



Club Basics

Big Dog's Rewards Club is our customer loyalty and rewards program, where customers earn points on what they spend. Points accumulate and can be redeemed for discounts off future checks. Bonus points are awarded for buying Big Dog's Brews signature points, weekday lunchtime dining, and for featured food and beverage items.

1. **It is free to join.** In fact, we will give you 120 points for joining. 120 points can be turned into a \$10 discount immediately.
2. **It is easy to join.** The program is designed to work using the mobile browser on your cell phone. Using your phone number, we will send you a text to join. Simply enter a few pieces of information to create your account.
3. **We can sign you up manually.** If for some reason you are unable to sign up via your mobile phone, we do have a back up form you can fill out. Please allow 3 business days for us to get you precessed, including adding the 120 poiunts ot your account.
4. **It is easy to know where you stand.** www.bigdogsbrews.vegas is a special-formatted website for the Rewards Club members. Members can learn about current promotions, check on point balances, learn about today's lunch specials, and keep up with what's on tap at the brewpub. This website can be accessed on your mobile device or on any computer. Some perks require the use of the special-formatted mobile website to redeem (item specific redemptions i.e. growlers, t-shirts, etc.)
5. **It is EASY to earn points.** Simply give your server your phone number and your check will be attached to your account. Earn 1 point for each \$ spent (after discounts and coupons). Earn 2x points for weekday lunchtime visits (11 am – 2 pm). Earn 2x points on Big Dog's signature brew pints. In addition, the annual Oktoberfest Sausage platter earns 2x points.
6. **It is rewarding.** The more points you accumulate, the more valuable they become. 120 points can be turned into a \$10 discount. 250 points can be turned into a \$25 t-shirt. 500 points can be turned into a \$50 discount.

Official terms and conditions:

1. Members must be 21 years of age or older.
2. Membership in the Big Dog's Reward Club (hereafter referred to as "BDRC") is not transferable. However, immediate family members may share an account to accumulate points. Only the account holder may initiate the redemption of points for a designated reward.
3. In order to receive benefits, the customer must have an active account setup via the company's designated system. This includes the customer providing first name, last name, phone number



to serv as account number, email address, and a customer-generated password. Failure to provide any of the required information may invalidate the account.

4. Point award redemptions are initiated using the designated website related to BDRC. This site can be accessed at www.bigdogsbrews.vegas and requires the customer to login to the website.
5. Members may only have one active account at any time.
6. During the signup process customers provide a ten-digit phone number that will serve as the customer's account number Account numbers will not be changed.
7. Upon receipt and processing by Big Dog's Hospitality Group, Inc. (hereafter referred to as "BDHG") or its designee, a member may earn and redeem cash rewards at any participating BDHG location in Clark County, Nevada. Currently the one location is located at 4543 N. Rancho Drive, Las Vegas, NV 89130.
8. Points are earned on a transaction cash value basis. 1 point will be earned per \$1 of cash value transactions when the BDRC is presented. Cash value transaction is determined after deducting all taxes, coupons, discounts, and comps. Points will generally be posted within 3 hours. Points are not earned on catering or gambling activities.
9. Bonus points opportunities may be announced where members can earn extra points that will accumulate to their balance based on specific purchases, specific dates or specific times.
10. Points shall accumulate to the customer's account and the customer can choose to redeem points for specific rewards and discounts. The current standard redemption choices shall be available at www.bigdogsbrews.com/rewards.
11. BDHG reserves the rights to add, delete, reduce or otherwise change the standard redemption choices.
12. Points that are redeemed for check discounts will lower the amount of net taxable sales and will lower the customer's sales tax charges when redeemed.
13. When choosing to redeem a check discount, the discount value can be applied at any BDHG Clark County, Nevada location for food, beverage, or retail purchases. Check discounts cannot be redeemed on catering or gambling activities. Generally, check discounts cannot be combined with other discounts. Other discounts, if appropriate, will only be applied after the application of the Rewards Club check discount.
14. BDHG reserves the right to discontinue or modify this program at any time. Notice will not be provided to members. Current rules are available at any BDHG Clark County, Nevada location and on the company's website (www.bigdogsbrews.com).
15. BDHG reserves the right to refuse awards to any persons who have wrongfully earned points or awards via machine or system malfunctions or through deception, forgery or other abuses of the program.
16. BDHG will not combine multiple accounts. BDHG will not combine points from multiple accounts. BDHG will not combine rewards from multiple accounts.
16. BDRC membership is a privilege. Use of membership account indicates acceptance of all rules and other terms and conditions of the BDRC.



17. Management reserves the right to inactivate any account or refuse membership at its sole discretion.
18. BDHG reserves the right to modify or discontinue any promotion at any time without prior notification.
19. Accounts without activity for at least twelve (12) months will be considered inactive and may be deleted. Upon being declared inactive, all points are forfeited.
20. Deleted accounts will not be reinstated.
21. BDHG is not responsible for unauthorized use of BDRC.
22. BDHG reserves the right to adjust any points balance or credit balance resulting from malfunction, operational errors, accounting adjustments, and/or fraud.
23. Big Dog's Hospitality Group will not sell your information and will only use the information provided from you for its own marketing purposes. Marketing will be restricted to email, web app, and page notifications.
24. Members who wish to preclude themselves from receiving BDRC related direct marketing advertisements must terminate their membership in the BDRC program by sending a letter indicating their preference to: BDHG Reward Card, Reward Card Coordinator, 4547 N. Rancho Drive, Suite A, Las Vegas, Nevada 89130.
25. Unclaimed customer rewards have no cash value. Customer rewards are discounts to be applied to future bills. Rewards Club redemptions will reduce the net check due and, therefore, will reduce the amount of points awarded for the visit and reduce the application of otherwise eligible discounts.
26. Employees and their immediate families are eligible for Rewards Club membership but Rewards Club transactions for the employee or immediate family cannot be processed by the employee.
27. Management reserves all rights regarding club distribution, usage, and expiration. The BDRC card is the property of BDHG and must be returned upon request.
28. Enrollment in and/or use of the BDRC will be considered acceptance of the terms and conditions listed above.

Questions regarding the Big Dog's Reward Card can be directed to:

Director of Marketing
Big Dog's Hospitality Group, Inc.
4547 N. Rancho Drive, Suite A Las Vegas, NV 89130
(702) 368-3715
(702) 368-3723 fax

Please note: Rewards credits accumulated in the Big Dog's Reward Card program that operated from 2005 through September 28, 2019 that have not been otherwise redeemed, reduced, canceled, or adjusted, will be available for redemption following the procedures of the previous club through December 31, 2020. Points that have accumulated in the same club that operated from 2005 through September 28, 2019 but had not been converted into Rewards credits will be forfeited as of September 28, 2019. However, 120-points will be added to a customer's account if they join the Big Dog's Rewards Club between September 30, 2019 and December 31, 2019.