



Cherry Rewards One Year Promotions Rules

2x Tier Point Multiplier: March 4, 2026

Cherry Rewards Shirt: March 13, 2026

Kiosk Game: March 22, 2026

Promotional Rules

1. Participation in the Cherry Rewards One Year Promotion (the “Promotion”) is open to invited Local 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. 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 pays.
7. Cherry Rewards One Year Promotion schedule of events is as follows:

Cherry Rewards One Year Promotion	
Day	Promotion
March 4	2x Tier Point Multiplier
March 13	Cherry Rewards Shirt
March 22	Kiosk Game

2x Tier Point Multiplier – March 4, 2026

8. During the guests’ play during the Promotional Period (12:00 am – 11:59 pm, March 4, 2026), the Tier Credit Multiplier will apply.
9. There is no max on the number of Tier Credits that may be earned during the multiplier period.
10. Tier Credits are calculated from live slots, video poker, and/or table games.

Cherry Rewards Shirt – March 13, 2026

11. Every one hundred fifty (150) base Rewards Points earned during the earning period (12:00 am – 11:59 pm, March 13) can be used to redeem one (1) Cherry Rewards Shirt.
12. Gift distribution will be at the Casino Cage from 12:00 am to 11:59 pm, March 13, 2026.
13. There is a max of two (2) Gifts that may be redeemed.
14. Participants’ Rewards Points will not decrease from redeeming their Gift(s). Participants will keep their Rewards Points.
15. Rewards Points towards the Promotion are calculated from live slots, video poker, and/or table games. Rewards Points earned from non-gaming will not count towards the calculation.
16. Participants must redeem their Gifts the same Promotional Period they are earned. Participants cannot redeem their earned Gifts from previous weeks.
17. Gifts are distributed while supplies last.
18. Lost, stolen, or damaged Gifts will not be replaced.

Kiosk Game – March 22, 2026

19. Guests will redeem this offer on the Kiosk.
20. The earning period for this Promotion is from 12:00 am to 11:59 pm.
21. Guests must earn 1,500 same day, base Rewards Points to have a chance to win up to \$100 in Free Slot Play.



22. Free Slot Play will be valid for seven (7) days from redemption.
23. Upon finishing the Kiosk Game, the Participants will receive a voucher that they must take to the Casino Cage to redeem their Free Slot Play.
24. Guests can play a max of one (1) time per Promotion Day.

General Rules:

25. 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.
26. 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.
27. Failure to adhere to the Promotion, Cherry Rewards, or VHLV Casino Marketing Team general rules, procedures and policies may result in disqualification.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.
33. 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.
34. VHLV Casino Marketing Team reserves the right to void any entry.
35. Participation in this Promotion is an agreement to abide by the rules of VHLV Casino Marketing Team.
36. 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.
37. Cherry Rewards cards are non-transferable.
38. 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 1.800.522.4700