



PROPERTY:

PRODUCT/PROMOTION: **LUCKY SQUARES**

When Lee Gutierrez, Gamblers Bonus and Marketing Manager with United Coin Manufacturing, needed a promotion that would **boost gaming revenues and drive traffic during football season**, she turned to Odds On Promotions. The solution? A \$10,000 Lucky Squares contest for Gamblers Bonus members.



NAPPER TANDY'S
Irish Pub
FOLEY'S IRISH PUB

SUPER BOWL
LUCKY SQUARES
\$10,000
BONUS PRIZE

WIN EACH QUARTER AND WIN BIG IF YOUR SQUARE IS THE LUCKY SQUARE!
 \$250 1st Quarter \$250 2nd Quarter \$250 3rd Quarter \$250 4th Quarter

		Steelers									
		7	4	8	2	0	3	6	5	1	9
Saskatoon	2	1	2	3	4	5	6	7	8	9	10
	4	11	12	13	14	15	16	17	18	19	20
	1	Gerald Boyd	22	23	24	Fred Cheney	26	27	Mike Lark	29	30
	9	31	32	33	34	35	36	37	38	39	40
	3	41	42	43	44	45	Jim Whitman	47	48	49	50
	6	51	52	Jim Whitman	54	55	56	57	58	59	60
	7	61	62	63	64	65	66	67	68	69	70
	8	Phil Hackett	72	73	74	75	Steve Watson	77	78	79	80
	0	81	82	83	84	85	86	87	88	89	90
	5	91	92	93	94	95	96	97	98	Lisa Jakne	100

Contact Insurance Provided by:



What are Lucky Squares?

Odds On's Lucky Squares promotion gives you the ability to offer up to a \$1,000,000 prize on a football pool. Prior to the start of the game, Odds On Promotions selects a mystery square on a 100-square football pool grid. If the final score lands inside the preselected winning square, the owner of that square wins the bonus prize, which is paid for by Odds On.

Lucky Squares + Gamblers Bonus = Play-Driving Promotion

To drive video poker play during the regular NFL season at Foley's and Napper Tandy's pubs in Reno, Nev., Gamblers Bonus members receiving a natural 4-of-a-kind with max coin bet received a free entry into a weekly drawing. The prize? A spot on the Lucky Squares board and the chance to win \$10,000 on Super Bowl Sunday.

How They Did It

Every Tuesday, the names of three lucky players were drawn from each week's qualified entries. The names were then written into squares in the 100-square grid, in order from left to right, until the board was completely filled. In addition, to keep the promotion fresh, mailings were sent to the players in each bar's database throughout the season, reminding customers of their chance to win the \$10,000 prize on Super Bowl Sunday.

The Pre-Party

To build excitement and re-engage participants in preparation for the main event, the Thursday before Super Bowl Sunday, all of the square owners (i.e., winning players) were invited to a pre-Super Bowl party, where the "score numbers" were randomly assigned on the board's horizontal and vertical axes and the \$10,000 "mystery square" was announced.

OVERVIEW

Objective:

Increase Gaming Revenues
Drive Traffic

Results:

25% Increase in Gaming Revenues
During Season

Double the Revenues from pre-party
through Super Bowl Sunday

Property Size:

15 machines at two locations.

What is Gamblers Bonus?

Gamblers Bonus is a cardless slot club. Members enter a PIN number into a key pad on the machine they are playing and based on play, they are rewarded with cash back.



“The promotion was successful. It drove revenue. It generated a 25% increase in gaming revenues over the course of the season and more than doubled gaming revenues from the day of the pre-party through Super Bowl Sunday.”

**Lee Gutierrez, Gamblers Bonus and Marketing Manager
with United Coin Manufacturing**

Game Day Bonus

While only one square was worth the \$10,000, both United Coin and Nick Foley, the owner of the two participating bars, upped the ante by giving every square holder additional reasons to be at both the pre-party and the Super Bowl event. While prizes at the pre-party included NFL merchandise and bonus points, on Super Bowl Sunday players had the chance to win even more bonus points and \$250 in cash if their square matched the score at the end of each quarter.

Super Results

While no one hit it big on Super Bowl Sunday, according to Gutierrez, “The promotion was successful. It drove revenue. It generated a 25% increase in gaming revenues over the course of the season and more than doubled gaming revenues from the day of the pre-party right on through Super Bowl Sunday.” In addition, she notes, “This was the smoothest thing – really organized. Odds On was easy to work with and the collateral (Registration Boxes and Lucky Squares Boards) looked great. After this, we now have other bar owners interested in participating.”



For more information on how you can use a Lucky Squares promotion to drive increased play at your property, give Odds On a call today and ask for a gaming representative.