

Terms and Conditions:

Welcome to Big Red Liquors' VIP Rewards Program, a program designed to offer valued customers an opportunity to earn points for dollars spent on participating products and save on future food, accessory and non-alcoholic purchases redeemable at Big Red Liquors. Use of Big Red Liquors' VIP Reward Card constitutes each member's acceptance of the following terms and conditions.

Members: Big Red Liquors Rewards Program is open to those 21 years of age and older. Program membership is only available to individuals and will not be available to corporations, businesses, charities, partnerships, enterprises, or other entities. Membership in the Program is free and no initial purchase is required. **Fill out Program Enrollment Form accurately, completely, and legibly** to accept the terms and conditions. Big Red Liquors reserves the right to refuse issuance of a VIP Rewards Program Card to any customer who does not follow the enrollment procedures. Member should promptly notify Big Red Liquors of any changes to Personal Information such as name, address, telephone number, and email address either by calling a customer service representative at (317) 510-2066 or through our website at bigredliquors.com/contact/. Big Red Liquors reserves the right to cancel any VIP Rewards Card for which it has incomplete, inaccurate, false or fictitious Personal Information and all Big Red Liquors VIP Rewards Program points earned on that account will be forfeited. Members must use their card at least once in a calendar year to remain active in the Program. Big Red Liquors reserves the right to remove membership and expire any and all earned points for any member that has not used their VIP Rewards Card for a valid purchase within the previous calendar year. The Card enables a Member of Big Red Liquors VIP Rewards Program to earn Points on certain qualified purchases and redeem those points in the form of Reward Dollars or "Big Red Bucks" on certain qualified future purchases. Members must present his/her personal Card to the cashier prior to purchase transaction in order to earn and/or redeem Points. Big Red Liquors has no obligation to retro actively add points to a purchase. Points have no fixed value, may not be redeemed for cash, and are not transferrable to any other individual or entity. Any transfer or attempt to transfer Rewards Points shall result in automatic cancellation of the Card and revocation of Member's Points. Any fraudulent or unauthorized use of the Card is strictly prohibited, and may result in termination or disqualification from the Program. The Card is not a credit card. The Card is the property of Big Red Liquors and it may be revoked at any time by Big Red Liquors at its sole discretion. Any unauthorized reproduction of the Card may lead to legal prosecution and forfeiture of membership in the Program and all Points earned. Each member is responsible for remaining knowledgeable about the Program terms and conditions. Big Red Liquors reserves the right to disqualify Members who have violated any of the Program terms and conditions. Big Red Liquors reserves the right to change the terms or conditions of the Program or terminate the Program at any time without prior written notice. Communications about Big Red Liquors Rewards Program, including changes to the Program, will be posted on bigredliquors.com/vip/.

Earning Points: VIP Rewards Program Members will be offered the opportunity to earn points for dollars spent on participating products. Participating products are at the sole discretion of Big Red Liquors and items may be added, removed and changed at any time without prior notice. Points cannot be earned with purchases of: gift cards, event tickets, and other items that might be excluded by federal or state law as determined by Big Red Liquors. All in-store Points will be awarded to the Member's account within 48 hours after purchase. Member items ordered online for delivery or in-store pick-up will earn Points as they would if purchased in store if member ID is provided. However, Points will be applied within 48 hours after the time Big Red Liquors completes the payment transaction and will not be instantaneous at the time Member completes the online transaction. On a return the Points will be deducted from the Member's account that was used for the original purchase. Points have no fixed value, may not be redeemed for cash, are the sole property of Big Red Liquors and are not transferrable to any other individual or entity.

VIP Redemption Dollars: Points or "Big Red Bucks" are earned at a rate of .5% and solely determined by Big Red Liquors. At all times Redemption Dollars are the sole property of Big Red Liquors and not the Members. VIP Redemption Dollars, "Big Red Bucks", have no fixed value, may not be redeemed for cash, and are not transferrable to any other individual or entity. At Big Red Liquors discretion, Members may choose to redeem Dollars once the minimum balance is achieved (2.50 BRB) and apply to purchase, or continue saving to redeem at a later date for a qualified purchase. If Member elects to redeem "Big Red Bucks" the value of the Redemption Dollars will be deducted from the total price of the Member's purchase. Big Red Liquors will make Redemption Dollars available to members as a benefit of a program that can be modified, changed, and removed at its discretion and without notice at any time.

Redemption Dollars, or "Big Red Bucks", may be used to purchase qualified non-alcoholic beverage, food, accessories and promotional service items. Redemption Dollars will not be paid out in cash and may not be used for the purchase of the following: wine, spirits, beer, cigarettes, lottery tickets, gift baskets, gift cards, event ticket purchases; other exclusions may apply in accordance to Indiana state law and Big Red Liquors. Big Red Liquors may, at any time and without notice, change, eliminate, or terminate the Point earning and redemption procedures and offerings, including but not limited to imposing time limits and changes in point values and reward levels. Upon redemption, the Rewards Dollars will be immediately deducted from Member's account. Once Rewards are redeemed, Rewards cannot be credited back to Member's account. When returning items paid with Redemption Dollars, the Redemption Dollars will be reinstated to Member within 10 business days.

Use & Privacy: Personal information collected is not shared with third parties at any time and used only to enhance the Member's shopping experience. By participating in the Program, Member agrees to allow Big Red Liquors to communicate via mail, email, phone and other channels. Company may use these channels to communicate Member account status, notify Member when they are eligible for a reward, communicate program changes, and offer special Member promotions, coupons, and more. Big Red Liquors will protect the privacy of Member information and will not share with any third-party organizations.