



SEASON TICKET HOLDER **REFERRAL PROGRAM**



Do you have any friends, family, or co-workers interested in becoming Season Ticket Holders with the *Hershey Bears*®? Here's your opportunity to enjoy amazing rewards by referring someone to join the Bears Season Ticket Holder community!

HOW IT WORKS:

- Check out our incentives and enter in the required referral information.
- For your referral to qualify, the individual must purchase a Season Ticket plan.
- Once your referral has purchased Season Tickets, YOU earn rewards!

FULL SEASON PLAN (38 Games)

Rewards for referring a Full Season Ticket Holder

100 LEVEL

- \$35 HE&R Gift Card per seat
- Two (2) additional ticket exchanges per new account
- Watch warm-ups from the Penalty Box (based on availability)

200 LEVEL

- \$25 HE&R Gift Card per seat
- Two (2) additional ticket exchanges per new account

12 GAME PLAN

Rewards for referring a 12 Game Season Ticket Holder

100 LEVEL

- \$15 HE&R Gift Card per seat

200 LEVEL

- \$10 HE&R Gift Card per seat

HALF SEASON PLAN (19 Games)

Rewards for referring a Half Season Ticket Holder

100 LEVEL

- \$20 HE&R Gift Card per seat
- One (1) additional ticket exchange per new account

200 LEVEL

- \$15 HE&R Gift Card per seat
- One (1) additional ticket exchange per new account

FLEX-10 PLAN

Rewards for referring a Flex-10 Season Ticket Holder

100 LEVEL

- \$10 HE&R Gift Card per seat

200 LEVEL

- \$5 HE&R Gift Card per seat

GRAND PRIZE

For each referral who purchases a plan, the referrer receives points determined by the plan:

- **Full Season** – 10 Points
- **Half Season** – 7 Points
- **12 Game** – 5 Points
- **Flex-10** – 3 Points

The Season Ticket Holder who generates the most points will receive:

- \$200 credit towards your account
- Dinner for you, plus one guest with VP of Hockey Operations
- Team signed photo

PROGRAM CONDITIONS & GUIDELINES

- Referred account cannot have prior *Hershey Bears* Season Ticket purchase history.
- Season Ticket Holders within the same family, with the same mailing address, are not eligible.
- Referring account will not receive any rewards until referred account is paid in full.
- The *Hershey Bears* reserve all rights in determining what qualifies as a referral.
- Grand Prize winner will be announced by April 2020.
- Referral period is valid through January 31, 2020.

Hershey Bears Season Ticket Office ▪

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