



## Club Willies V.I.P. Loyalty Program Rules

1. Club Willies V.I.P. loyalty points are available on qualifying purchases at Roadside Willies Smokehouse & Bar. You must present your Club Willies V.I.P. card at the time of purchase to receive reward points.
2. There is a modest \$5.00 fee to join the Club Willies V.I.P. Loyalty Program. As a welcome bonus, new members automatically receive 50 reward points valued at ten (10) times the fee paid upon registering their Club Willies V.I.P. card online. Lost, stolen or damaged cards are replaceable for a \$2.50 fee. Go to [www.roadsidewillies.ca](http://www.roadsidewillies.ca), click on "Club Willies V.I.P." and select "My Account" to register your Club Willies V.I.P. card. The Club Willies V.I.P. Loyalty Program is not directed to or intended to be used by anyone under the age of 19.
3. Points accrue at a 1:1 ratio for every dollar spent at Roadside Willies Smokehouse & Bar. Partial dollars are rounded up to the nearest whole dollar. Points are not issued for sales tax or tip. You can access and review/update your Club Willies V.I.P. account online at [www.roadsidewillies.ca](http://www.roadsidewillies.ca); click on "Club Willies V.I.P." and select "My Account." Inactivity for six (6) consecutive months or fewer than 250 points earned in a member sign-up anniversary year will deactivate the membership and result in the cancellation of all points accrued.
4. Points may be collected and redeemed only by the named owner of the card. Proof of identification may be requested at any time for verification purposes. Points cannot be combined with other card members. Points are intended for individual purposes only. The maximum number of points awarded per account per day is 250. Club Willies V.I.P. reward points will not be issued on the purchase of gift cards. However, if the recipient is a Club Willies V.I.P. cardholder, points will be issued when gift cards are redeemed.
5. Club Willies V.I.P. cards are the property of Roadside Willies Smokehouse & Bar. The owner reserves the right, at its sole discretion, to terminate the Club Willies V.I.P. Loyalty Program, to change, alter, limit, modify or add to the official rules, regulations terms and conditions, including but not limited to imposing time limits and changes in point values, rewards, and reward levels all without prior notice, at any time.
6. Points have no cash value and are surrendered according to the current rules and regulations.
7. Roadside Willies Smokehouse & Bar reserves the right to discontinue membership privileges and/or void all or a portion of a member's point balance if the points have been issued, received or redeemed through computer error, fraud or theft, through illegal means or in a manner not authorized in the Rules & Conditions. These rights are in addition to any other legal or equitable remedy which may be available to the Club Willies V.I.P. Loyalty Program under applicable law. Employees of Roadside Willies Smokehouse & Bar, its franchisees, affiliates, subsidiaries, and immediate families of each are not eligible.
8. Roadside Willies Smokehouse & Bar reserves the right to suspend or terminate the Club Willies V.I.P. Loyalty Program without notice. Roadside Willies Smokehouse & Bar further reserves the right to correct system errors and adjust member accounts accordingly, update the official rules and conditions to account for errors, omissions or changes in guidelines or procedures.