



PROPERTY:

PRODUCT/PROMOTION: **BONUS PRIZE BINGO**

When the Carson Nugget needed to **increase bingo revenues** without inflating an already tight budget, they turned to Odds On Promotions.





## "C" For Cash

For the Carson Nugget in Carson City, Nev., bingo is an important part of retaining good players. In fact, according to Kelly Brant, Marketing Director, some of the Carson Nugget's strongest slot players are also their biggest bingo fans, so even though the costs of running their bingo game are substantial, eliminating or reducing the number of bingo sessions offered per day simply

isn't an option. In order to boost bingo play and card sales, Brant turned to

Odds On Promotions for help. The result: the Carson Nugget's "\$10,000 Bonus Bingo".

### OVERVIEW

**Objective:**

Increase Bingo Revenues

**Results:**

\$2,700 Per Month Increase

**Property Size:**

700 slots

11 tables

85 bingo seats

**Location:**

Carson City, Nev.



"C" is for "CASH" . . . PLAY

**\$10,000  
BONUS  
BINGO**

PLAY 3 CARDS FOR \$1.00  
COMPLETE THE "C" PATTERN  
IN 32 BALLS OR LESS AND  
WIN \$10,000.00!!!

**\$10,000.00 BONUS GAME PLAYED  
SIX TIMES DAILY,  
11th GAME OF EACH SESSION**

Only Bonus Bingo Cards may be played in Bonus Game.  
Bonus Cards may not be played in other session games.

See Bonus Bingo Rules for Details.

### How It Works

Using Odds On's Bonus Prize Bingo promotion, which gives casinos and bingo halls the chance to offer up to a \$100,000 prize for just pennies per card, the Carson Nugget offered players a shot at taking home \$10,000 if they could complete a "C" pattern in 32 calls or less. While casinos and bingo halls can offer Bonus Prize Bingo during any regularly scheduled pattern game and charge whatever they would like for the cards, the Carson Nugget, which runs six sessions per day, offers Bonus Prize Bingo during the 11th game of each session and charges players just \$1.00 for three cards.



**“We’re getting 20–30 players at each session purchasing the bonus Prize cards. This incremental increase has really helped our bingo numbers.”**

**Kelly Brant, Marketing Director**

**BINGO!**

According to Brant, Bonus Prize Bingo generated results, “While we couldn’t get players to buy three or four additional cards during the game, for just an additional buck they were willing to try the \$10,000 Bonus Bingo. We’re getting 20–30 players at each session purchasing the Bonus Prize cards. This incremental increase has really helped our bingo numbers. Now our loss-leader doesn’t hurt quite so much.”

*Looking to generate increased bingo revenues at your casino or bingo hall? Give Odds On a call for a quote on Bonus Prize Bingo.*