



# MEMBERSHIP DRIVE



Membership Promotion runs from 01/10/21 to 30/01/22

## TERMS & CONDITIONS OF ENTRY

The promoter is THE LION Richlands Pty Ltd. By entering the “\$250,000 Scratch and Win Promotion”, you are agreeing to the following terms and conditions. Entry details remain the property of THE LION Richlands Pty Ltd.

By entering the Promotion, winners agree to have their photo taken for promotional purposes.

## **MECHANICS**

The “\$250,000 Membership Draw” promotion commences October 1, 2021 up to and including January 30, 2022.

To claim a prize in the “\$250,000 Scratch and Win Promotion”, the drawn member for each component **MUST be a current financial member of the club and opted in to receive both SMS and email** marketing communications and be present at the time of the draw.

The winning member will be required to display their membership card for THE LION Richlands upon request by the promotion compere.

There three individual components to this promotion as defined below:

### **1/ Scratch Tickets**

When a membership application or renewal is processed, the member will receive a scratch ticket. Each scratch ticket regardless as to whether it is a winning ticket or not will, will give the recipient the opportunity at a second chance draw (provided they are opted in to

receive SMS and email from The Lion Richlands). The recipient must include their membership number on the back of the scratch ticket and place it in the barrel which will be located at reception.

*All issued scratch tickets MUST be noted in the customers file in our Metropolis system, as members are only entitled to ONE ticket when renewing or signing up as a financial member.*

There are 166 winning scratch tickets in total (100 x \$50, 50 x \$100, 10 x \$500, 5 x \$1000 & 1 x \$5000), making the total amount guaranteed to be given away in this component \$25,000.

If a member is not opted in, they will receive the winnings on their scratch ticket however will NOT be eligible to enter into the second chance draw. *Throughout this part of the promotion, each time an instant win is scratched the Duty Manager must be contact in order to validate and issue the prize money. The Duty Manager needs to check their eligibility to enter into the second chance draw and also obtain a signed Media Consent form and a photo (if the winning customer is on site after hours), to be provided to the Marketing team.*

If the winning member scratches a prize \$1000 and over (of which there are 6), then the Duty Manager is able to offer the winning member a free coffee and cake or champagne depending on the time of day.

Each day 5 lucky members will be randomly drawn from the second chance draw barrel to become a finalist into the major draw at 5.30pm on Jan 30 where 605 people (total of 5 people per day through October, November, December and Jan 1 – 29 / 121 days). The finalists' names will be printed on a second ticket and placed in the finalist barrel.

## **2/ Lead up draws on Promo Day**

There will be 25 cash prize draws on promotion day (January 30). The draws will start at 11am and run through to 5pm with one member drawn from the second chance draw barrel every 15 minutes.

The drawn member will have 3 minutes to present themselves to the promotion compere and will be given the opportunity to scratch one panel on a giant scratchy. Prior to announcing the winning member of each these draws, the eligibility criteria will be checked in the Metropolis system prior to being announced.

Once a member has met the eligibility criteria they will be announced and invited to scratch ONE of 25 scratch panels. The prizes contained with the panels are as follows - 1 x \$5000, 4 x \$500 & 20 x \$150. The total amount given away on the day for this component is \$10,000. Each winning member in the lead up draws will automatically qualify as a finalist and have their ticket placed in the finalist barrel.

Draw times as below –

11.00AM	11.15AM	11.30AM	11.45AM	12.00PM	12.15PM
12.30PM	12.45PM	1.00PM	1.15PM	1.30PM	1.45PM
2.00PM	2.15PM	2.30PM	2.45PM	3.00PM	3.15PM
3.30PM	3.45PM	4.00PM	4.15PM	4.30PM	4.45PM
5.00PM					

### **3/ Major Draw**

The finalist for the major draw will be drawn at 5.30PM on January 30, 2021. All finalists' names will be contained in a barrel containing the 5 lucky members who are drawn daily throughout the period of the promotion PLUS the second chance draw winners (630 members in total).

The winner will be presented with 100 envelopes placed spread out on a table. The finalist will then proceed to select and open an envelope to reveal their prize. Once revealed they will position their winning prize in the corresponding position on the prize board. This process will be repeated until they match 5 prizes and that prize will be won. The guaranteed prize is \$10,000 with a chance to win \$100,000 OR \$250,000.

Prior to the winner being announced, their details will be checked in our Metropolis system to make sure they are opted into SMS and email. In the event the member has opted out since qualifying then they will be ineligible to be announced as the final winner and another card will be drawn (until a winner is found) from the barrel to participate in the final draw. This will be done at the discretion of the compere and it will be announced on the day that

winning members must fit the eligibility criteria to win any prizes in the lead up draws and final draw.

## **LIABILITY TERMS OF PROMOTION**

THE LION Richlands is not liable for any loss, damage or injury by any person in connection with the Major Promotion.

The major Draw Day is subject to change, pending COVID closures or further restrictions are announced. The Lion Richlands reserves the right to change the process for the final draw should restrictions change. These changes will be announced via SMS and/or email to each finalist prior to the final draw.

Board of Directors, management, staff and immediate family members of the aforementioned are ineligible to claim a prize.

The decisions of the management of THE LION Richlands are final. No correspondence or third-party actions will be entered into. If a member is found to be abusing this promotion a decision will be made by management to refuse entries. This includes all requests to replace misplaced, lost or stolen scratch tickets. Under NO circumstances will any member receive a second scratch ticket during the promotional period October 1, 2021 through to January 29, 2022.

Promotional materials are void if stolen, forged, mutilated or tampered with in any way. No responsibility is accepted for late, lost or misdirected entries. Management reserves the right to amend any terms and conditions listed throughout the promotional period.

In the case of the intervention of any outside act, that hinders the Promoter's ability to proceed with the promotion on the dates and in the manner described in these terms and conditions, including but not limited to vandalism, power failures, natural disasters, etc., the Promoter may in its absolute discretion take any action that may be available, including to cancel, terminate, modify or suspend the promotion.