



\$1000 New Member Sign Up Offer Rules

March 20, 2025 – December 31, 2025

Promotional Rules

1. Participation in the \$1000 New Member Sign Up Offer (the “Promotion”) is limited to New Cherry Reward Members (“Participant(s)”).
2. Membership in Cherry Rewards does not guarantee entry into this Promotion and participation may be limited at Virgin Hotels Las Vegas (“VHLV”) Management’s discretion and as described in these rules.
3. No entry fee is required.
4. Participants are subject to all terms and conditions of Cherry Rewards membership as described in the Cherry Rewards Rules located at <https://virginhotels.com/casino/cherryrewards/>.
5. Membership in Cherry Rewards is available to qualified persons aged 21 and over, and membership is free.
6. The Promotion is open to Participants that enroll for a new Cherry Rewards Card between 12:00 am, March 20, 2025 and 4:59 am January 1, 2025.
7. This Promotion is not open to previous Momentum card holders.
8. This Promotion is not open to Members who have active offers or offers available on their accounts.
9. Upon enrolling in Cherry Rewards, all qualified enrollees will have seven (7) days to play, advance through Cherry Rewards tiers and earn additional Free Slot Play as they achieve each tier.
10. The seven (7) day earning period will not restart upon reaching a new tier.
11. All qualified Participants will receive \$10 in Free Slot Play added to their accounts upon sign up.
12. Upon reaching a new Cherry Rewards tier, the Participant must claim their offer at the Cashier’s Cage.
13. Participants must be playing with their Cherry Rewards Card to move up to each tier.
14. Free Slot Play Prizes will expire seven (7) days from issuance.
15. Guests must utilize their PIN to access Free Slot Play Prizes.
16. Progress for each tier is tracked by tier points. Tier points may be checked at the Cashier’s Cage.
17. Prize Matrix and earning component is as follows:

Tier Level	Tier Credits	Reward	Total
Hello	0 -699	\$10 Free Slot Play	\$10 Free Slot Play
Insider	700 – 14,999	\$10 Free Slot Play	\$20 Free Slot Play
Exclusive	15,000 – 74,999	\$130 Free Slot Play	\$150 Free Slot Play
VIP	75,000 – 249,000	\$350 Free Slot Play	\$500 Free Slot Play
All-Access	250,000+	\$500 Free Slot Play	\$1000 Free Slot Play

18. If for any reason the Promotion is not capable of running as planned by VHLV Casino Marketing Management, including without limitation infection by computer virus, corrupted hardware or software, tampering, unauthorized intervention, fraud, technical failures, or any other causes within or beyond the control of VHLV Casino Marketing Management which adversely affect the administration, security, fairness, integrity, or proper conduct of this Promotion, VHLV Casino Marketing Management reserves the right in its sole and absolute discretion to cancel, terminate, modify, extend, or suspend the Promotion. Malfunction voids all plays.
19. Malfunction by any device or devices voids all plays, pays, and prizes. In any such event, VHLV Casino Marketing Management reserves any and all rights described in these rules.

General Rules

20. Participants must be at least 21 years of age and be able to present proof of age with a valid (unexpired) government issued identification card for verification.
21. VHLV Casino Marketing Team reserves all rights, without limitation, to cancel, terminate, modify extend, or suspend the Promotion at VHLV Casino Marketing Team’s sole discretion and without prior notice.
22. Failure to adhere to the Promotion, Cherry Rewards, or VHLV Casino Marketing Team general rules, procedures and policies may result in disqualification.
23. Employees of VHLV Casino Marketing Team, their immediate family members and family members or other person(s) residing in the employee’s place of residence, and its related companies, its advertising agencies, and promotional companies involved in this Promotion are ineligible to participate in the Promotion.



24. Individuals who are excluded from casino facilities, either through a government and/or state program or by their own request or by management's discretionary instruction are not eligible to participate in this Promotion.
25. No purchase is necessary to participate in this Promotion. Subject to rules of membership, Cherry Rewards cards and memberships are free and may be obtained at the Cashier's Cage or enrollment kiosk.
26. Winners are solely responsible for any taxes and fees on their winnings and by entering this Promotion authorize the deduction of such taxes, if any, from the prize(s). U.S. Residents will be issued a W2-G tax form and non-U.S. Residents will be issued a 1042-S tax form, if and as applicable.
27. Entry constitutes permission to utilize patron's and/or Participant's name and likeness for promotional purposes in any media without remuneration. This includes displaying Participant's name on signage, using names in external e-mail announcements or on virginhotelslv.com. Such permission survives the conclusion of this Promotion.
28. By participating in this Promotion, Participants agree to release from any and all liability for any injuries, losses or damages of any kind to person/and or property arising from acceptance, possession, use/misuse of the prize or participation in this Promotion, and to hold harmless VHLV Casino Marketing Team and each of their respective parents, affiliates, subsidiaries, and each of their respective directors, officers, employees, representatives, and agents.
29. VHLV Casino Marketing Team reserves the right to void any entry.
30. Participation in this Promotion is an agreement to abide by the rules of VHLV Casino Marketing Team.
31. VHLV Casino Marketing Team may disqualify any person for any prize based upon fraud, dishonesty, and/or violation of any promotion rule(s) or other misconduct.
32. Cherry Rewards cards are non-transferable.
33. Any dispute or situation involving any claim concerning the Promotion will be resolved by VHLV Casino Marketing Management at its sole and absolute discretion. The decisions of VHLV Casino Marketing Management are final and binding, subject to the initiation and ultimate resolution of a dispute with and adjudicated by the Nevada Gaming Control Board.

If you or someone you know has a gambling problem or concerns with gambling responsibly, please call the 24-hour Problem Gambler's Helpline at 1.800.GAMBLER.