



**Palm Springs Cultural Center**  
**Cinema Diverse: Palm Springs LGBTQ Film Festival**  
**Partnership Marketing Promotion – QR Code Contest**  
**September 21, 2023 – October 1, 2023**

Agua Caliente Casino Rancho Mirage (ACCRM), Agua Caliente Casino Palm Springs (ACCPS) and Agua Caliente Casino Cathedral City (ACCCC), otherwise known as Agua Caliente Casinos, will sponsor the Palm Springs Cultural Center’s “*Cinema Diverse: Palm Springs LGBTQ Film Festival*” held at the *Palm Springs Cultural Center*.

Patrons who visit the *Palm Springs Cultural Center* on the specified dates below will have the opportunity to opt-in to receive marketing communications from Agua Caliente Casinos, by way of an online form. Upon completing the online form, each qualifying patron will be entered into a drawing to win the *Agua Caliente Casinos “Dine & Dance” Prize Package*. This promotion will be conducted in partnership with *Palm Springs Cultural Center*.

The purpose of these offers is to encourage visitation to the Agua Caliente Casinos, increase carded play, and help develop ACE Club members.

**Cinema Diverse: The Palm Springs LGBTQ Film Festival**

- Dates/ Times:
  - September 21: 11:00am - 11:59pm
  - September 22: 11:00am - 11:59pm
  - September 23: 11:00am - 11:59pm
  - September 24: 11:00am - 11:59pm
  - September 28: 11:00am - 11:59pm
  - September 29: 11:00am - 11:59pm
  - September 30: 11:00am - 11:59pm
  - October 1: 11:00am - 11:59pm
- Estimated Attendance: 4,500-5,500 attendees over both weekends
- Format: Film Festival

**SCAN-TO-WIN: Agua Caliente Casinos “Dine & Dance” Prize Package**

- Patrons that visit the *Palm Springs Cultural Center* on the dates above who are 21 or older must scan a QR Code displayed on signage and complete an online form in order to be entered into a drawing for a chance to win the *Agua Caliente Casinos “Dine & Dance” Prize Package*. The *Agua Caliente Casinos “Dine & Dance” Prize Package* includes: Dinner for two at The Steakhouse at Agua Caliente Palm Springs (Valued at \$175), two tickets for a night of entertainment at the Cascade Lounge (Valued at \$80), \$50 Free Play and a \$40 Agua Caliente Casinos Gift Card. This prize package is valued at \$345-USD.

**HOW TO ENTER:**



1. During Palm Springs Cultural Center operating hours on the dates above signage will be placed at the property displaying a QR Code and verbiage encouraging patrons to “Scan-to-Win” the Agua Caliente Casinos “Dine & Dance” Prize Package.
2. During *Palm Springs Cultural Center* operating hours on the dates above, signage will be placed at the property displaying a QR Code and verbiage encouraging patrons to “*Scan-to-Win*” the *Agua Caliente Casinos “Dine & Dance” Prize Package*.
3. Once the QR Code is scanned with a smart phone, the patron will be directed to a hidden landing page on the *AguaCalienteCasinos.com* website. The landing page will be maintained by the ACBCI Internal Digital Marketing Team. (*Limit one (1) QR Code scan per patron*).
4. On the landing page, patrons must complete the required fields in order to submit their drawing entry. Required fields include: First Name, Last Name, Email Address, Postal Code and Date of Birth.
5. The form also requires the patron to answer the question, “How would you like to be contacted if you win?”. If “Email” is selected the patron can move on to the next field, as they would have already entered that information. If “Phone” is selected, the patron will be required to enter their phone number. The patron will be contacted by their preferred method. If a patron does not respond via their preferred method, they will not be contacted by any other method.
6. The landing page will also include the required opt-in for email and text messages. A link to the Privacy Policy will also be clearly displayed on the page.
7. Duplicate drawing entries are not allowed for this promotion. One (1) drawing entry QR Code san per person, per event date.
8. Patrons who visit the *Palm Springs Cultural Center* on September 21 - September 24, 2023 can submit their drawing entries beginning at 11:00am until 12:59pm each day.
9. Patrons who visit the *Palm Springs Cultural Center* on September 28 – October 1, 2023 can submit their drawing entries beginning at 11:00am until 12:59pm each day.
10. Visitors of the *Palm Springs Cultural Center* are not required to be an ACE Club member to enter the drawing to win the *Agua Caliente Casinos “Dine & Dance” Prize Package*, however, they must be or become an ACE Club member to redeem the *Agua Caliente Casinos “Dine & Dance” Prize Package*.
11. The final database of those who have opted in to receive marketing communications from Agua Caliente Casinos will only include unique emails. Duplicate emails will be removed by the Digital Marketing Team by way of the required fields (DOB, Zip, First, Last, Email, Phone). The database will be used by the ACBCI Digital Team to promote Agua Caliente Casinos events and promotions to patrons of the *Palm Springs Cultural Center*.

## **DRAWING SCHEDULE:**



1. There will be one (1) winner selected to win the *Agua Caliente Casinos “Dine & Dance” Prize Package* from entries submitted at the *Cinema Diverse: LGBTQ Film Festival* held on September 21-24, 2023 and September 28 - October 1, 2023 at the Palm Springs Cultural Center.
2. The drawing for the *Agua Caliente Casinos “Dine & Dance” Prize Package* will take place in the office of the Corporate Promotions and Partnership Marketing Manager at Agua Caliente Casino Rancho Mirage.
3. The drawing for the *Cinema Diverse: LGBTQ Film Festival* will be conducted on October 19, 2023 at 1:00pm, by way of internal random number generator.
4. The Corporate Sponsorship and Partnership Marketing Coordinator or above will enter the data values (drawing entries) for each event into an independent third-party laboratory certified Special Events random number generator (RNG) created by the Agua Caliente Casinos IT Department, in the order they were generated to select a winning line/cell.
5. The Corporate Promotions and Partnership Marketing Manager will record a list of five (5) winners generated by the RNG. The first name populated will be considered the winner and the four (4) remaining names populated will be considered secondary back-up winners in the event the first winner chosen does not acknowledge their prize notification.
6. The first selected winner must respond back acknowledging their prize within seventy-two (72) hours of being notified. If the winner does not respond back within seventy-two (72) hours, their prize will be forfeited and made available to the next back-up winner on the list. This process will be repeated until all five (5) selected winners have been contacted. In the event that none of the five (5) selected winners acknowledge their prize notification within the seventy-two (72) hour period, the prize will be null and void and no new winners will be selected.
7. For each drawing, once a winner has acknowledged their prize winnings, they will be given instructions for how to claim their prize. See **WINNER NOTIFICATION** below.
8. The selected winner will have approximately six (6) months to redeem their *Agua Caliente Casinos “Dine & Dance” Prize Package* prize. The redemption period begins on the day they receive their designated Winners Certificate via certified mail and will expire on April 19, 2024.
9. All prize package items must be redeemed on the same day. Reservations are subject to availability.
10. All drawing promotions shall have a 30-minute verification period to determine winner eligibility after a winner has been chosen.

**WINNER NOTIFICATION:**

1. Prize notification: The winner will be contacted by a representative of Agua Caliente Casinos on October 19, 2023 (drawing day) by 6:00pm PST via the contact information provided on their entry form.

2. The representative of Agua Caliente Casinos will inform the winner that they must provide acknowledgement in the form of a documented email.
3. Once the representative of Agua Caliente Casinos has received acknowledgement from the winner, they will request each winner's mailing address to send out a Winners Certificate via Certified Mail.
4. The Winner Certificate will include a designated "Reference Code" (assigned by the Advertising Department), as well as the designated Coupon Codes (assigned by Database Marketing).
5. The Winners Certificate will outline the contents of the *Agua Caliente Casinos "Dine & Dance" Prize Package*, limitations, and restrictions. The Winners Certificate will also include contact information for the representative of Agua Caliente Casinos in charge of coordinating prize redemption.
6. The Winners Certificate will include the following instructions for when the winner arrives on property:
  - a) You must call in advance to schedule a day to arrange to redeem your "Dine & Dance" prize package. All prizes must be redeemed on the same day.
  - b) Your prizes will be available for redemption on the day you have arranged, during ACE Club operational hours.
  - c) On the day you arrive to claim your prize, please visit the ACE Players Club at Agua Caliente Casino Palm Springs located inside the Casino, across from The Steakhouse.
  - d) Present this original Winners Certificate and a valid photo ID to the representative at the ACE Club.
  - e) An ACE Club Representative will confirm if you are an ACE Club member, or sign you up so you can claim your prize. There is no cost for this.
  - f) You will be asked to complete the required paperwork in order to claim your prize.
  - g) The ACE Club Representative will then update your account with \$50 Free Play by applying the designated coupon code. You will have 24 hours from the time of issuance to use your \$50 Free Play. The ACE Club representative will also provide you with your two (2) complimentary Cascade Lounge tickets, one (1) \$40 Gift Card and your voucher for The Steakhouse.

**REDEMPTION RULES:**

1. The winner of the *Agua Caliente Casinos "Dine & Dance" Prize Package* must present their original Winner Certificate in order to claim their prize.
2. The selected winner will have approximately six (6) months to redeem their *Agua Caliente Casinos "Dine & Dance" Prize Package* prize. The winner will be eligible to redeem their prize beginning on the day they receive their designated Winners Certificate via certified mail. Each Winner Certificate will expire on April 19, 2024.
3. In each Winner Notification (see above) the winner will be informed that they will need to visit the ACCPS ACE Players Club Booth so the ACE Club Representative can confirm ACE Club



membership and add the designated coupon codes to their account.

**GENERAL RULES:**

1. Must be 21 years or older and present valid photo ID to redeem the *Agua Caliente Casinos "Dine & Dance" Prize Package*.
2. Must be or become an ACE Club member to redeem offers.
3. Employees of Agua Caliente Casinos and Agua Caliente Band of Cahuilla Indians with an Agua Caliente Gaming Commission issued gaming license are not eligible to participate.
4. Restricted patrons are *not* eligible for all promotions/events.
5. Offer quantities are limited and no replacement prizes shall be offered.
6. Direct marketing offers are valid only on the date/time shown on the offer and are non-transferable, non-refundable and have no cash value; no change given and may not be combined with any other offer from Agua Caliente Casinos.
7. Ace, Edge and Elite Cards are the property of ACBCI. Use of these cards constitutes acceptance of the Rules of the ACE Players Club and will also be advertised within the ACE Players Club brochures.
8. Agua Caliente Casinos are not responsible for equipment malfunctions, including, but not limited to computer systems or any gaming related equipment utilized to administer this promotion.
9. Facsimiles or reproductions of direct marketing offers will not be accepted; any attempt to duplicate, alter, modify or change offer voids use.
10. The Agua Caliente Casinos reserve the right and sole discretion to disqualify any gaming participant who has been identified as having "tampered", in any way deemed inappropriate, with the direct marketing offers. This includes but is not limited to, counterfeiting or copying of drawing entries, placing foreign objects or inappropriate markings on the entries or direct marketing offers. This disqualification will also include but is not limited to "tampering" with the entry process or any other promotional related item, or acting in a manner that may be in violation of the Official Rules or in a disruptive manner with the intent to disrupt or to undermine the legitimacy of the promotion or with the intent to annoy, abuse, threaten, or harass any other person(s).
11. Agua Caliente Casinos are not responsible for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other errors within the offering or announcements of any award or prize notification, or for any errors of any kind, whether human, mechanical, clerical, electronic, or technical in nature, including but not limited to areas of the casino facility where speakers are not present or functioning or for the incorrect, inaccurate or failure to capture the appropriate information. Agua Caliente Casinos are not responsible for incomplete, illegible, misdirected, late, lost, damaged, stolen, postage due, direct marketing offers.



12. Participants must show a valid photo identification to claim a prize (i.e. driver's license, government-issued ID card, Agua Caliente Band of Cahuilla Indians Tribal ID, military ID or passport: Federal Regulations prohibit the copying or scanning of military or military dependent identification cards.). Winners must also show their ACE Club Card to claim a Free Play prize.
13. *Agua Caliente Casinos "Dine & Dance" Prize Package* winners agree that, as a condition of entry, a Winners Log and a Winner's Release Form will be signed prior to the payment of prizes (if applicable). The Winner's Release Form gives Agua Caliente Casinos and its agencies the rights to use the winner's name, character, voice, likeness etc. in any future advertising, without any further compensation due to the winner. The release also holds Agua Caliente Casinos, the ACBCI, its employees, etc. harmless from the award or use of the prize.
14. Each Winner's Release Form will include space for two (2) employee signatures: One (1) authorized representative of the promotional event, and one (1) additional signature of an authorized representative for verification. Winners are responsible for all federal, state and local taxes for all awards as a result of this promotion where applicable. Winners must provide a social security number and/or W-9 Form, (if applicable), prior to receipt of their award or prize per the Reporting and Withholding Internal Controls.
15. For the *Agua Caliente Casinos "Dine & Dance" Prize Package*, an authorized representative of the promotional event will enter the following information on the Winners Log: date and time of the promotion, winner's name, winner's ACE Club Card number, and the award or prize won. The authorized representative shall sign the log with name and gaming license number attesting to the prize distribution. The winner will sign the log, evidencing they have received the prize.
16. Agua Caliente Casinos must include a responsible gambling message on printed materials for this promotion where practical. The message will read: Problem Gambling? Call 1- 800-GAMBLER. Signage must also be located within each Casino.
17. All promotions will be administered in accordance with the ACBCI systems of internal controls, policies, and procedures.
18. All patron disputes pertaining to this promotion will be handled in accordance with ACBCI Guest Disputes Internal Controls.
19. A copy of the promotion rules must be available for the public during the duration of the promotion. The rules may be available via rules poster, rules rack card/flyer, or on the Agua Caliente Casinos website. The Marketing Department will always have a copy of the rules during the promotion.
20. Free Play Prizes will expire from date of redemption based on the amounts below:
  - a. \$1 - \$100 – *Expires after 24 hours*



**AGUA CALIENTE  
CASINOS**

PALM SPRINGS | RANCHO MIRAGE | CATHEDRAL CITY

21. The Agua Caliente Casino Gaming Commission (hereinafter referred to as ACGC) retains the right to suspend, rescind or void any promotion that fails to maintain and protect the assets, integrity and reputation of the tribe.