

# COMBINE COLLEGE OR PRO FOOTBALL CHALLENGE WITH A RUSHING FOR RICHES GAME SHOW



## WHAT IS IT?

A fun, easy and fully automated "pick em" style football promotion that will drive traffic to your casino every day during the football season, combined with a weekly football themed game show guaranteed to fill the house all weekend long.

## THREE BIG PRIZES. TWO BIG PROMOTION OPTIONS:

### OPTION 1: PICK AGAINST THE SPREAD

**\$10,000 Weekly Prize** - Predict the winner against the spread of every designated Game and the winner and final score of the last scheduled game.

**\$250,000 Weekly Game Show Prize** - Hold weekly random drawings to play *Rushing for Riches* and if one of your players selects the correct plays leading to a touchdown on the game board they win.

**\$1,000,000 Season Prize** - Predict the correct number of winners for the season.

### OPTION 2: PICK WINNERS ONLY

**\$250,000 Weekly Game Show Prize** - Hold weekly random drawings to play *Rushing for Riches* and if one of your players selects the correct plays leading to a touchdown on the game board, they win.

**\$1,000,000 Season Prize** - Predict the correct number of winners for the season.

### PROMOTIONS INCLUDE:

- Casino Promotions Game Kiosk Valued at \$10,500 (lease option available)
- Football Challenge Software Lease
- 1,000 Plays a Day
- Game Kiosk Tickets
- Customized 8' X 8' Game Board
- 34 Game Show Contestants
- 24/7 Service and Support
- Administrative Reporting (weekly and overall standings, participation statistics)



8' X 8' GAME SHOW



DAILY SWIPE TO WIN. WEEKLY GAME SHOW.

# HOW IT WORKS

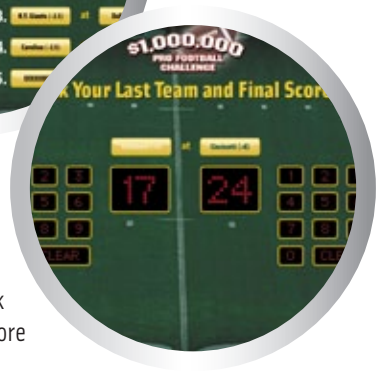
## SWIPE TO WIN KIOSK GAME:



1  
Players swipe their player's club card once a day at the game kiosk to activate the game.



2  
Using the touchscreen, players select the football teams they think will win that week, plus the final score of the last game of the week.



3

A three part receipt is distributed containing:  
 1) The Player's Picks for the Week  
 2) Their Previous Week's Results and Year to Date Standings  
 3) An Entry Ticket used for the Next Game Show Drawing

Black Bart Casino **\$1,000,000 PRO FOOTBALL CHALLENGE** WEEK #: 1  
ENTRY #: 3

Name: Mark Gilmartin  
 Acct #: 12345 Transaction #: 123456  
 Issued: 9/16/07 3:23:49 PM

1. Minnesota -7 1/2	9. Jacksonville -2 1/2
2. St. Louis +10	10. Chicago +9
3. Buffalo -9	11. Detroit -4
4. Houston -2 1/2	12. Seattle +7
5. Miami +5 1/2	13. Dallas +5
6. New England +7 1/2	14. Carolina -5
7. Green Bay -3	15. San Diego +3
8. Cleveland +6	16. Tennessee -3 1/2

Final Score: Miami: 24, Green Bay: 17

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Black Bart Casino **\$1,000,000 PRO FOOTBALL CHALLENGE** RESULTS

Name: Mark Gilmartin  
 Acct #: 12345

ENTRY #	LAST WEEK	YEAR TO DATE
1	10/16	20/32
2	8/16	17/32
3	12/16	22/32
4	5/16	18/32
5	11/16	16/32
6	Not Entered	8/32
7	Not Entered	12/32

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Black Bart Casino **\$1,000,000 PRO FOOTBALL CHALLENGE** DRAWING TICKET

Name: Mark Gilmartin  
 Acct #: 12345

DEPOSIT IN DRAWING DRUM

WEEK #: 1  
 ENTRY #: 3

Must be present at drawing on Monday at 8 PM to win.

## WHY IT WORKS?

- > Great For Advertising - Win \$10,000 a week (Option 1 only), \$250,000 every weekend, and \$1,000,000\* for the season!
- > Increases Membership - Players must be a club member to participate!
- > Drives Player Traffic - Daily chance to win for 17 weeks.
- > Easy to Run - Weekly games updated automatically. Tickets printed with player's weekly selections, year to date standings, and a bounce back game show drawing ticket.
- > Easy to Track - Features weekly participation and status reports.

\*Paid as a 40-year annuity.

# HOW IT WORKS

## GAME SHOW:



Contestants get a chance to select five envelopes from the game board. All envelopes contain a yardage.



If the total yardage selected equals 100 yards or more, the contestant wins \$250,000, paid for by Odds On. If not, they win the total amount revealed in dollar increments of your choice. It's that simple!

### KEYS TO SUCCESS:

- > Display the game board on the casino floor to attract attention and drive kiosk play.
- > Select a crowd engaging emcee.
- > Select a consistent day of the week.
- > Select two consistent times to run the game show (one contestant at half-time and one at the end of the game, to keep people on property).
- > Draw 3-5 contestants for each game show. Bring contestants on stage and give them an elimination card (red on one side, black on the other). Ask everyone to pick a color and hold it towards the audience. Draw a playing card from a deck of cards. If a red card is drawn, the contestants selecting black are eliminated and awarded a consolation prize. Repeat until you have a contestant for the game show.

