



STAR WARS

STAR WARS DAY MAY THE 4TH BE WITH YOU

What: VIP Early Access Event to May 4th offers

Date: April 30, 1 hour prior to store opening

Description:

- This is something new we're trying this year to get closer to our biggest fans!
- AFOLs will get early access to May the 4th offers before everyone else, but will also have access to some exclusive gifts specifically created for this event (see next page for detail).

Who is eligible:

- 28 Adult Fans per store who are:
 - Star Wars Fans
 - VIP Members
- These fans are to be selected by the fan groups and/or community team
- Resellers and LEGO Brand Retail staff are not eligible

Before the event:

- Fans to come into their closest store between April 8-15 to get their official invite postcard, this is on a first-come first-serve basis
- Picking up the invitation serves as a binding RSVP, meaning the recipient is expected to attend the event
 - As limited space is available, we hope that anyone who is not serious about attending the event will forego an invite and leave space for someone who is seriously interested.
- Community team to provide names (if possible VIP numbers) of the 28 fans selected per store
- Stores will start giving out any unclaimed invites to their best customers after the 15th, so there's no guarantee for anyone who picks theirs up late





The event:

- Fans will have access to all May the 4th offers available during the promotion, PLUS:
 - Exclusive Assault on Hoth poster with any Star Wars purchase (art print made of premium weight material, only 3,500 made globally)
 - Exclusive set: Escape the Space Slug with a \$150 Star Wars purchase (only available during the event, only 3,500 created globally)

Details:

- Fans MUST bring their invitation (the one they received at the store between the 8 – 15th of April) to the event
 - The invite entitles to ONE (1) purchase that meets the requirements for receiving a poster and Escape the Space Slug set; multiple purchases will not result in the acquisition of multiple free sets and posters.
- Fans must be registered VIP members
- No guests will be allowed during the event and are not eligible for the exclusive set and poster
- Exclusive early hour offers (Assault on Hoth art print poster and Escape the Space Slug set) will only be available during the hour before official store opening
 - Once the store opens to the public these offers will no longer be available

