



Bullseye Bonus Giveaway Rules

Sundays in August 2025

Promotional Rules

1. Participation in the Bullseye Bonus Giveaway (the "Promotion") is open to all Cherry Rewards 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.
3. Participants are subject to all terms and conditions of Cherry Rewards membership as outlined in the Cherry Rewards rules at <https://virginhotels.com/casino/cherryrewards/>.
4. Membership in Cherry Rewards is available to qualified persons age 21 and over, and membership is free.
5. No entry fee is required to participate in this Promotion.
6. Every one thousand (1000) same-day, base rewards points earned on Sundays in August can be used to redeem one (1) \$20 Target Gift Card.
7. There is a max of five (5) Target Gift Cards (aggregate Gift Card value of \$100) that may be earned per Promotional Day, per Cherry Rewards account.
8. The earning period to receive the Gift Card(s) begins at 12:00 am and ends at 11:59 pm the same day of the Promotional Day.
9. Rewards Points do not carry over into the next Promotional Day. Rewards Points must be earned the same day to receive a Gift Card (E.g., 500 Rewards Points earned on August 3 cannot be combined with 500 Rewards Points earned on August 10 to receive a Gift Card)
10. Gift Cards will be distributed at the Cashier's Cage.
11. Gift Cards are distributed while supplies last.
12. Gift Cards may not be reserved or distributed outside of valid distribution dates.
13. Gift Cards are non-transferable, have no cash value, and cannot be exchanged for a different item,
14. Lost, stolen, or damaged physical Gift Cards will not be replaced.
15. If for any reason the Promotion is not capable of running as planned by VHLV casino marketing, 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 which adversely affect the administration, security, fairness, integrity, or proper conduct of this Promotion, VHLV casino marketing reserves the right in its sole and absolute discretion to cancel, terminate, modify, extend, or suspend the Promotion. Malfunction voids all plays.
16. Malfunction by any device or devices voids all plays, pays, and prizes. In any such event, VHLV casino marketing reserves any and all rights described in these rules.
17. Gift Cards do not expire and can be used online. Participants must call the Gift Card/customer service contact described on each Gift Card or the contact otherwise provided by the Gift Card's ultimate redeeming company for any errors or malfunction regarding the use of any Gift Card. VHLV casino marketing is not responsible for any malfunctions or errors attributable to any Gift Cards once they have been awarded and distributed to the Participants. VHLV casino marketing is not responsible for any lost, stolen, misplaced or otherwise mishandled gift card after any such card is in the possession of any Participant and/or has left the possession of VHLV casino marketing.

General Rules:

18. 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.
19. 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.
20. Failure to adhere to the Promotion, Cherry Rewards, or VHLV Casino Marketing Team general rules, procedures and policies may result in disqualification.
21. 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.
22. 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.



23. 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.
24. 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.
25. 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.
26. 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.
27. VHLV Casino Marketing Team reserves the right to void any entry.
28. Participation in this Promotion is an agreement to abide by the rules of VHLV Casino Marketing Team.
29. 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.
30. Cherry Rewards cards are non-transferable.
31. 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 1.800.526.GAMBLER.