHODS: ONE (1) ADDITIONAL ENTRY IS EARNED FOR EVERY ONE HUNDRED-FIFTY (150) BASE POINTS EARNED ON THE CARD ON WEDNESDAYS.PLAYERS CLUB MEMBERS MAY RECEIVE BONUS ENTRIES FOR THE DRAWING VIA ADVERTISEMENTS REDEEMABLE AT THE CARD KIOSKS OR AT THE PLAYERS CLUB AT MANAGEMENT'S DISCRETION. ENTRIES DO NOT ROLL OVER TO THE NEXT PROMOTION DATE.

PRIZE DRAWING: THE DRAWINGS WILL BE HELD AT 4PM, 6PM, 8PM EVERY WEDNESDAY AT WILD HORSE PASS, VEE QUIVA, LONE BUTTE, AND SANTAN MOUNTAIN. TWO (2) WINNERS WILL BE CHOSEN EACH HOUR, EACH PROMOTION DAY. A TOTAL OF FOUR (4) WINNERS WILL BE DRAWN ON THE PROMOTION DAY.

GAME FLOW AND PRIZES: THE DRAWINGS WILL BE HELD AT 4PM, 6PM AND 8PM EVERY WEDNESDAY AT WILD HORSE PASS, VEE QUIVA, LONE BUTTE, AND SANTAN MOUNTAIN.TWO (2) WINNERS WILL BE CHOSEN AT EACH DRAWING, EACH PROMOTION DAY. A TOTAL OF SIX (6) WINNERS WILL BE DRAWN ON THE PROMOTION DAY. IF A WINNER DOES NOT RESPOND IN THE REQUIRED FOUR (4) MINUTE TIME PERIOD OR IS DEEMED TO BE INELIGIBLE, ANOTHER NAME WILL BE DRAWN UNTIL A VERIFIED WINNER IS CONFIRMED. IN THE ORDER THE GUESTS WERE DRAWN, THEY WILL GET TO 'PUNCH' THROUGH HOLES ON A GAMEBOARD TO REVEAL PRIZES. THE WINNERS WILL ALTERNATE TURNS PUNCHING THROUGH THE HOLES. EACH WINNER GETS TO PUNCH UP TO THREE (3) HOLES. THE GUEST CAN STOP AFTER ANY PUNCH IF THEY CHOOSE TO KEEP THE PRIZE REVEALED AND DO NOT WANT TO RISK PICKING A PRIZE THEY DON'T WANT. THE FINAL HOLE THAT THEY PUNCH WILL BE THE ONLY PRIZE THEY WIN. THE PRIZES DO NOT ACCUMULATE OR ADD UP. THE GAMEBOARD WILL HAVE TWENTY (20) HOLES TO CHOOSE FROM AND THE PRIZES WILL BE RANDOMLY PLACED IN EACH HOLE. PRIZES AND QUANTITIES ARE AS FOLLOWS:

> CASH ICON (1) WILD HORSE PASS OR VEE QUIVA RESORT STAY GIFT CERTIFICATE (1) \$100 CHEVRON GAS CARD (1) \$300 AJI SPA GIFT CERTIFICATE (1) \$300 WHIRLWIND GIFT CERTIFICATE (1) \$500 FREE BONUS PLAY (5) \$250 FREE BONUS PLAY (10)

FREE BONUS PLAY WILL BE RESTRICTED AND CANNOT BE CASHED OUT. FREE BONUS PLAY WILL BE VALID AT WILD HORSE PASS, VEE QUIVA, LONE BUTTE, AND SANTAN MOUNTAIN.

IF A WINNER REVEALS A CASH ICON FROM THE GAMEBOARD THEN THEY GET TO PICK ONE (1) OF TWENTY (20) CAPSULES FROM A DRAWING BARREL. IF/WHEN THE WINNER REVEALS THE CASH ICON THEY MUST MOVE ON TO THE BARREL PRIZES AND FORFEIT ANY PRIZES WON ON THE GAMEBOARD. IF A WINNER PICKS THE CASH ICON ON THEIR FIRST PUNCH OR SECOND PUNCH THEN THEY MUST PICK FROM THE BARREL AND WILL NOT CONTINUE WITH REMAINING PUNCHES ON THE GAMEBOARD. PRIZES AND QUANTITIES IN THE BARREL ARE AS FOLLOWS:

> \$25,000 CASH (1) \$5,000 CASH (1) \$1,500 CASH (6) \$1,000 CASH (12)

BUILD YOUR BONUS (VQ, WHP, LB, STM)



WHAT: BUILD YOUR BONUS WHO: PLAYERS CLUB MEMBERS | EXCLUDES ALL TEAM MEMBERS

WHEN: SATURDAYS 12:01AM TO SUNDAYS 11:59PM

• SATURDAY FEBRUARY 3 @ 12:01AM – SUNDAY FEBRUARY 4 @ 11:59PM

• SATURDAY FEBRUARY 10 @ 12:01AM – SUNDAY FEBRUARY 11 @ 11:59PM

• SATURDAY FEBRUARY 17 @ 12:01AM – SUNDAY FEBRUARY 18 @ 11:59PM

• SATURDAY FEBRUARY 24 @ 12:01AM – SUNDAY FEBRUARY 25 @ 11:59PM

DETAILS: PLAYERS CLUB MEMBERS WILL BE ELIGIBLE TO PARTICIPATE IN THE BUILD YOUR BONUS PROMOTION TWO DAYS PER WEEK. THE PROMOTIONAL PERIOD RUNS ON SATURDAYS 12:01AM TO SUNDAYS 11:59PM DURING THE MONTH OF OCTOBER.

• EARNED BASE POINTS ON THE CARD ONLY; NO MULTIPLIERS IN POINT CALCULATION

• ONCE EACH POINT THRESHOLD IS REACHED, THE GUESTS CAN CHOOSE TO REDEEM WHAT THEY HAVE EARNED OR CONTINUE EARNING POINTS THROUGHOUT THE PROMOTIONAL PERIOD FOR A LARGER VALUE PRIZE

• ONCE THE FREE BONUS PLAY IS REDEEMED, THE PROMOTION ENDS AND THE GUEST CAN PARTICIPATE AGAIN THE FOLLOWING PROMOTIONAL PERIOD

• GUEST MUST SELECT A PRIZE VALUE PRIOR TO THE END OF THE PROMOTION PERIOD OR WILL FORFEIT ANY PRIZE AMOUNT THEY MAY HAVE BEEN

ELIGIBLE FOR

• GUEST'S EARNED POINTS ARE NOT EXCHANGED FOR THEIR FREE BONUS PLAY REWARDS

• POINTS DO NOT ROLL OVER TO THE FOLLOWING WEEK

• NOT MOBILE ACTIVATED, KIOSK ONLY

• TABLE GAMES PLAYERS MUST CARD OUT BY FRIDAY AT 12:00AM AND CARD BACK IN, IN ORDER TO BEGIN THE PROMOTIONAL TIME PERIOD AT 12:01 AM SATURDAYS. EARN AND GET (VQ, WHP, LB, STM)



WHAT: HOODIE

WHEN: BEGINNING FEBRUARY 15, 2024 (WHILE SUPPLIES LAST)

WHO: PLAYERS CLUB MEMBERS

WHERE: PLAYERS CLUB

DETAILS:

THE CARD MEMBERS WHO EARN 2,500 POINTS BEGINNING AUGUST 1ST CAN REDEEM AN EXCLUSIVE GILA RIVER RESORTS AND CASINOS FLEECE ZIP UP. MAX OF TWO (2) PER GUEST, WHILE SUPPLIES LAST.



DJ ENTERTAINMENT | FRI & SAT | 9PM-2AM

FEBRUARY ENTERTAINMENT LINEUP

*ALL DJs ARE FROM 9PM - 2AM

FEBRUARY 2: REALITY BAND | 9PM - 1AM FEBRUARY 3: DJ LO FEBRUARY 9: DJ CHOP FEBRUARY 10: DJ LOCAL FEBRUARY 16: UPTOWN BAND | 9PM-1AM FEBRUARY 17: DJ LO FEBRUARY 23: DJ CHOP FEBRUARY 24: DJ BLAZE

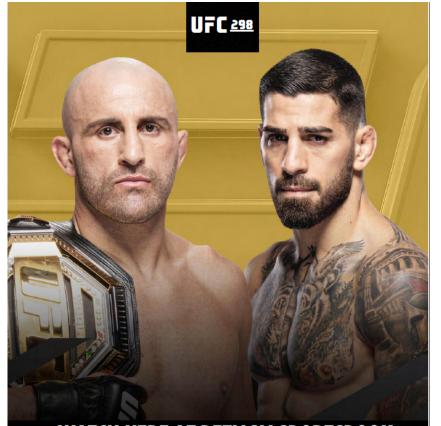


GILA RIVER Vee quiva A PINK FLOYD EXPERIENCE WITH SHINE ON FLOYD

SAT, FEB 17 | EVENT CENTER

TICKETS AVAILABLE AT THE GIFT SHOP & PLAYATGILA.COM





WATCH HERE AT BETMGM SPORTSBOOK SATURDAY, FEB 17 | 8PM VOLKANOVSKI VS TOPURIA

GET IN ON THE ACTION

EVERY GAME, EVERY WEEK!

NHL ARIZONA COYOTES 2/8 VS VEGAS GOLDEN KNIGHTS 2/10 @ NASHVILLE PREDATORS 2/12 @ PHILADELPHIA FLYERS 2/14 VS MINNESOTA WILD 2/16 VS CAROLINA HURRICANES 2/18 @ COLORADO AVALANCHE 2/19 VS EDMONTON OILERS 2/21 VS TORONTO MAPLE LEAFS 2/25 @ WINNIPEG JETS 2/27 @ MONTREAL CANADIENS 2/29 @ TORONTO MAPLE LEAFS

NBA PHOENIX SUNS 2/2 @ ATLANTA HAWKS 2/4 @ WASHINGTON WIZARDS 2/6 VS MILWAUKEE BUCKS 2/8 VS UTAH JAZZ 2/10 @ GOLDEN STATE WARRIORS 2/13 VS SACRAMENTO KINGS 2/14 VS DETROIT PISTONS 2/22 @ DALLAS MAVERICKS 2/23 @ HOUSTON ROCKETS 2/25 VS LOS ANGELES LAKERS 2/29 VS HOUSTON ROCKETS



FEBRUARY PROMOTIONAL CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				LOVE THOSE PRESIDENTS	2 50% OFF MAT / EVE	7 DAYS & 7 NIGHTS BOGO
4 2ND CHANCE BINGO	50% OFF MAT / EVE	SENIOR DAY	7 10 FREE MACHINES	LOVE THOSE PRESIDENTS	50% OFF MAT / EVE	BOGO
11 2ND CHANCE BINGO	50% OFF MAT / EVE	13 SENIOR DAY	14 10 FREE MACHINES	B LOVE THOSE PRESIDENTS	50% OFF MAT / EVE	T BOGO
2ND CHANCE BINGO	19 50% OFF MAT / EVE	20 SENIOR DAY	21 10 FREE MACHINES	22 LOVE THOSE PRESIDENTS	23 50% OFF MAT / EVE	24 CIRCLE OF WINNERS BOGO
2ND CHANCE BINGO	38 50% OFF MAT / EVE	SENIOR DAY	30 10 FREE MACHINES	20 LEAPYEAR 2ND CHANCE		

2ND CHANCE SUNDAYS

MATINEE AND EVENING We will have 2nd Chance Bingo on all Main Games paying \$300. Multiple winners on 2nd Chance will split the \$380 prize. The Tet Chance winners are not eligible for the 2nd Dhance on the same card number: All bingo rulas apply.

10 FREE MACHINES

MATINEE AND EVENING Every Wednesday Use your Player's Card during your initial bingo purchase to be entered into a drawing for 10 Free Nachines. Machines will be loaded with 458 Level To and 150 Level 2's 6 of each special. Early Birds, Mystery & Diamond are not included. While supplies last.

LOVE THE PRESIDENTS

Wis extra cash as every Main Game during the session. Win as a B or O win an extra \$280, Win on a L or 6 win an extra \$250. Win on an N and win an extra

7 DAYS & 7 NIGHTS

MATINEE AND EVENING All Players Club gents will receive a ticket for the drawing. We will draw (7) somet during each section. Drawing winners will receive a free Club Classic Electronic Package for 7 Matinee and 7 Evening session during February.

All winners during the Matisee and Evening sessions during February will receive a Winner's Dircle drawing ticket. Matises drawings will have (2) \$250 winners and

50% OFF MONDAYS & FRIDAYS

MATINEE AND EVENING Every Noeday and Friday all Players Card guests will receive 50% of the electronic packages. While supplies last.

LEVEL 1 AND LEVEL 2 PLAY IT ALL PACKAGES ARE PLOT UPPD

MATINEE AND EVENING

\$300. Multiple winners split the Extra Cash Prize.

(10) \$50 winners. Evening drawings will have (2) \$500 winners and (10) \$50 winners.

CIRCLE OF WINNERS

MATINEEAND EVENING

SENIOR DAY TUESDAYS

MATINEE AND EVENING Every Tuesday all Players Card guests may perchase the Club Classic package and receive two free in the same machine.

LEAP YEAR 2ND CHANCE MATINEE AND EVENING

We will have 2nd Chasce Bingo on all Main Games paying \$308. Nubliple winners on 2nd Chance will split the \$200 price. The 1rt Chance winners are not eligible for the 2nd Chance on the same card sumber. All bisgo rulas apply.

BOGO SATURDAYS

MATINEE AND EVENING SELECT SATURDAYS IN DECEMBER

All Players Club guests that purchase an Electronic Package will receive the same package free in their machine. Level 1 & Level 2 Play it All Packages are excluded. While supplies last.