



REEL LUCKY DRAWINGS Official Rules

Promotional Period: August 19 and 23, 2025

Promotion Administrator: Hamburg Gaming is responsible for overseeing the awarding of all offers, gifts, or prizes pertaining to this promotion and whose decisions will be considered final in regard to all matters related to this promotion. Hamburg Gaming is the sponsor and administrator of this promotion. PepsiCo., Inc. is a promotional partner (together Pepsi and Hamburg Gaming are the "Promotion Entities"). For first name and city of residence of winners (if applicable), send Self Addressed Stamped Envelope within 30 days of promotion to: Promotion Winner Confirmation, 5820 South Park Ave, Hamburg, NY 14075. Please specify promotion name and date.

Eligibility: Valid photo ID required. This promotion is open to all members of Hamburg Gaming's Lucky North Club, who are 18 years old or older (Must be 21 to compete in the Southland Casino Hotel Grand Finale) and abide by the rules and regulations of the Lucky North Club. Employees of the Promotion Entities; its/their subsidiaries and affiliates; people key licensed or employed by the New York State Gaming Commission; vendors directly associated with this promotion, their subsidiaries, affiliates and agencies; and any immediate family members residing in the same household of any of the foregoing individuals are ineligible to participate in the program. Employees of Southland Casino Hotel are ineligible to participate in this promotion. 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 promotions, or the processing of New York State video gaming prize claims or payments is ineligible to participate in the promotion. All federal, state and local rules and regulations apply. Void where prohibited or restricted by law. Residents of Florida and persons who are not 21 years old or older are not eligible to compete in the \$50,000 Reel Lucky Tournament with Pepsi at Southland Casino Hotel and are therefore ineligible to win the trip package. There is no cash alternative for the Reel Lucky trip prize. If the winner is ineligible, they will forfeit the entire prize package and an alternate winner will be selected.

Method of Entry:

Saturday Drawing: From 10am – 8pm on Saturday 8/23 any member who earns 50 points can come to the Lucky North Rewards desk to receive a pull tab that will reveal a prize of Free Play, Food or a Drawing entry. All drawing entries received will be eligible for the drawing at 8:30pm.

VIP Mingle and Drawings: Black Diamond members will be invited to VIP event including drawings taking place on Tuesday, 8/19 from 3pm – 4:30pm. Invited members will receive a drawing entry to place in the drawing barrel no later than 4pm.

Drawing Method:

Saturday Drawing: At 8:30pm on Saturday 8/23, one winner will be selected from the drawing barrel to win a spot in the Reel Lucky Tournament with Pepsi at Southland Casino Hotel. Winner will have 3 minutes to claim prize or prize is forfeit.

VIP Drawings: Drawing will take place at 4pm on Tuesday, 8/19. Three (3) winners will be called to win \$500 Free Play, Trip and Travel. The winner does not have to be present and will have 48 hours from time of drawing to decide to take the trip. Any trip declined by winner will be filled by our Executive Host starting with high ADT Black Diamond guests.

Prizes: Free Play, Food Vouchers, Trip with travel expenses

Trip winner will also receive Travel expenses up to \$1,000 booked by a travel agent. Travel agency information will be given to winner for booking, and agency will direct charge the property. In the event the winner chooses to drive and not use the travel agency then they will receive \$1,000 travel cash after verification that they did attend the \$50,000 Reel Lucky Tournament with Pepsi at Southland Casino Hotel.

Winner will have 48hrs to decide to take the trip. Any trip declined by winner will be filled by our Executive Host starting with high ADT Black Diamond guests.

Restrictions:

Terms may be altered or cancelled at the property's discretion upon notification to the New York State Gaming Commission.

Terms and Conditions: Promotion does not apply to any racing wagering activity tracked through use of a Lucky North Card or otherwise. In drawings where multiple winners are selected (including alternates chosen in case of disqualification), final prize positioning shall be based on the order drawn. No duplicates, reproductions or facsimiles will be accepted. The Promotional Entities reserve the right to delay promotion engagement (including drawings) due to unforeseeable issues, until such time as the promotion may proceed. In drawings where prize awards are dependent upon the winner being present within a specific time frame, the "present" time period shall begin from the initial winner announcement. Participants also agree to release, discharge, indemnify and hold harmless the Promotional Entities, vendors associated with this promotion, and the respective officers and employees of these entities, including PepsiCo, Inc., Pepsi-Cola Company and its bottlers, 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. 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. The Promotional Entities 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, gift, or prize for any reason at any time without prior notice. By participating, guests agree to be bound by these Official Rules and the decisions of the Promotional Entities and waive any right to claim ambiguity in the promotion or these Official Rules. This promotion is subject to all applicable federal, state and local laws.

Valid identification must be presented prior to receiving any offer, gift, or prize related to this promotion. Winners of prizes are subject to all restrictions, expiration dates and liabilities appearing in these rules. Winners may be subject to verification to ensure compliance with these official rules prior to receiving any prize related to this promotion. Any violation of these official rules may result in prize being withdrawn or void. Winners may be required to complete, execute and return an Affidavit of Eligibility/ Release of Liability, a Publicity Release, and a completed IRS W-9 form prior to receipt of a prize. Failure to return all required documents may result in the

Commented [DC1]: This is super short, no? I think most other locations don't even require you to be present to win.

Commented [SM2R1]: For a must be present drawing its not atypical.

Commented [DC3R1]: OK

Commented [DC4]: Do all three win the same thing, or are there 3 different prizes? How many trip winners?

Commented [AR5R4]: The open to public drawing on 8/23 deems one winner for trip and travel, must be present to win. The VIP 8/19 drawing will be 3 winners all winning the same prize of \$500 FP, Trip and Travel. They have 48 hours to decide.

Commented [DC6R4]: OK

winner being disqualified and an alternate winner being selected. No substitution for any offer, gift, or prize relating to this promotion will be permitted unless otherwise stated in these official rules. If necessary due to unavailability, an item of equal or greater value may be awarded at the discretion of the sponsor. Any offers, gifts, or prizes relating to this promotion are non-transferable, assignable or redeemable for cash, unless otherwise stated. Participation in this promotion and acceptance of any offers, gifts, or prizes pertaining to this promotion constitutes permission for sponsor to use the participant's name, photograph, likeness, statements, biographical information, voice and residence address (city and state), in all forms of media, in perpetuity, without notice or compensation.