

## When do my CORE Points and CORE Rewards expire?

Your CORE Points/Rewards are valid the year you earn them and the following year. Points cannot be combined from season to season.



## CORE Rewards Passes

- **Midweek Plus** - Valid Monday-Friday, excluding blackout dates. Pass is valid 7 days a week through December 25 and after March 15.
- **Summit Sunday Plus** - Valid Sunday-Friday, excluding blackout dates. Pass is valid 7 days a week through December 25 and after March 15.
- **Slightly Restricted** - Valid 7 days a week, excluding blackout dates.
- **College Pass** - Valid 7 days a week, excluding blackout dates.
- **Unrestricted** - Valid every day of the season!
- **Daily** - Valid every day of the season. Saves you \$10 off the daily ticket price.

Blackout Dates: 12/26/09-1/02/10, 1/16/10-1/17/10 & 2/13/10-2/15/10.

[sugarbowl.com/core-guide](http://sugarbowl.com/core-guide)

## Benefits

- Bring one friend or family member whenever you ski or ride and they can save \$10 off the purchase of their lift ticket.
- FREE overnight ski or board check.
- Refer a new season pass holder and earn 10,000 CORE bonus points
- All 2009/2010 season passes include General Admission.
- CORE Appreciation Days.
- Discounted lift tickets on the days your season pass is not valid.

## General Admission

Our innovative General Admission program is designed to simplify skiing and riding. The basic idea is this - when you have a season pass or a qualifying lift ticket (ages 13-69), you can take a free group lesson of any skill level and / or use our standard rental equipment for no charge whenever "GA" is in effect.

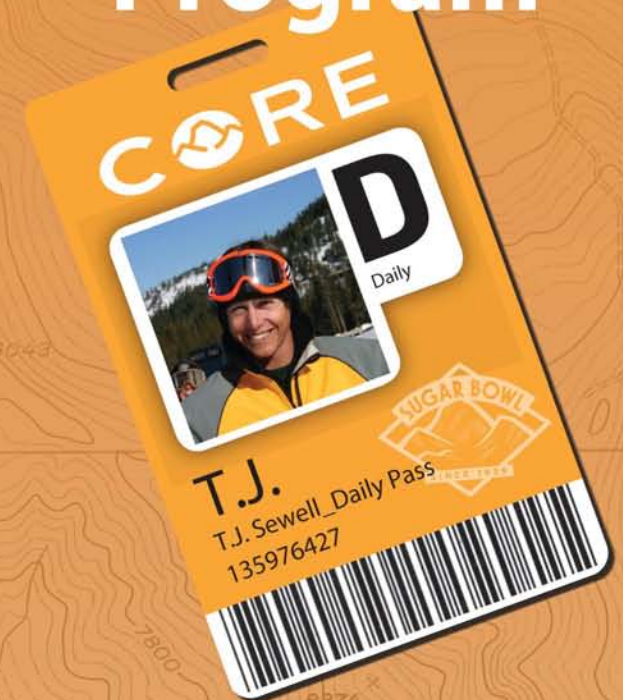
Our scheduled General Admission days for 2009/10 are:

- 7 days a week from opening day through December 25.
- Monday-Friday from January 4 through March 12, excluding January 18 and February 15-19.
- 7 days a week from March 15 through closing day.

Visit [sugarbowl.com/more](http://sugarbowl.com/more) for exact details.

530-426-6783

# 2009/2010 CORE Rewards Program



It's the program  
that pays you to  
ski or ride!

[sugarbowl.com](http://sugarbowl.com)  
530-426-9000

## CORE Rewards Program

Welcome to Sugar Bowl's CORE Rewards Program. This program is free to all Season and Daily Pass holders. We reward you for days you ski or ride at the resort and on every qualifying dollar spent.

### Earning Points Is Easy:

- Earn 1,000 CORE Points with the first scan of your pass each day (Max 25,000 per season).
- Earn 100 CORE Points for each dollar you spend (subject to some restrictions).
- Simply present your pass at the register and earn points for every qualifying dollar spent at the resort.
- Sign up for Resort Charge and pay with your pass. It's as easy as that!



**Earn 10,000 points for referring a new pass holder.**

[sugarbowl.com/core-guide](http://sugarbowl.com/core-guide)

## CORE Points Are Good For:

Rewards can be redeemed for food and beverage, tickets, lessons, rentals, lodging, spa services, parking passes and more.

For details visit: [sugarbowl.com/core-awards](http://sugarbowl.com/core-awards)



### Points Post To Your Account

For most eligible activity, we post your CORE points into your account the day after you earn the points. Occasionally, we cannot post the CORE points from your evening expenditures until two days after you earn the points.

### Redeeming Your CORE Points Is Easy:

Go to: [sugarbowl.com/core-login](http://sugarbowl.com/core-login)

- Enter your customer number which is located below your name on your season pass.
- Enter your date of birth (example 01071985 month date year with no dashes)
- Enter your zip code

If you experience trouble with your login please contact [core@sugarbowl.com](mailto:core@sugarbowl.com) or call 530-426-6783.

530-426-6783

## Using CORE Rewards

You must select and print reward certificates from your account in order to redeem them at the resort. If you forget to print at home, you can visit the Mt. Judah Special Tickets office or the Village Administration Office where we have a computer set up to print rewards. Once your reward is printed, it is fully transferable and like cash. If you select the wrong reward or lose a reward, contact [core@sugarbowl.com](mailto:core@sugarbowl.com) or call 530-426-6783 and we will help you out.



### Transferring Points

Simply login to the CORE member site ([sugarbowl.com/core-login](http://sugarbowl.com/core-login)) and follow the transfer link at the top of the page. You may transfer CORE points to any person linked in your account. Contact the Mt. Judah Special Tickets office if you wish to add or delete someone in your account. You may transfer points to any other CORE member by contacting the Mt. Judah Special Tickets Office. Please have both customer numbers and the amount of points you wish to transfer.

Anderson Peak

VABM 8683

[core@sugarbowl.com](mailto:core@sugarbowl.com)