

# Sherwood Pines Camping Ltd – Loyalty Cards Terms & Conditions

## Loyalty Card Terms and Conditions

The following terms and conditions must be observed /adhered to.

*Sherwood Pines & Bracelands Campsites*



### What is the Scheme?

Our loyalty scheme renews **annually**, from January 1st to December 31st. Customers who earn a fully stamped **Platinum** card **within** the current year will be entered into an annual prize draw, with winners & prizes selected at random.

Customers opt to join the scheme at the **Silver** level. Loyalty stamps are earned for every 2-nights, fully paid, qualifying stay when booked directly. After achieving 2 stamps at the Silver level, the campsite will issue the **Gold** card. After earning 3 stamps on the Gold card, the campsite will issue the final **Platinum** card. Customers retain the cards until time of redemption when they must be handed in on arrival.

Once all 3 levels have been achieved, there is no further opportunity to earn additional stamps or **rejoin** the scheme.

The three levels of the scheme are as follows:

- **Silver Level:** Stay twice (2 separate arrivals) to earn a 1-night free stay.
- **Gold Level:** Stay an additional three times (3 separate arrivals) to earn 2 free nights.
- **Platinum Level:** Stay an additional four times (4 separate arrivals) to earn 4 free nights and be entered into the annual prize draw.



### Annual Prize Draw

Customers who complete their **Platinum** card will have their details entered into the annual prize draw. The winner will be selected using a random generator and be informed before a public announcement on December 31st.

By entering the **Platinum** prize draw, customers consent to the publication of their prize draw results online and on social media, as well as potential press coverage, with prior approval if necessary.

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## What is a Qualifying Stay?

A **qualifying stay** is defined as any fully paid stay of 2 nights or more at Sherwood Pines or Bracelands campsites, either on a touring pitch or in a glamping unit. Qualifying stays must meet the following conditions:

- Booked directly with the campsite or on our website (bookings from 3<sup>rd</sup> party websites such as Pitch Up or Campsites Uk do not qualify)
- A standalone stay, paying for a minimum of 2 nights.
- No stays, which include redemption or gifted nights, qualify regardless of duration.
- Only the **lead booker** qualifies, regardless of other guests staying at the same address.
- Group bookings – only the pitch holder qualifies, if enrolled in the scheme will earn a stamp if all the other criteria is met.
- Only 1 loyalty card per household.
- A separate stamp is awarded for each qualifying arrival, provided there is at least a 48-hour break between stays at the same site.
- Stays across different sites on the same day do NOT count as separate qualifying stays.
- Seasonal, storage, complimentary, competition-winning, or day pass stays do **not** qualify.
- Stamps are awarded on arrival and cannot be collected in advance.
- 3<sup>rd</sup> Party gift voucher redemptions, such as Activity Superstore or other 3<sup>rd</sup> party retailers do not qualify.
- Extensions to existing stays are **not** considered separate qualifying stays.
- Backpacker stays are excluded.

## Additional Terms

- **Minimum Stay Requirement:** A **two-night minimum** fully paid stay is required for earning a loyalty stamp.
- **Customer Eligibility:** The **lead booker** is the only person eligible to earn stamps. Loyalty cards cannot be shared, exchanged, or transferred among friends, family, or colleagues. The lead booker must be present during all qualifying stays to receive stamps. Members of the same household may each earn stamps but cannot combine stamps across multiple individuals to redeem free nights.
- **Group Bookings:** Loyalty stamps are awarded only to the individual occupying the pitch and enrolled in the loyalty scheme. The group leader cannot claim stamps on behalf of others.
- **Exclusion of Free, Gifted, or Complimentary Stays:** Any free, gifted, **goodwill discounted** or complimentary stays, once booked, **do not qualify** for a new loyalty stamp.
- **Saving Free Nights:** Customers may accumulate their eligible free nights and redeem them in a single stay later subject to availability and at the site managers discretion.
- **Expiry of Unused Stays:** Any unused free stays must be redeemed by **March 31st of the following year**, or they will be forfeited with no exceptions.

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- **Loyalty Card Requirement:** All stamps must be collected on a **single loyalty card**. Stamps from separate cards **cannot be combined**, transferred, or used toward earning further rewards.
- **Customer Responsibility:** It is the customer's responsibility to present their current loyalty card at the time of arrival. **No replacement cards will be issued**, regardless of the number of qualifying stays.
- **Card Completion:** Only fully completed cards presented will qualify for progression to the next reward level.
- **Permanent Exhaustion of Eligibility:** Once you have completed all three levels of the loyalty program, your eligibility will be permanently exhausted for this year. **You cannot earn duplicate card levels during the program** under any circumstances.
- **Lost or Stolen Cards:** Lost or stolen loyalty cards will result in the **forfeiture of any stamps** earned. **Replacement cards are not available**, under any circumstances.

## Redeeming Free Stays

To redeem your free night(s), you must email [centraloperations@sherwoodpinescamping.co.uk](mailto:centraloperations@sherwoodpinescamping.co.uk) with your booking request, and we will create the booking for you after verifying your claim.

- **Loyalty cards** must be presented at the campsite upon arrival to redeem free nights.
- Failure to surrender the completed loyalty card may result in standard nightly charges being applied to your booking.
- Free nights cannot be redeemed online.
- Free nights may be used in conjunction with another booking or booked as a standalone stay subject to minimum stay rules and site manager discretion but will not qualify for a new stamp.
- Standalone free stays exclude bank holiday weekends and the Christmas & New year holiday periods.