



PLAY BOOK



WE'RE ALL ABOUT WIN-WIN.

INTRODUCTION



HELPING YOU TO ACCOMPLISH GREAT THINGS!

Arrow Games/Bazaar & Novelty is offering our professional expertise in the areas of game design and product development. Through our work with charitable organizations and bingo operators across North and South America, Europe and Asia, we have the expertise and the resources to help you take your game to the next level.

As part of our efforts to support you, we are pleased to introduce our exclusive **PLAYBOOK** which provides a variety of resources to guide you in designing new and innovative bingo programs, evaluating your competition and better understanding your customers.

The **PLAYBOOK** contains the following sections:

- | | |
|-----------|---|
| Section 1 | Samples of Innovative and Creative Bingo Programs |
| Section 2 | Tools to Evaluate your Competition and Assess Your Customers |
| Section 3 | General Information - Arrow Games/Bazaar & Novelty Catalogue & Probability Charts |

The Arrow Games/Bazaar & Novelty **PLAYBOOK** is intended to be a source of new game ideas for bingo centre operators.

The game ideas outlined in the **PLAYBOOK** are not necessarily approved for use in your jurisdiction. Please consult with your gaming regulator to determine if these games are approved/may be approved in your jurisdiction prior to playing.

The law determining the eligibility of gaming products changes constantly. It is the responsibility of the licensee/bingo centre operator to determine which products and game ideas are legal in any jurisdiction.

Helping You To Accomplish Great Things!

Please note that some products in the **PLAYBOOK** require additional lead times, minimum quantities and may be discontinued at anytime. Please check with your local Arrow Games/Bazaar & Novelty representative for details.



SAMPLES



WINNERS NAME _____ DATE _____
ADDRESS _____ AMT. PAID _____
PHONE _____

B I N G O A 70000 G O

10	28	31	46	73
15	22	37	56	62
11	25	FREE 80996	53	74
14	20	40	60	69
7	17	45	48	

Even Bet BINGO

B I N G O 67105 G O

PRINTED IN U.S.A. ARROW INTL. 1989 PAT. NO. 4,448,127

12	28	43	52	64
6	23	39	47	71
4	30	FREE 8328	46	67
8	21	35	53	61
13	27	40	50	63

8328

B I N G O 67105 G O

PRINTED IN U.S.A. ARROW INTL. 1989 PAT. NO. 4,448,127

4	19	37	52	66
6	24	34	58	71
2	28	FREE 8578	55	75
15	29	42	48	63
13	22	39	54	67

8578

Printed in U.S.A.

SELECT SEVEN BINGO

COPY - KEEP FOR YOUR RECORD
SELECT SEVEN NUMBERS ONLY - USE BALL POINT PEN.
WIN IN DUPLICATE TO WORKS!
WINNERS ARE VERIFIED BY MATCHING TICKET NUMBER
OF TOP COPY WITH DUPLICATE.

1	16	31	46	61
2	17	32	47	62
3	18	33	48	63
	19	34	49	64
		35	50	65

100,000 BONUS COUNTDOWN OVERALL

100 IN EXTRA BONUS MONEY!

2- On Strips-1 each Overall-Receive Level 1 Payouts!
(Win The Each Strip Once)

PRINT NUMBERS CLEARLY
NO REPEAT OF A NUMBER
This Card Must Match Duplicate Copy

SERIAL NO. 2050393

U-PIK-EM BINGO

FILL IN BLANK SPACES WITH NUMBERS FROM 1-75 IN ANY ORDER

		FREE		

SERIAL NO. 000001

GAME SCHEDULE TIP

When considering the lineup of games for your new game schedule, be sure to keep seal card games and bingo event games in mind and the need to accommodate playing these games within your overall game schedule.

The most popular bingo event games such as Hot Balls or Rapid Bingo are usually played on a full card game or at a minimum, a game that will take at least 30 numbers to get a winner. This increases the probability that the bingo event game winner is determined first. The caller would then continue on to determine the winner of the regular bingo game.

On average it takes 24 balls called to get a winner on a 3 dab bingo event game and most bingo centres play these games on the full card games.

When designing your new game schedule, consider the following:

1. The first regular game in your program should be a full card game.

This will allow you to sell your bingo event games prior to the start of bingo and then play the games as soon as bingo starts. This gives you a chance to determine a winner(s) and start selling additional games right away to maximize your revenue during the session.

2. Space your full card or 30+ number games evenly throughout your game schedule.

By doing this, you maximize your opportunities to sell additional games during the session and not rush your staff or players.

Bingo event games are an excellent way to increase player enjoyment and excitement in your bingo centre, and drive new revenue streams for your operation.

Effective game schedule design will maximize this opportunity.



G-BALL

DESCRIPTION AND EXAMPLE

G-Ball is a great way to add a different twist to your jackpot game. Play a full card game as a jackpot game. The first G-Ball that is pulled becomes THE G-BALL. If a player wins the game and the number of calls is more than the first G-Ball called, a prize is awarded. If a player wins the game and the number of calls is less than the first G-Ball called, a larger prize is awarded. But if the player wins the game and the number of calls is exactly equal to the first G-Ball called, the jackpot or largest prize is awarded.



EXAMPLE OF G-BALL

Using the ball G-52 as the designated G-Ball and 1500 cards in play, the average payout will be approximately \$150 based on the sample prize board.

BALLS CALLED	EXACTLY	LESS THAN	MORE THAN
46	0.02%	0.00%	99.98%
47	0.05%	0.05%	99.9%
48	0.1%	0.1%	99.8%
49	0.2%	0.2%	99.6%
50	0.3%	0.4%	99.3%
51	0.6%	0.7%	98.7%
52	1.1%	1.3%	97.6%
53	2.0%	2.4%	95.6%
54	3.4%	4.4%	92.2%
55	5.5%	7.8%	86.7%
56	8.6%	13.3%	78.1%
57	12.7%	21.9%	65.4%
58	16.6%	34.6%	48.8%
59	18.3%	51.2%	30.5%
60	16.0%	69.5%	14.5%

# BALLS CALLED	SAMPLE PRIZE	CHANCE OF WINNING
Greater than G-Ball #	\$100	80%
Less than G-Ball #	\$250	14%
Exact G-Ball #	\$500	6%

GAME IDEAS - ODDS



STARBURST®

DESCRIPTION AND EXAMPLE

Each bingo face on the 3 ON vertical cut shown has a Starburst randomly printed on one of the 24 squares. With unlimited ways to play ranging from a bonus prize for a bingo on a star to an extra free space or wild number, Starburst is sure to be a big hit at your game.

Ways To Play:

- Bonus Prize: Award a larger prize if a player bingos on a star. The bonus will be won on average in 1 out of 24 games played (4.2% of the time)
- Use the Starburst as a second free space
- Award a bonus prize if a player covers all three Starbursts on a 3 ON vertical in the first three numbers called in any order. The game continues until there is a winner on the game pattern being played. On average, only 1 sheet in 67,524 sold will win the bonus.

B	I	G	O	O
PRINTED IN	U.S.A.	ARROW INTL.	1989	PAT. NO. 4,448,127
12	28	43	52	64
6	23	39	47	71
4	30	FREE 8328 CAPITOL	46	67
8	21	35	53	61
13	27	★ 40	50	63
				8328

B	I	G	O	O
PRINTED IN	U.S.A.	ARROW INTL.	1989	PAT. NO. 4,448,127
4	19	37	52	66
6	24	34	★ 58	71
2	28	FREE 8578 CAPITOL	55	75
15	29	42	48	63
13	22	39	54	67
				8578

B	I	G	O	O
PRINTED IN	U.S.A.	ARROW INTL.	1989	PAT. NO. 4,448,127
2	23	41	53	70
5	30	36	60	72
4	28	FREE 8828 CAPITOL	51	69
13	18	34	59	66
8	17	32	48	★ 62
2828	1453			8828

GAME IDEAS - ODDS



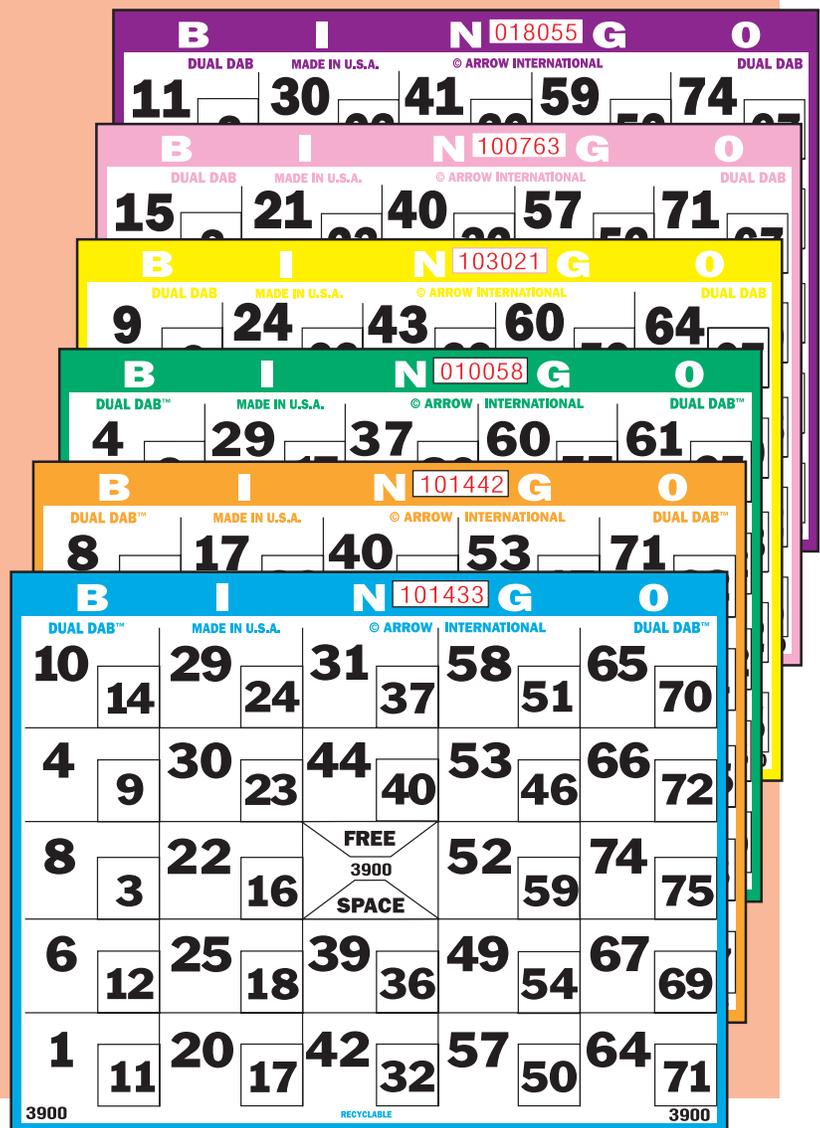
DUAL DAB

DESCRIPTION

With each bingo ball called you have 2 chances to dab and win! Dual Dab plays 50% faster.

Now available in a full 6,000 series!

- Bingo players have two chances to dab each square so the game will play faster.
- You can play more bingo games per session which will increase your profits.
- Great for fast play games!
- Create some new excitement in your Early Bird, Matinee, Night Owl or Special Bingo Games.
- Choose from 6 border colours for our Dual Dab bingo paper - Blue, Orange, Green, Yellow, Pink and Purple.



TRIANGLE BINGO

DESCRIPTION

Plays as an ODDS game with 14 numbers in the shaded triangle and 10 numbers in the white triangle, play until the white triangle or shaded triangle is covered. Offer a larger prize for the shaded triangle and a smaller prize for the white triangle. Players will win 9 times out of 10 on the white triangle, and only one out of ten times on the shaded triangle. You and the players will win.

				
<small>PRINTED IN U.S.A. © ARROW INTL. 1989 PAT. NO. RE 34,368</small>				
14	25	34	52	68
1	24	38	51	69
4	26	FREE 3601	48	74
3	23	41	46	63
6	20	39	56	70
3601				

TRIANGLE

14 Shaded Numbers wins \$300 prize
 10 Unshaded Numbers wins \$100 prize

ODDS OF WINNING

1 game out of 10 games wins on the shaded side
 9 games out of 10 games win on the unshaded side

1 game X \$300.00 = \$300.00

9 games X \$100.00 = \$900.00

10 games \$1,200.00 TOTAL PRIZE PAYOUT

Average Payout over 10 games = \$120.00

GAME IDEAS - ODDS



U-PIK-EMS

DESCRIPTION AND EXAMPLES

A U-PIK-EM bingo game is traditionally played one or more times during a bingo session. U-PIK-EMS are the same as standard bingo cards, the only difference is that a U-PIK-EM card contains fewer numbers than a standard bingo card, and are played in the same manner as standard bingo cards - that is, balls are called until the first player marks all of the numbers on their U-PIK-EM card. However, unlike regular bingo games, U-PIK-EM games allow players to choose the numbers that appear on the cards that they will play. Participating players receive a two-part carbonless form which contains a number of blank spaces (typically 7 or 8 blank spaces, but this number varies) that each player must write in with valid bingo numbers from 1 to 75 prior to the start of the game. If any of the numbers are duplicated or are illegible or if any of the spaces are left blank on a card, the card is considered void and invalid. Once the player completes the card, a copy is detached and submitted to the bingo centre. The copy is used by the bingo centre at the end of the game for verification purposes. Bingo balls are then called until one or more players mark all of their numbers on their U-PIK-EM card and stops the game by yelling "BINGO". U-PIK-EM games, like bingo games, award a prize to the first player or players to complete all of the numbers.

U-PIK-EM games can be played as a fixed prize game or as a progressive game in which a larger prize is awarded if the total number of calls needed to complete the card is less than a pre-determined number, otherwise a smaller consolation prize is awarded. As an example, when playing an 8 number U-PIK-EM, if the first player to BINGO on a card does so within the first 20 balls called, they receive the current jackpot amount, otherwise a consolation prize awarded and the jackpot amount for the next U-PIK-EM game is increased.

Printed in U.S.A.

U-PIK-EM BINGO

FILL IN BLANK SPACES WITH ANY NUMBERS FROM 1-75 IN ANY ORDER.

	FREE	

CARD GOOD ONLY ON DAY ISSUED.
USE BALL POINT PEN.
 Card Will Be Void If Altered or Unclear.

PRINT NUMBERS CLEARLY.
NO REPEAT OF A NUMBER.
 This Card Must Match Duplicate Copy.

SERIAL NO.: 000001 00000

Printed in U.S.A.

U-PIK-EM BINGO

FILL IN BLANK SPACES WITH ANY NUMBERS FROM 1-75 IN ANY ORDER.

B	I	N	G	O
1-15	16-30	31-45	46-60	61-75
		FREE		

CARD GOOD ONLY ON DAY ISSUED.
USE BALL POINT PEN.
 Card Will Be Void If Altered or Unclear.

PRINT NUMBERS CLEARLY.
NO REPEAT OF A NUMBER.
 This Card Must Match Duplicate Copy.

SERIAL NO.: 000001 00000

Printed in U.S.A.

LUCKY SEVEN BINGO

FILL IN BLANK SPACES WITH ANY NUMBERS FROM 1-75 IN ANY ORDER.

FREE		FREE

CARD GOOD ONLY ON DAY ISSUED.
USE BALL POINT PEN.
 Card Will Be Void If Altered or Unclear.

PRINT NUMBERS CLEARLY.
NO REPEAT OF A NUMBER.
 This Card Must Match Duplicate Copy.

SERIAL NO.: 1897359

Printed in U.S.A.

U-PIK-EM BINGO

FILL IN BLANK SPACES WITH ANY NUMBERS FROM 1-75 IN ANY ORDER.

FREE		FREE

CARD GOOD ONLY ON DAY ISSUED.
USE BALL POINT PEN.
 Card Will Be Void If Altered or Unclear.

PRINT NUMBERS CLEARLY.
NO REPEAT OF A NUMBER.
 This Card Must Match Duplicate Copy.

SERIAL NO.: 000001 00000

Printed in U.S.A.

ORIGINAL COPY - KEEP FOR YOUR RECORD

SELECT SEVEN BINGO

1. CIRCLE SEVEN NUMBERS ONLY - USE BALL POINT PEN.
 2. TURN IN DUPLICATE TO WORKER.
 3. NUMBERS ARE VERIFIED BY MATCHING TICKET NUMBER OF TOP COPY WITH DUPLICATE.

B	I	N	G	O
1	16	31	46	61
2	17	32	47	62
3	18	33	48	63
4	19	34	49	64
5	20	35	50	65

B	I	N	G	O
6	21	36	51	66
7	22	37	52	67
8	23	38	53	68
9	24	39	54	69
10	25	40	55	70

B	I	N	G	O
11	26	41	56	71
12	27	42	57	72
13	28	43	58	73
14	29	44	59	74
15	30	45	60	75

THIS CARD MUST MATCH DUPLICATE COPY. CARD WILL BE VOID IF ALTERED, UNCLEAR OR DETACHED. SERIAL NO.: 2050393

GAME IDEAS - PROGRESSIVE



BIG BOARD BINGO

DESCRIPTION AND EXAMPLE

Big Board Bingo is a game designed to attract players to your facility and keep them coming back. The idea is simple. A large, poster size 3 Vertical Strip containing all 75 numbers is clearly displayed in your bingo centre. Bingo games are played as normal until there is a winner. If the last ball called has not been marked on the big board, it is marked and the winner of the game receives a nominal prize in addition to the regular pay out. As an example, any straight line is played until there is a winner. Suppose the last number called is B5. If that number has not yet marked on the big board, the winner of the line game receives a small bonus prize in addition to the regular payout and the number is marked on the big board.

The prize board for Big Board Bingo can be varied to fit any games needs. On average it will take 367 games to mark all 75 numbers on the big board as many games will end on a number that has already been marked. The

Any Line	43 Games
Any 2 Lines	62 Games
Letter X	134 Games
Letter T	134 Games
Large Frame	182 Games
Coverall	211 Games

main prize should be awarded to the player who marks the last number on the big board. Other prizes can be awarded to players who are the first to complete a designated game pattern. Examples as well as the average number of games needed to complete the designated pattern on any one of the faces are shown in the table beside.

Since it takes 367 games on average to fill the entire big board, the bonus prize for marking a number should be small (\$5 - \$10) or alternatively can be a coupon for a discount the next time a player plays bingo.

Your players will keep returning to your game as cards on the big board get closer and closer to winning.

RECYCLABLE ♻️

DAB-ALL-75®

RECYCLABLE ♻️

DAB-ALL-75®

RECYCLABLE ♻️

DAB-ALL-75®

GAME IDEAS - PROGRESSIVE



TRIPLE JACKPOT

DESCRIPTION

Triple Jackpot is a progressive jackpot special played on a 3-On Vertical strip of bingo paper. Like other progressive jackpot specials, in order for the jackpot to be awarded a player must complete a specific game pattern within a specified number of calls (usually a full card in so many numbers or less).

EXAMPLE:

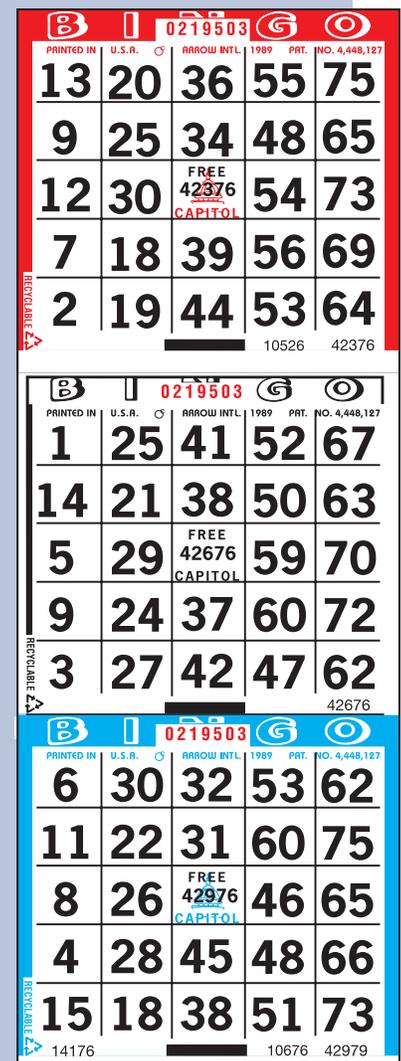
Suppose a game has 3,000 faces in play (1,000 strips of 3) and is playing the Triple Jackpot special using a coverall pattern. Each colour on the face will represent a separate progressive jackpot. Begin each jackpot at \$100. Each of the jackpots can be won by completing a coverall in 48 numbers called or less. If the coverall is completed in more than 48 numbers, award a \$50 consolation prize. Each of the three jackpots start at \$100 on the first night if the pattern is completed in 48 numbers, otherwise a \$50 consolation prize is awarded. Each time the jackpot is not awarded they add \$50 to the jackpots plus add one number to the number of balls it must take. On average a jackpot will be won every 8 sessions.

For example, if a player completes a coverall within 50 numbers on the third session on the middle jackpot which is now at \$250, they win \$250 from the middle jackpot which is then reset to \$100 while the other two jackpots remain at \$250.

The number needed to win ANY jackpot is reset to 48 numbers. If after an additional 4 sessions the top jackpot is won, a prize of \$450 will be awarded and the number to win the jackpots is again reset to 48. The jackpots will now be at \$100, \$300 and \$450, respectively, for the next session.

The primary advantage of the Triple Jackpot Special over traditional progressive specials is that a large jackpot will always be available to players. When a typical progressive special pays a jackpot the jackpot dollar amount for the next session drastically decreases, making the game less appealing to the player.

On average each jackpot will last several sessions longer than when playing a single jackpot game since the number of faces in play for each jackpot is reduced. Finally if a prize is won simultaneously on 2 or more of the jackpots, then only a partial jackpot is awarded. If there are winners on 2 of the jackpots, then only half of each jackpot is awarded. If there are winners on all 3 of the jackpot, then only one third of each jackpot is awarded.



EVEN BETTOR™ BINGO

DESCRIPTION

This game is similar to a regular tear open progressive coverall game, but with an Even Better twist! It is played on a special concealed tear open bingo card in which all of the odd numbers are already marked for your players. Even Better can be added as a new game to your bingo session, typically near the end of your session. A coverall game will be played using only the 37 even numbers in play since all of the odd numbers are FREE (players "Bet" that the "Even" numbers on their card will be drawn...they are "Even Bettors"). At your bingo centre, players buy the concealed cards prior to the start of the Even Better game. Players decide whether or not to keep a particular card based on how many odd numbers — which are already conveniently marked for them — they have on their card. Players can either keep the card and use it for the Even Better game or they can trade it in, along with the cost of an additional card, for 2 new cards.

Like typical progressive coverall games, the Even Better game usually requires that a player must bingo on or before a specified number of calls (say 48 numbers or less) in order to win the current jackpot otherwise a consolation prize is awarded and the amount of the jackpot is increased. The number calls required to win the jackpot is increased at a pre-determined interval, such as every session, week, or after the jackpot reaches a specified dollar amount.

Since all of the odd numbers are wild or FREE, there is no need to call any numbers prior to the start of a session as in traditional tear open games. Also, since the odd numbers are ALREADY MARKED, players can decide instantly whether or not to keep a card or trade it in.

WINNERS NAME _____ DATE _____
 ADDRESS _____
 PHONE _____ AMT. PAID _____

B I N G O				
A 70000				
10	28	31	46	73
15	22	37	56	62
11	25	FREE 80996	53	74
14	20	40	60	69
7	17	45	48	64

PRINTED IN USA ARROW INTL. INC. 80996

RECYCLABLE



JOKER JACKPOT

DESCRIPTION

Pick any one game in your bingo session and designate it the “Joker Jackpot” game. Typically the game pattern played is a coverall/blackout, since this pattern takes the longest to play and the excitement builds with each ball called, but any game pattern will work. The winner of the game draws one card from a shuffled deck of 52 playing cards plus one Joker. If the player picks the Joker, they win the jackpot.

If the player picks any other card, the player is awarded a consolation and the card is removed from the deck and posted at your bingo centre for all of your players to see. The next time the game is played, the winner of the game gets to pick from the cards remaining in the deck. Every time the jackpot is not won a card is removed from the deck so the jackpot gets a little bit easier for your players to win.

Since the odds of picking the Joker get easier every time the game is played, your players will try to increase their chances and play more faces as more and more cards are removed from the deck. On average, the Joker will be drawn and the jackpot paid 1 out of 27 times played.

Game Variations

#1 Since the jackpot is won on average 1 out of 27 times played, Joker Jackpot is a great way to play a progressive jackpot game. Every time the jackpot is not won, the player received a consolation prize and the jackpot is increased by a fixed amount. For example, start the jackpot at \$1,000. If the player does not select the Joker, then a \$100 consolation prize is awarded and \$100 is added to the jackpot. The jackpot will grow to \$3,700 on average before being won.

The consolation prize can also be based on the card selected. You can pay out a fixed dollar amount times the number on the card selected (with Jack = 11, Queen = 12, King = 13, and Ace = 14). For example, award \$25 times the number on the card. If the player draws a 2, the consolation is \$50.00. If the player draws an Ace the consolation is \$350. The average pay out will be the total of all 52 consolation prizes (one for each card) divided by 52. In the example using \$25 times the number on the card drawn, the average consolation pay out will be \$200. For an additional twist, pay a fixed consolation - for example, \$50 – and award a fixed number times the number of the card drawn in pull tabs giving the player the chance to win even more. One way would be 10 times the number of the card drawn. If the player draws a 2, they get the fixed consolation and 20 pull tabs. If they draw an Ace, they get the fixed consolation and 140 pull tabs. It's a great way to get new players hooked on pull tabs and it's also a great way to get rid of slow moving games.



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JOKER JACKPOT - Game Variations - cont'd

#2 A DOUBLE OR NOTHING option can also be added when a player gets a small consolation prize. For example, if a player picks a 2 and you are offering \$10 times the number on the card picked, then the player can either win \$20 or take a chance of selecting a second card. If the second card drawn is larger than the card they selected, they double their prize. If it is equal to the card they originally selected (for example, they draw another 2), then the player wins their original prize. Finally, if it is less than their original selection, they win nothing. However, a minimum prize should always be awarded. Remember though, the second card selected is NOT POSTED. It is returned to the deck.



#3 if you want the jackpot to last longer than the 27 games on average, then only pick from the deck if the game won on or before a specified number (for example, with a coverall pattern, the game must be won in 55 numbers or less in order for a player to select a card). If the game takes longer, only a fixed consolation prize is awarded. Depending on the number of cards in play at your bingo centre, this can extend the jackpot significantly. But remember, don't make it too hard for a player to select from the deck.

Tips & Tricks

Use a specialty deck of playing cards that are as large as possible. Make sure the cards drawn from previous games are displayed in the bingo centre for your players to see. As the players see more and more cards displayed, they will realize that their chance of winning the jackpot increases each time. But be careful to post the cards in a way that does not damage or deface any cards posted. Since the Joker never gets posted, your players will quickly realize that any damaged card cannot be the joker.

Play Joker Jackpot either prior to your intermission or at the end of your session. It will take the winner of the game several minutes to select a card. If it's during an intermission or at the end of the session, the other players will have the opportunity to play pull tabs or talk to their friends and your game won't be slowed down.

If the game ends with two or more winners, then any prize that is won, including the jackpot, is equally split among all of the winners. However, in order to avoid any confusion, one player should be designated to draw the card from the deck. A simple elimination process can be used to select the player who will draw. For example, your caller can write down a number from 1 to 10 on a slip of paper and each player selects a number from 1 to 10. The player that is closest to the number gets to select the card from the deck. But remember, any prize that is won is equally split among the winners.

Don't allow a player to handle the deck of cards. Before allowing the player to select a card, fan the cards out so the player can see that the Joker is in the deck. Shuffle the deck thoroughly. Spread the cards on a table, and let the player point to the card they wish to select. Always confirm with the player, BEFORE REVEALING THE CARD, that the card selected is in fact the card the player wished to select.

BONANZA BINGO / CASINO TEAR-OPENS

DESCRIPTION

A unique format and fun way to increase profits for you while providing excitement amongst the players. This exciting game is played on special folded and sealed bingo cards and is a great addition to any bingo program.

Popular Winner

Before your regular session begins, call 48 numbers and post them on your Bonanza Bingo / Casino Tear-Opens flashboard. Then, go on to play your regular game.

Sell Bonanza Bingo / Casino Tear-Opens cards until just before the last game of the night and close sales. A player with a coverall wins the jackpot prize. If there is no winner with 48 numbers posted, call the 49th, 50th, etc., until there is a winner for the consolation prize. The increased spend comes into play on "buy back or trade in" cards. The player dabs the card using the 48 posted numbers and can determine if they have a good card or not. If not, they trade in and buy another Bonanza Bingo / Casino Tear-Opens card at 50% of the price. Then they check their Bonanza Bingo / Casino Tear-Opens card and determine if they have a better chance... the reality is that for example: if they paid \$1.00 for the first card, turned it back in and bought another card for \$0.50, then that one card actually cost them \$1.50. You have just increased the player spend! It is a good idea to have a different colour for the "buy back or trade in" cards.



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GAME IDEAS - PROGRESSIVE



BONANZA BINGO / CASINO TEAR-OPENS (CONT'D)

Other Methods:

Cards are sold at 50 cents each and three for \$1. Payout on the Bonanza Bingo / Casino Tear-Opens game has been approximately 70 percent of the receipts – share the wealth format.

Call / draw 28 numbers for a \$500 picture frame. Just before you begin bingo, draw for the rest of the picture frame. The following payouts are based on the numbers called and the coverage of the picture frame:

NUMBER CALLED	PAYOUT
39	\$300
40	\$200
41	\$100
42	\$50
43	\$25
44	\$10

Then continue selling cards and drawing numbers for a blackout until just before the last game. The payout for a blackout varies with the numbers that are being called.

NUMBER CALLED	PAYOUT
50	\$500
51	\$400
52	\$300
53	\$200
54	\$100
55	\$50

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GAME IDEAS - PROGRESSIVE



BONANZA BINGO / CASINO TEAR-OPENS (CONT'D)

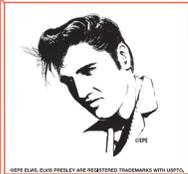
Other Methods:

BONUS BONANZA

Offer 2 colours of Bonanza Bingo / Casino Tear-Opens tickets, for example red and green. The red ticket sells for \$1.00 and the green sells for \$2.00. Play it as a progressive. If a player bingos in 54 numbers or less on the red ticket, they win the jackpot. If a player bingos in 57 numbers or less on the green ticket and no one wins on the red, they win the jackpot. The green ticket costs twice as much but have a better chance of winning.

ELVIS TEAR-OPENS – 3V format

Each ticket contains two bingo faces, plus one of the four different pictures of Elvis that are randomly printed throughout the set of 9,000 cards. Play as a regular tear-open/bonanza game or as a coverall. Use the picture of Elvis to determine the prize awarded. You can have up to four different prize levels for your game or use them as progressive games.



ELVIS® 1

B I N G O				
12	21	41	57	75
13	19	32	56	61
14	23	34	69	73
7	11	17	33	59
1	12	22	38	64
4	15	25	46	65
2	26	41	54	68
10	24	43	49	70
3	30	33	60	75

30%



ELVIS® 2

B I N G O				
12	21	41	57	75
13	19	32	56	61
14	23	34	69	73
7	11	17	33	59
1	12	22	38	64
4	15	25	46	65
2	26	41	54	68
10	24	43	49	70
3	30	33	60	75

25%



ELVIS® 3

B I N G O				
12	21	41	57	75
13	19	32	56	61
14	23	34	69	73
7	11	17	33	59
1	12	22	38	64
4	15	25	46	65
2	26	41	54	68
10	24	43	49	70
3	30	33	60	75

25%



ELVIS® 4

B I N G O				
12	21	41	57	75
13	19	32	56	61
14	23	34	69	73
7	11	17	33	59
1	12	22	38	64
4	15	25	46	65
2	26	41	54	68
10	24	43	49	70
3	30	33	60	75

20%

GAME IDEAS - PROGRESSIVE



TIERED OPTIONS

DESCRIPTION

Player plays what they can afford: TIERED PRIZING

Providing the bingo games with tiered game packages allows the gaming operation to offer different priced buy in packages which plays to all levels of players. This provides an opportunity for players with different spending habits the chance to play bingo.

A higher priced striped book to match your regular game books is an example of how you can offer an increased prize level to your players.



BUY-IN at \$5
per 3 ON Vertical Strip
Prize = \$100



BUY-IN at \$10
per 3 ON Vertical Strip
Prize = \$200

Attract low and high level players: BUNDLED PACKAGES

By setting tiered packages, thus offering the lower buy in package with all regular games and having full packages with all – in packs. For example, the lower buy in game package may not have all the specials for the game that night. The player that buys this pack will need to buy the specials to play each of these games. The full buy in package has all games including the specials. The full buy in package is a combination price, while the lower buy-in package increases the average spend of the players.

BUY-IN at \$5
per 3 ON Vertical Strip

=



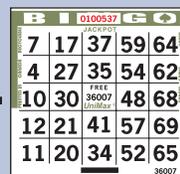
OR

BUY-IN at \$8
per 3 ON Vertical Strip
plus chance to win
special games

=



+



+



+



GAME IDEAS - PROGRESSIVE



THE "100" GAME

DESCRIPTION

The "100" Game is a special bingo game designed as a floor special that offers variety and excitement for players.

How To Play:

- The object is to cover the 100 pattern (1,0, and 0) on a 3 ON vertical bingo sheet in order to win the top cash prize.
- The probable completion range is 65-67 numbers.

Additional Ways To Play:

- Use a wild ball if you want to shorten the time it takes the game to be played. The first ball called determines whether all of the odd or all of the even numbers are wild. Players will dab only the even or odd numbers of the 100 pattern.
- Great for jackpots or specials. To make the game more exciting, try offering a lesser prize to the first player to complete the unshaded pattern on a single face.
- Use the "100" pattern as a progressive game. If the "100" pattern is not won in a pre-determined number of calls, a consolation prize is awarded and the progressive pot continues to grow until it is won.

This game is available in a bright purple 3 ON vertical cut in a 1-9,000 series.

B	I	60958		G	O
PRINTED IN U.S.A.	ARROW INTL. 1989	PAT. NO. 4,448,127			
5	21	34	50	65	
6	29	33	53	69	
8	22	FREE 3025 CAPITOL	56	73	
13	28	32	59	62	
2	23	31	47	71	3025
B	I	60958		G	O
1	24	32	55	69	
9	25	31	46	61	
10	16	FREE 3275 CAPITOL	54	70	
12	26	36	57	72	
11	27	40	56	71	3275
B	I	60958		G	O
4	27	37	53	68	
9	19	40	50	64	
5	24	FREE 3525 CAPITOL	49	72	
15	20	44	60	65	
12	30	34	57	75	3525

GAME IDEAS - PROGRESSIVE



BIG BURST GAME

DESCRIPTION

The letters "B", "I" & "G" with a burst appear on every bingo face. Each series is printed in a blue border colour.

Ways To Play:

- If the player dabs the B, I and G on one face in the first three balls called they win a special prize.
- When the player wins the bingo game and the last number called is a B, I or G they win an additional prize.
- If you are playing on a 3 ON V sheet, the first player to dab all three sets of B.I.G. in a specified number of calls wins a special prize.

B I G 041399 BURST					B I G 0401399 BURST						
PRINTED IN	U.S.A.	ARROW INTL.	1989	PRT.	NO. RE 34,368	PRINTED IN	U.S.A.	ARROW INTL.	1989	PRT.	NO. RE 34,368
3	30	42	51	61		7	27	39	57	71	
10	20	44	59	65		5	23	41	54	64	
8	29	FREE 50409 CAPITOL	56	73		3	28	FREE 50459 CAPITOL	51	66	
7	18	34	46	70		6	18	45	48	67	
9	21	40	55	68	50409	10	17	31	46	75	50459
B I G 0401399 BURST					B I G 0401399 BURST						
PRINTED IN	U.S.A.	ARROW INTL.	1989	PRT.	NO. RE 34,368	PRINTED IN	U.S.A.	ARROW INTL.	1989	PRT.	NO. RE 34,368
5	16	39	50	72		13	26	38	47	62	
13	26	32	49	61		14	24	40	50	75	
2	22	FREE 50709 CAPITOL	59	65		8	25	FREE 50759 CAPITOL	53	64	
10	28	42	53	67		4	19	42	58	69	
14	25	33	60	62	5609	2	21	36	56	72	50759
B I G 0401399 BURST					B I G 0401399 BURST						
PRINTED IN	U.S.A.	ARROW INTL.	1989	PRT.	NO. RE 34,368	PRINTED IN	U.S.A.	ARROW INTL.	1989	PRT.	NO. RE 34,368
15	28	43	57	71		1	25	33	49	73	
6	24	31	58	64		15	18	37	59	72	
12	27	FREE 51009 CAPITOL	51	70		9	17	FREE 51059 CAPITOL	47	67	
4	23	38	52	63		2	29	44	53	63	
11	26	32	54	74	16809	12	23	41	60	68	51009
B I G 0401399 BURST					B I G 0401399 BURST						
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4	23	38	52	63		2	29	44	53	63	
11	26	32	54	74	16809	12	23	41	60	68	51009

BONUS LINE BINGO

The Ever-Popular BONUS LINE Bingo Paper just got better!!

Bonus Line now comes in a size which allows it to be collated along with regular CAPITOL paper! Add more excitement to your game by including BONUS LINE!

This 6V2 cut paper features 3 random numbers from 1-75 as "Bonus Numbers" across the top of the page.

Play your regular pattern game or coverall (black out). If a player covers all three bonus numbers in the first three balls called in the ordered called, pay that player a specific amount - \$400, \$500 or a \$1,000 based on the your rules.

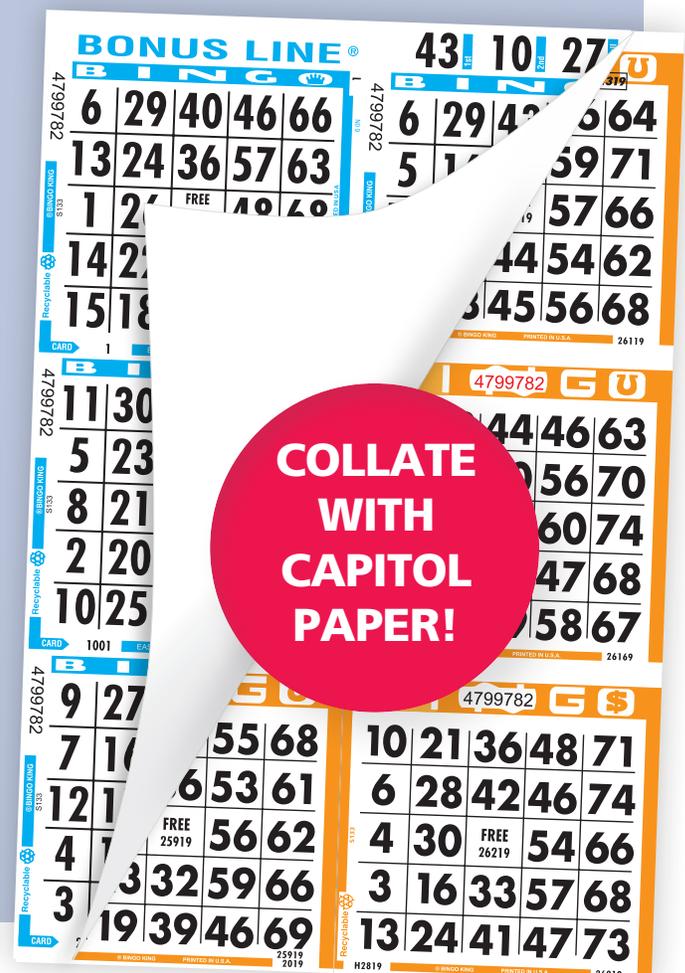
Variations:

Reduce the prize by half if covered by three numbers called in any order, in four numbers, or pay a small consolation prize if covered in more than four numbers.

Approximate Odds:

With a \$1,000 jackpot, players will win \$166 for every 10,000 bonus sheets sold, regardless of the order of the first three numbers called.

3 out of	3	balls called	in order	405,150	to 1
3 out of	3	balls called	any order	67,524	to 1
3 out of	4	balls called	any order	16,880	to 1
3 out of	5	balls called	any order	6,752	to 1
3 out of	6	balls called	any order	3,375	to 1
3 out of	7	balls called	any order	1,928	to 1
3 out of	8	balls called	any order	1,205	to 1
3 out of	9	balls called	any order	803	to 1
3 out of	10	balls called	any order	562	to 1
3 out of	11	balls called	any order	408	to 1
3 out of	12	balls called	any order	306	to 1
3 out of	13	balls called	any order	235	to 1
3 out of	14	balls called	any order	185	to 1
3 out of	15	balls called	any order	147	to 1



SWEET SIXTEEN

DESCRIPTION AND EXAMPLE

Ordinarily, line bingos are played with 12 allowed ways to win. Though this game represents the “bread and butter” game for the industry, the plain truth based on our surveys is that many players do not like the multiple winners which so frequently occur in these games.

To make players happier and interested in playing these games, Arrow Games/Bazaar & Novelty has developed a new way of playing line bingos. By adding 4 new variations to the usual 12 (columns, rows, or diagonals) ways to win, we can statistically reduce the number of winners that occur in a line bingo game.

The 4 new added variations are as follows:

- 
FOUR CORNERS:
 The four corner squares
- 
INSIDE FOUR CORNERS:
 The 4 squares diagonal to the free square (2nd and 4th I squares, 2nd and 4th G squares)
- 
INSIDE DIAMOND:
 The other 4 squares around the free square (3rd I square, the squares immediately above and below the free square, in the N column, and the 3rd G square)
- 
DIAMOND:
 The 3rd B square, the top and bottom N squares, and the 3rd O square



By playing the old 12 ways to win and allowing the additional 4 new ways to win, there are now a total of 16 ways to win a line game.

(continued on next page)

SWEET SIXTEEN (CONT'D)

When the bingo hall uses the above method of playing line games, the bingo operator will experience a greater reduction in the average number of winners per game than currently being observed for the one line game. To use some familiar benchmarks, the following reductions can be expected to occur:

AVERAGE NUMBER OF FACES IN PLAY	REDUCTION IN AVERAGE WINNERS PER GAME
1,000	8%
3,000	18%
5,000	28%
7,000	38%
9,000	48%

The Sweet Sixteen is an excellent way to increase the player satisfaction through fewer shared smaller pots and giving them more potential ways to win... generating more excitement in the bingo centres.

BIG MONEY BINGO

DESCRIPTION

Big Money Bingo is a great game to add to your line up. Big Money Bingo allows you to offer a larger prize for completing a coverall pattern in a specific number of balls called. Consider an “all or nothing” component to the game to control prize payouts. If the prize is not completed in the specified number of calls, no prize is awarded. Utilizing special bingo paper series such as Even Better will allow for fast, action-packed play and tighter control on the payouts.

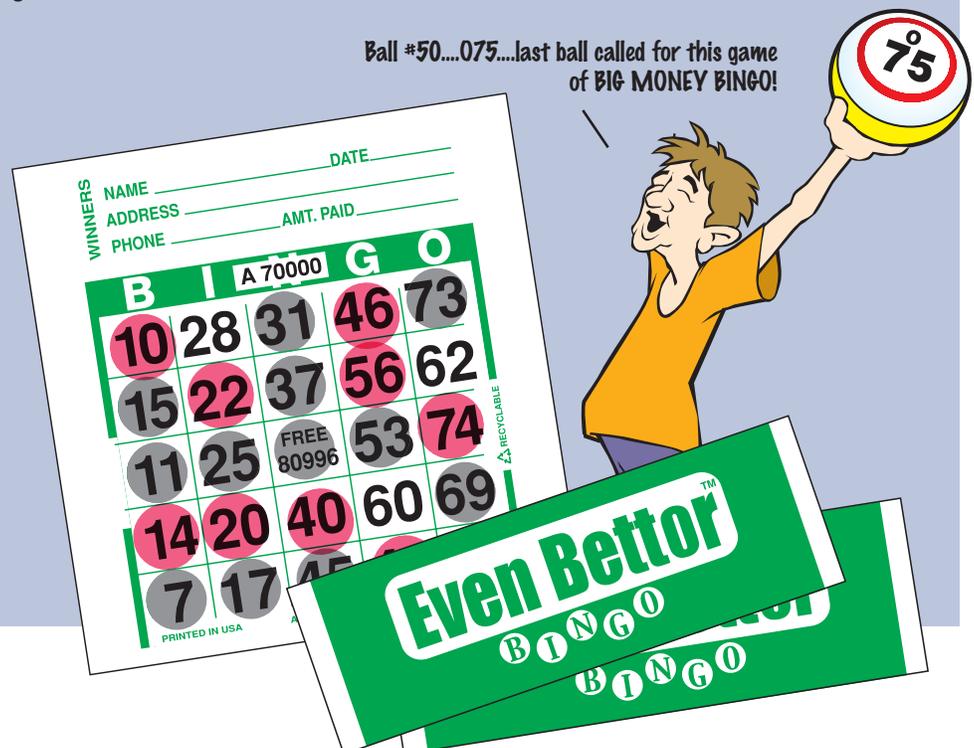
EXAMPLE

- Play a full game for Big Money Bingo/All or Nothing using Even Better
- Promote Big Money Bingo like a lottery prize of \$25,000
- Set the starting winning number required to win at 50 numbers and increase it at the beginning of each month
- Add an exit strategy to the game by increasing the number weekly after six months

The objective is to complete the full card pattern within a specific number of calls. If the pattern is not achieved within the number of calls the game is over until the next session.

PROBABILITIES FOR EVEN BETTOR

NUMBER CALLED	ODDS
50	1:10,000
52	1:1,400
53	1:414
54	1:200
55	1:14



PULL TAB SECOND GAME OF CHANCE

DESCRIPTION

Using pull tabs, the players with losing pull tab tickets write their name on the ticket and place them in a drum for a chance to win a small prize.

EXAMPLE

- Inform players of the Pull Tab Second Game of Chance
- Have players with losing pull tabs write their name on the ticket
- At the end of the session or day, the bingo caller pulls out a ticket from the drum
- The player whose name is called receives a small prize

This game can be used to spark slow sales for one of the instant pull tab games and also give the players an opportunity for a second chance to win.



GAME IDEAS - ODDS



CENTRE ZONE BINGO

DESCRIPTION AND EXAMPLE

Centre Zone Bingo is a great game to add to your line up. Centre Zone Bingo allows you to offer a larger prize for completing a pattern on a specific card, while controlling the odds for lower payouts. The odds are 1:9 that the bingo will end on the identified card.

Example:

Play a full card game on a 9 ON square sheet. The objective is to complete the full card pattern on the identified card. On average the game will end on the Centre Zone Bingo 1 in 9 times.

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PRIZE HUNT

DESCRIPTION AND EXAMPLE

Hide Dabbing For Dollars (see description on pages 21-22 within the Game Ideas section of the PLAYBOOK) cards in appropriate locations throughout the bingo hall. During the specific sessions, provide the players with clues as to the location of the cards and encourage them to seek out the cards for a special game or promotions in your snack bar.

Dabbing for Dollars is a great game to use for Prize Hunt as it has a pre-determined number of winners for each pattern used. It is fun and simple to use as the game can be played without the need to call numbers and winners can be quickly verified by the code included on the cards.

This is a great opportunity to thank your players for coming to your bingo hall every night and they can have a bit of fun as well. Change the promotion every week to build interest and make it harder each week. Work the clues in such a way that you don't distract the players from the normal session games being played.

Suggested Hiding Locations*

When considering this promotional idea, give careful thought to where you want to hide the cards to avoid the risk of injury to players and avoid players accessing secure or sensitive areas of the bingo hall.

- Put the cards in locations that you want your players to visit like the snack bar or pull tab ticket sales area.
- Have certain card sellers or managers hang onto cards and hand them out if the players ask them for the cards or you might have the players ask using a certain word.

* It is the responsibility of the bingo hall to select appropriate hiding locations. Arrow Games/Bazaar & Novelty assumes no responsibility for injuries, damages or theft that may result from the use of this concept.

Bingo centres and licensees must ensure that all promotions comply with the regulatory framework and are advised to consult with their regulator.



TABLE BINGO

DESCRIPTION AND EXAMPLE

This game is based on having each table in the bingo hall participate. The idea is simple – everyone at the table puts in a \$1.00 to participate in the game. The total cost for the table is \$6.00 and the table plays the card as a group. If the TABLE CARD wins – the group splits the pot.

This game is based on a progressive style game. If the table wins in a set number of balls called they win the jackpot. If no one wins, a percentage of the money is added to the progressive for the next time the game is played.

The game is played on a single card; the bingo players all participate in the winnings.

This is a great game to be played as an ice breaker or to get people in the hall (and at each of the tables) generating some interest and FUN!



Bingo centres and licensees must ensure that all promotions comply with the regulatory framework and are advised to consult with their regulator.

TREASURE CHEST

DESCRIPTION AND EXAMPLE

This is a special jackpot game.

Make or obtain a treasure chest or several chests of varying sizes with locks installed and fill them with cash and/or prizes. The larger the chests the more interest it will generate, so make them as big as possible.

You will also require a large jar full of keys that can potentially open the chest or chests. The hall determines the percentage of working keys to control the odds of winning.

On the sessions that you plan to play the Treasure Chest game, there are two components to the game. Part of the prize is awarded for the winning card and then the winner picks a key from the jar. This allows the winner of the game an opportunity at winning EXTRA money or prizes that might be in the Treasure Chest(s). Use the key they picked from the jar to try their luck at opening the chest(s) to grab their bounty.



Bingo centres and licensees must ensure that all promotions comply with the regulatory framework and are advised to consult with their regulator.

GAME IDEAS - ODDS



BONANZA COVERALL IN 50 NUMBERS OR LESS

DESCRIPTION AND EXAMPLE

The Bonanza Coverall in 50 Numbers or Less game progresses the number and the prize money each session played. (Add 1 number each session until won)

Jackpot #1	TOP CARD PAYS \$25 & GROWS \$10 PER SESSION
Jackpot #2	MIDDLE CARD PAYS \$50 & GROWS \$25 PER SESSION
Jackpot #3	BOTTOM CARD PAYS \$100 & GROWS \$50 PER SESSION

One of these jackpots will be won on the 7th session played (on average). The top jackpot will be worth \$85, the middle will be at \$200, and the bottom jackpot will have grown to \$400. Assume the middle jackpot is won. The number of calls needed to win resets to 50 numbers on all three jackpots and the middle jackpot resets to the starting amount of \$50. The top and bottom jackpots remain at \$85 and \$400, respectively, and continue to grow. Multiple winners on different jackpots, which are rare, split the respective jackpot amount and only a partial jackpot amount is awarded. The split is determined by dividing the total number of winners into the jackpot prize of each player.

You can easily make many adjustments to this format to fit your needs. Consolations could be different for each card increasing from #1 to #3, \$20 for the top, \$50 for the middle, and \$75 for the bottom jackpot. The number of calls needed to win can remain unchanged at 50 numbers, which has only a 1.4% chance of being won or 1 in every 71 sessions played. Both adjustments reduce the average payout considerably.



BIG 3 BINGO/LIGHTNING BINGO (OPTION 1)

DESCRIPTION AND EXAMPLE

These styles of games are played very fast, as quick as 30 seconds per game. The average game is 6 to 10 numbers.

Lightning Bingo is a game that uses a 3 number card or multiple 3 number on a sheet. The player covers the three numbers on the card and yells bingo.

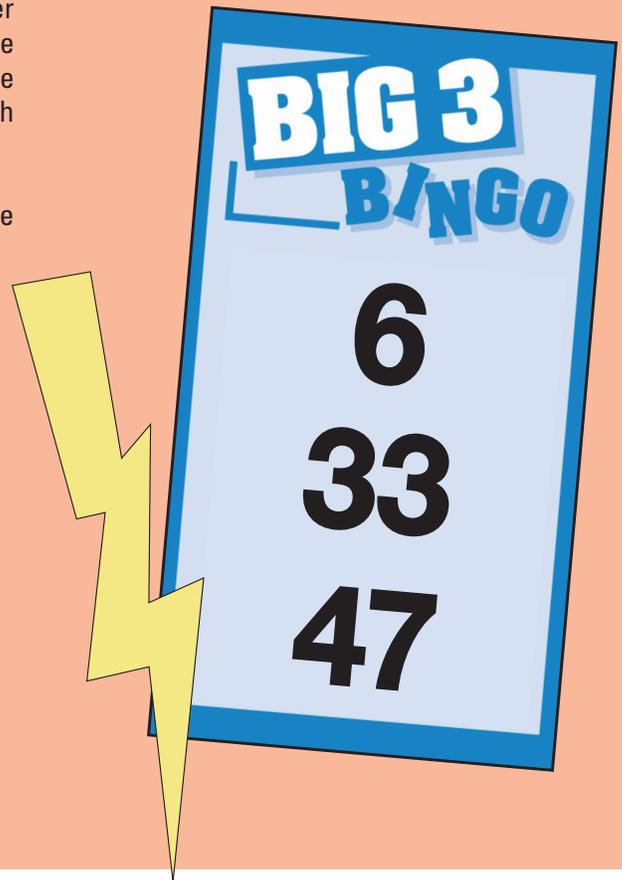
Each card in this exciting game has three numbers – we developed a 30 number permutation using 1-6, 16-21, 31-36, 46-51 or 61-66 to correspond to the first six numbers under B-I-N-G-O on a regular bingo card. The three numbers on a card are arranged in ascending order for faster play. This game is also available in our regular 75 number range.

Option 1: Playing the individual game as a “3 Number Lightning/Big 3 Bingo,” you start the game with the player purchasing four chips. Chip costs can range from as low as \$0.25 each to as high as a \$1.00 each or more!

The first chip is the ANTE chip; this chip goes to the house or bingo hall for payment to play.

The other three chips are used to cover the numbers. The player that covers all three numbers first wins.

The other players only get to keep the chips that they have placed on their cards. The winning pot is created or generated by the chips from the other players that have not been used to cover the numbers on their cards.



BIG 3 BINGO/LIGHTNING BINGO (OPTION 2)

DESCRIPTION AND EXAMPLE

Option 2: Playing the multi 3 numbers on a sheet.

Rather than an individual game... you are playing multiple games on a sheet. The player purchases the 8 game – Bonus Numbers (for example) and sits at the table to play.

The prizes are fixed and/or can be progressive in nature. Play this game using the normal 75 number permutation bingo game.

Start by calling the bingo ball numbers. The player that covers all three of the numbers on the card in the fixed number of balls called yells bingo and is awarded the prize.

Option 2 can also be played as part of the session-based bingo. Each set of three numbers are associated/assigned to a specific game (see graphic – Game 1 Blue meaning that these three numbers are played as part of the blue border bingo game of the session, the player covers the three balls in a fixed number of balls called, they win the Special Prize.

Using the odds chart for setting the fixed balls called is critical to the success of this three number style game.

These games are customized to the individual halls. Specific quantities and lead times are required for these games. Contact your sales representative for details.



GAME IDEAS - ODDS



ROULETTE BINGO

DESCRIPTION AND EXAMPLE

This fun game has all of the allure of the high stakes game. The prize amount awarded for this game is determined by the corresponding letter of the last number called to complete the pattern.

B	\$100.00
I	\$200.00
N	\$300.00
G	\$200.00
O	\$100.00

For example, if you were playing a 2 line game and completed the pattern using B3 you would win \$100.00. If you completed the pattern using N34, you would win \$300.00.



Average Payout Ratios

B	(21% x \$100 = \$21.00)
I	(21% x \$200 = \$42.00)
N	(16% x \$300 = \$48.00)
G	(21% x \$200 = \$42.00)
O	(21% x \$100 = \$21.00)

\$174.00 Average Payout

The average prize will be a blending of all of the prize amounts. \$ 174.00/game.

It's just that easy and fun to play Roulette Bingo!

MYSTERY MONEY GAMES

DESCRIPTION AND EXAMPLE

Mystery Money Games are commonly played as a 2 or 3 part game on the same sheet. The prize amount is determined by multiplying the number of the last ball called by a pre-determined dollar amount. For example, part one is any straight line for \$2.00 multiplied by the last ball called, part two is a small frame for \$4.00 times the last ball called and part three is a large diamond for \$5.00 times the last ball called. The balls are not dropped back into the bingo blower unit until part three is cleared "closed." Although there can be a wide variance in the prize payouts, the overall average multiplier (last number called) is 37.5 or the mid point of all 75 balls. Establish a minimum prize amount for each part of the game.

Mystery Money Example:

Pattern	Multiplier	Last Ball Called	Prize Amount
Straight Line	\$2	B13	\$26
Small Frame	\$4	G52	\$208
Large Diamond	\$5	I20	\$100

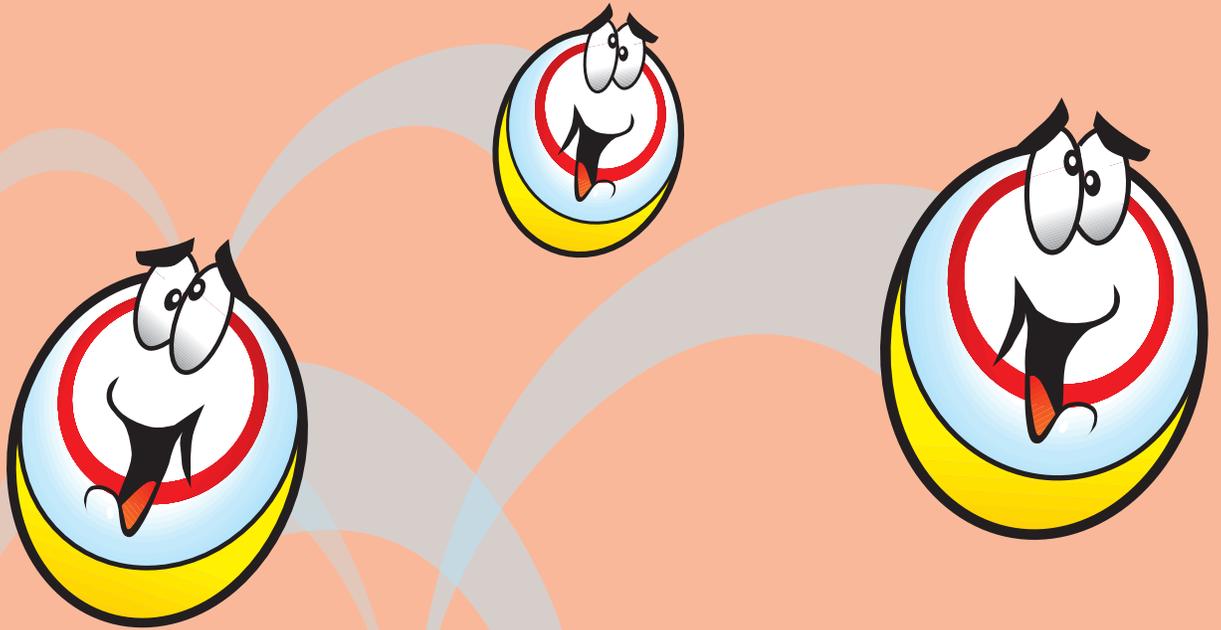
Option 2:

Use a set of dice or use concealed envelopes to reveal the Mystery Money Prize to payout. This can add a large variance to the payout.

This game concept is strictly a game of chance.



WILD BALL BINGO



DESCRIPTION AND EXAMPLE

This game has a wild side to it. Prior to playing this game, the caller will show the first ball out of the bingo machine – The Wild Ball Number. It is that number that is required to win the Wild Ball Prize. If someone completes the required pattern using the Wild Ball Number (the last number called), the winner is awarded the top prize. If however, the Wild Ball Number is not utilized to complete the pattern the prize amount will be a fixed dollar amount or consolation prize.

On average the Wild Ball prize will be paid out 1 in every 75 games played.

This game concept may be used to build a progressive style game or you may choose to keep it strictly a game of chance.

GAME IDEAS - PROGRESSIVE



CASINO STARBURST TEAR OPENS

DESCRIPTION AND EXAMPLE

A NEW creative tear open game players will LOVE to play!

- Play the starburst as an extra free space.
- Play your bingo game as usual, but offer a bonus prize for a bingo with the last number called on the starburst.
- Play as a progressive style game if regulations in your area permit.



Available Series	Part #
 Red 36,001-45,000	811856
 Blue 36,001-45,000	811857
 Red 45,001-54,000	811858
 Blue 45,001-54,000	811859

Casino Starburst is available in 1S cuts, two series and two colors.

WINNERS	NAME _____	DATE _____		
	ADDRESS _____			
	PHONE _____	AMT. PAID _____		
B I N G O				
		A 86630		
10	24	31	49	73
1	20	33	46	70
6	19	FREE 36779	51	72
5	30	32	48	63
7	21	35	50	71
PRINTED IN USA		ARROW INTL. INC.	36779	

BEAT THE HOUSE

DESCRIPTION AND EXAMPLE

Ideally, use a deck of GIANT sized specialty playing cards which are maybe 10"-12" tall. The winner of a particular bingo game will select a card for the "HOUSE" (Bingo Hall) and then select for themselves in an attempt to beat the HOUSE card. Double or pay an additional prize if they "Beat the House."

The idea behind this game is player participation, making the game of bingo fun, recognizing the player and offering them a chance to increase their winnings!!

SELECTED "HOUSE" CARD TO BEAT



GAME IDEAS - ODDS



TIC TAC DOUGH

DESCRIPTION AND EXAMPLE

Using a 90N card sheet, the winning pattern is a 3 card bingo. The player must have any straight line on 3 different cards on the same sheet. A jackpot is awarded if EACH CARD with a straight line also forms a STRAIGHT LINE on the sheet. There are 84 possible combinations of a 3 Card Bingo on a 90N sheet, 8 of which form a straight line. The jackpot will be won on average every 10 games played.

Play as progressive style game if regulations in your area permit.

The following table illustrates the probabilities that this game will result in a large win. (Percentages are for a win of 3 lines in a row as shown here, or for a diagonal win).

Faces in Play	Percentage
6,000 or more	12%
4,000 - 6,000	11%
2,500 - 4,000	10%
1,500 - 2,500	9%
1,000 - 1,500	8%
500 - 1,000	7%
500 or less	6%

GAME IDEAS - PROGRESSIVE



SUPER X BINGO

DESCRIPTION AND EXAMPLE

Ideally, this game is played on a 4 card sheet (4 square) with the pattern pre-printed. It is played as a 2-part jackpot. The first part (SMALL X) can be played as a jackpot in 19 numbers or less. The probabilities are 8.9% with 3,000 cards in play or 1 in every 11 games played. The second part (SUPER X) in 34 numbers or less will be won 6.73% of the time or 1 in every 15 games played.

OTHER GREAT GAME IDEAS

SUPER LETTER X

2 part game:

- 1 Letter X on any card (1 in 11 games)
- 2 Super Letter X which crosses all cards on a square (1 in 15 games)

Letter X = 

Super Letter X = 

B		I		N		G		O		
0871693										
PRINTED IN	U.S.A.	UniMax®	©1994	ARROW INTL.		PRINTED IN	U.S.A.	UniMax®	©1994	ARROW INTL.
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2	2	35	54	74	1	21	41	58	72	
3	12	20	50	65	9	19	FREE 70380	54	70	
4	5	23	44	67	3	16	43	49	64	
5	7	30	37	55	15	26	40	48	61	
PRT. NOS. Re. 34,368 & 5,779,274 & 6,155,169 70001					PRT. NOS. Re. 34,368 & 5,779,274 & 6,155,169 70380					
B		I		N		G		O		
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2	9	20	36	56	64	13	20	31	59	68
3	6	21	FREE 71517	52	73	10	27	FREE 71896	60	62
4	12	24	33	48	75	7	28	45	58	65
5	5	29	38	47	67	2	17	41	46	72
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*Specific quantities and lead times are required. Contact your sales representative for details.

GIMME A BREAK

DESCRIPTION AND EXAMPLE

- Gimme A Break is played using a 5 window pull tab ticket
- The player breaks open all 5 windows to find out if they have a winning combination
- Out of the 980 pull tab tickets per box there are 112 winners
- The 112 winners consist of: 2 stars, 2 circles, 2 X's, 6 triangles and 100 diamonds
- You have complete control over the cost and flexibility of your promotion in determining discounts & prizes



COUNTDOWN COVERALL

DESCRIPTION AND EXAMPLE

Countdown Coverall is a game used to drive up the spend, but lower the overall payouts in the game. It creates excitement and demand for this game.

Begin by selling the Countdown Coverall 2on sheets separately from the game - they are an add-on sale. The Countdown Coverall is played as part of a coverall game in the regular books.

If a player wins on the Countdown Coverall sheet and no player wins on the regular books, that player gets a bonus based on the number of ball calls. However, if the player wins on the regular books, the game is over and the normal prize is awarded.

Below is an example of a payout structure for the Countdown Coverall based on the crowd and how often the bingo operator wants the game won.



Please note: the statistics for the game are to be used as part of your analysis for determining the number of balls called, the chances to win and how many games before the prize can be won.

TOTAL BALLS CALLED	760 CARDS	ONE GAME IN
37	0.00%	9,521,305.66
38	0.00%	3,507,849.90
39	0.00%	1,349,173.48
40	0.00%	539,669.66
41	0.00%	223,765.76
42	0.00%	95,899.90
43	0.00%	42,374.65
44	0.01%	19,261.48
45	0.01%	8,988.96
46	0.02%	4,299.33
47	0.05%	2,104.18
48	0.10%	1,052.34
49	0.19%	537.15
50	0.36%	279.56
51	0.67%	148.24
52	1.25%	80.05
53	2.27%	44.03
54	4.05%	24.68
55	7.07%	14.14
56	12.05%	8.30
57	19.89%	5.03
58	31.51%	3.17
59	47.17%	2.12
60	65.48%	1.53
61	82.70%	1.21
Average Number of Calls	59.32	59.32

INSTANT PULL TAB LOTTO

DESCRIPTION

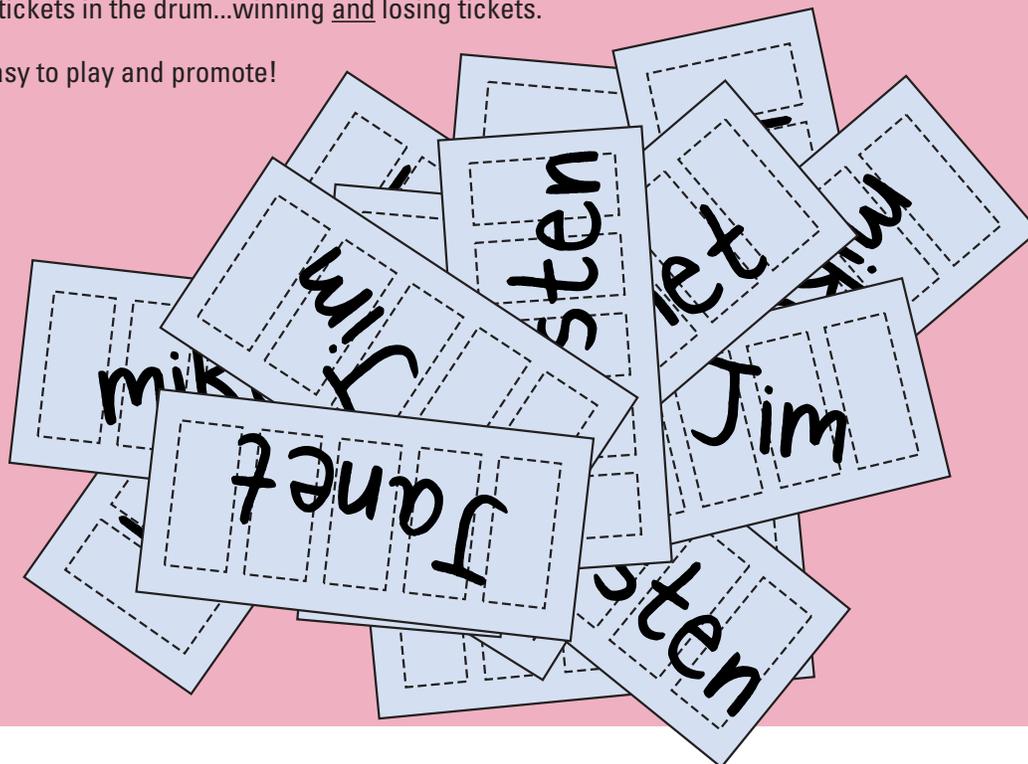
Throughout a session or day of play, players take one of their *UNOPENED TICKETS* and sign their name on the ticket. The player will place it in a drum for a chance to win all the unopened tickets in the drum.

EXAMPLE

- Inform players of the Instant Pull Tab Lotto game during the session
- Have players take one or more of their unopened pull tab tickets and write their name on the ticket
- Players can continue to place unopened tickets in the drum throughout the session
- At the end of the session or day, the bingo caller pulls out a ticket from the drum
- The player whose name is called receives all the unopened tickets in the drum

The excitement is in the unknown and having a chance to win whatever is in the drum. Players will be excited throughout the session, and will continue to buy pull tabs for the chance that their name will be called to win all the tickets in the drum...winning and losing tickets.

Fun, easy to play and promote!



LAST NUMBER JACKPOT

DESCRIPTION

Last number jackpot is played on event style pull tabs or bingo cards sold separately as single face cards for this special game. Offer them at the sales desk or on the floor. Players mark the cards throughout the session. At the end of each game played during the regular program, players mark these special cards with the last ball called for each regular game and try to complete the designated pattern.

Depending on the pattern and the frequency of wins chosen by the hall operator, this game may or may not be won at every session. The jackpot amount is "rolled over" from session to session when there is no winner, and then increased by a percentage of sales.

EXAMPLE BASED ON A 10 GAME PROGRAM

- The last number jackpot pattern for this example is a top row horizontal bingo
- If the last number called appears on the players card, they will mark it
- Continue to mark the last number called at the end of each game, if nobody calls bingo during this session, you may "roll over" the jackpot to the next session
- The jackpot will be won on average every 68 sessions with roughly 1000 cards in play
- If you increase the sales to 3,000 cards in play the average jackpot win decreases to every 22 sessions
- Offer a last chance purchase and stimulate sales even more by calling a bonus number after all the regular games are completed for 25% of the jackpot

The structure of card sales for last number jackpot allows for multiple purchases, which helps to increase average spend per person.



TEN (X) TIMES BINGO

DESCRIPTION

This is a great game for generating sales while offering the player an opportunity to win big!

The excitement builds as the last few balls are called determining the prize after the last ball is called. Sell the Bonanza or Casino Tear-Opens single cards and play the game as part of your regular program. The prize is based on the last ball called (x) times \$10.00 to win the full card.

Prizes will vary from \$10.00 for B-1 up to \$750.00 for O-75

EXAMPLE CHARGING \$2.00 FOR A SINGLE BONANZA/CASINO TEAR-OPENS FOLDED CARD

- If you have a crowd of 120 people in your bingo hall and everyone buys 3 cards at \$2.00 each
- Play the bingo game and the last ball called is N-39
- The winner would receive \$390.00 (N-39 x \$10.00=\$390.00)

120 players purchase 3 cards each x \$2.00 per card

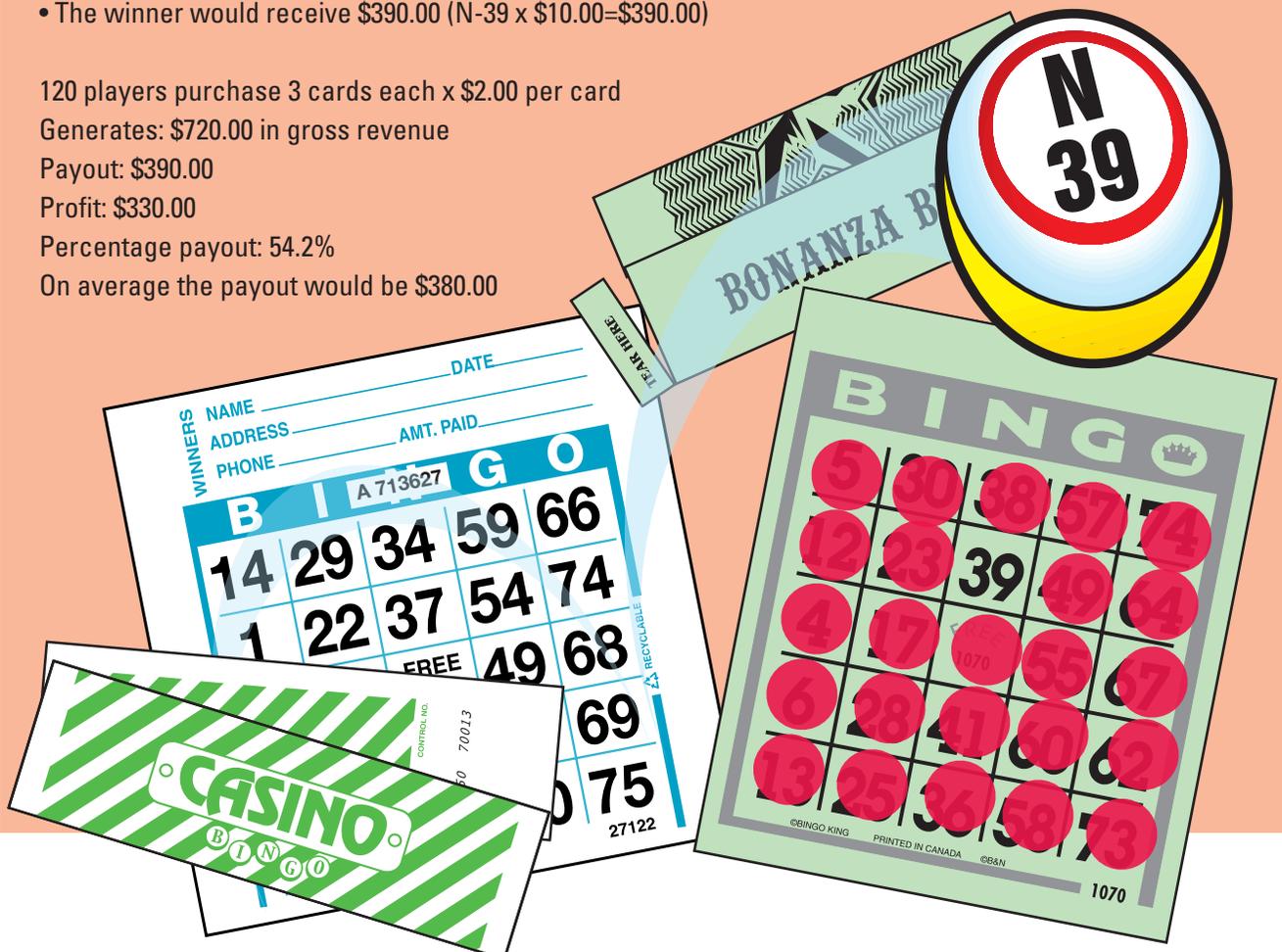
Generates: \$720.00 in gross revenue

Payout: \$390.00

Profit: \$330.00

Percentage payout: 54.2%

On average the payout would be \$380.00



GAME IDEAS - ODDS



TRIPLE X BINGO

DESCRIPTION

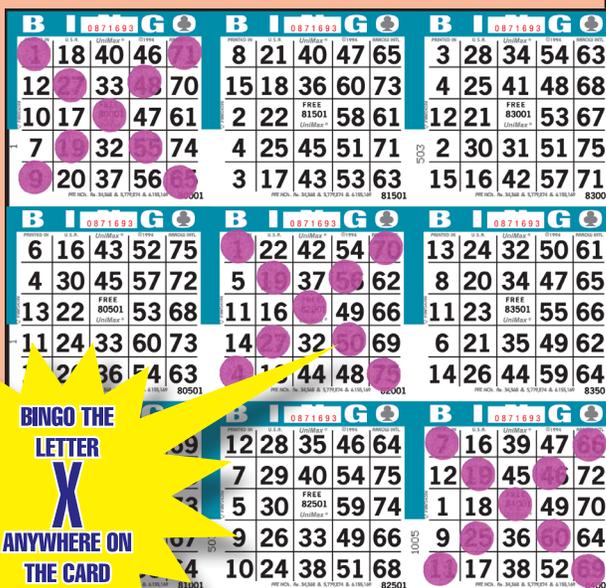
A new fun letter X pattern to offer your players! Sell a 9on loose sheet (3 strip) for this game and you can offer your players a chance at three different levels of play, plus a fixed jackpot prize.

EXAMPLE

- Players have three different chances at winning on the letter X pattern
- First player to yell BINGO for covering a letter X pattern wins prize level one at \$100
- First player to yell BINGO after covering two letter X patterns win prize level two at \$200
- First player to yell BINGO for covering three letter X patterns anywhere on the 9on wins prize level three at \$300
- You may consider offering a bonus prize for achieving the 3rd X within a specific number of calls (refer to chart for the number that may best work for your game)

Letter X on 3 Cards of a 9on

Total balls called	1,350 cards	2,025 cards	2,700 cards
28	0.01%	0.01%	0.01%
29	0.02	0.02	0.03
30	0.02	0.04	0.05
31	0.06	0.09	0.12
32	0.10	0.15	0.20
33	0.22	0.34	0.45
34	0.49	0.73	0.97
35	1.00	1.50	1.99
36	2.17	3.23	4.27
37	4.26	6.31	8.31
38	8.33	12.22	15.94
39	15.60	22.46	28.73
40	27.14	37.79	46.90
41	43.60	57.50	67.89
42	64.25	78.45	86.81
43	82.72	92.51	96.59
44	94.74	98.60	99.58
45	99.20	99.87	99.96
46	99.91	99.98	99.99
47	100.00	100.00	100.00
48	100.00	100.00	100.00
49	100.00	100.00	100.00
50	100.00	100.00	100.00
51	100.00	100.00	100.00
52	100.00	100.00	100.00
Avg # of calls	41.56	40.88	40.41



Please contact your sales representative for complete review of data

GAME IDEAS - PROGRESSIVE



BIG TEN

DESCRIPTION

Many of the bingo games across North America are starting to use different pattern games to grow jackpots, increase player excitement by changing the game patterns, as well as creating different types of progressive jackpots.

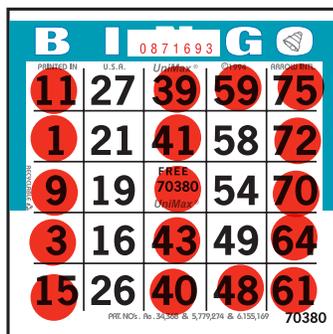
Example

- One such pattern is BIG TEN - Using all the "B", "N", and "O" columns and filling in the top and bottom rows of G to make the NUMBER 10
- The idea is to win the progressive game in a specific number of balls called. Cover the "Pattern 10" in 30 numbers or less, then add a number each week until the game is won
- Based on the odds you may want to adjust the starting number higher or lower because of the number cards in play, the number of sessions you run per week, as well as the game attendance
- If the game is not won in the specific number of balls called, a consolation prize is awarded

NUMBER 10

(1 BALLS NOT COUNTED/1 WAY TO WIN)

Based on 70,000 computer simulated games, cannot guarantee any specific return or income



The odds for the Big Ten are shown in the chart at right

Total balls called	500 cards	1,000 cards	1,500 cards	2,000 cards	2,500 cards	3,000 cards	3,500 cards	4,000 cards
26	0.00%	0.01%	0.01%	0.01%	0.02%	0.02%	0.02%	0.02%
27	0.00%	0.01%	0.01%	0.02%	0.02%	0.03%	0.03%	0.04%
28	0.01%	0.02%	0.03%	0.04%	0.05%	0.06%	0.06%	0.07%
29	0.02%	0.04%	0.06%	0.07%	0.09%	0.11%	0.13%	0.15%
30	0.04%	0.09%	0.13%	0.17%	0.22%	0.26%	0.30%	0.34%
31	0.11%	0.22%	0.33%	0.44%	0.55%	0.66%	0.77%	0.88%
32	0.23%	0.46%	0.69%	0.92%	1.15%	1.38%	1.61%	1.84%
33	0.40%	0.80%	1.21%	1.61%	2.00%	2.40%	2.79%	3.18%
34	0.77%	1.54%	2.30%	3.04%	3.78%	4.49%	5.21%	5.92%
35	1.40%	2.76%	4.09%	5.38%	6.64%	7.87%	9.06%	10.23%
36	2.43%	4.76%	6.99%	9.11%	11.14%	13.11%	15.00%	16.81%
37	4.18%	8.07%	11.73%	15.16%	18.34%	21.35%	24.18%	26.86%
38	7.09%	13.42%	19.13%	24.27%	28.87%	33.06%	36.90%	40.41%
39	11.48%	21.03%	29.10%	35.97%	41.84%	46.92%	51.36%	55.24%
40	18.05%	31.60%	42.06%	50.36%	56.95%	62.30%	66.73%	70.44%
41	27.40%	45.16%	57.20%	65.82%	72.12%	76.87%	80.57%	83.51%
42	29.47%	60.14%	72.08%	79.58%	84.52%	87.92%	90.39%	92.34%
43	53.66%	74.46%	84.41%	89.75%	92.92%	94.94%	96.27%	97.16%
44	68.40%	86.34%	93.07%	96.06%	97.57%	98.43%	98.92%	99.21%
45	81.42%	94.01%	97.58%	98.88%	99.38%	99.62%	99.74%	99.82%
46	91.05%	98.01%	99.35%	99.74%	99.87%	99.91%	99.94%	99.95%
47	96.59%	99.53%	99.90%	99.98%	99.99%	100.00%	100.00%	100.00%
48	99.09%	99.93%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
49	99.81%	99.99%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
50	99.97%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Avg # of of calls	42.97	41.58	40.79	40.24	39.82	39.48	39.20	38.96

NOTE: Arrow Games/Bazaar & Novelty provides game pattern charts that are at the back of this PLAYBOOK or you can download a copy from our website: www.arrowgames.com

GAME IDEAS - PROGRESSIVE



DOUBLE FRAME JACKPOT

DESCRIPTION

This is a great game to add to your bingo session. This game is a two-part jackpot beginning with an INSIDE (small) Picture Frame and continuing on to an OUTSIDE (large) Picture Frame.

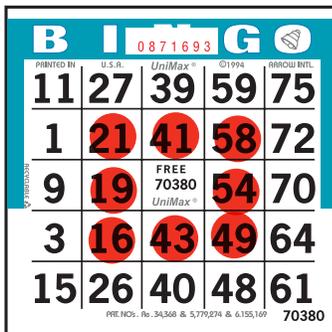
Example

- Each part is a jackpot with a consolation prize if no one wins in the specific numbers of balls called
- Start with an INSIDE FRAME in 24 numbers or less (10.1% probability of this happening or one game in every 10 games with 3,000 cards in play)
- Continue with a larger jackpot for an OUTSIDE FRAME (see page 45) in 42 numbers or less (5.54% of this happening or one in every 18.05 games with 3,000 cards in play)

SMALL PICTURE FRAME-ALL CALLS

(ALL BALLS IN PLAY & COUNTED/1 WAY TO WIN)

Based on 70,000 computer simulated games, cannot guarantee any specific return or income



The odds for the Double Frame Jackpot are shown at right

Total balls called	500 cards	1,000 cards	1,500 cards	2,000 cards	2,500 cards	3,000 cards	3,500 cards
15	0.02%	0.04%	0.06%	0.09%	0.11%	0.13%	0.15%
16	0.05%	0.09%	0.14%	0.18%	0.23%	0.28%	0.32%
17	0.08%	0.15%	0.23%	0.31%	0.38%	0.46%	0.54%
18	0.15%	0.29%	0.44%	0.58%	0.72%	0.86%	1.00%
19	0.25%	0.50%	0.74%	0.98%	1.21%	1.44%	1.67%
20	0.37%	0.73%	1.09%	1.44%	1.78%	2.12%	2.45%
21	0.57%	1.12%	1.66%	2.18%	2.69%	3.19%	3.68%
22	0.88%	1.73%	2.53%	3.31%	4.06%	4.78%	5.48%
23	1.31%	2.56%	3.74%	4.86%	5.93%	6.96%	7.92%
24	1.98%	3.82%	5.54%	7.15%	8.67%	10.11%	11.46%
25	2.97%	5.68%	8.14%	10.42%	12.52%	14.48%	16.30%
26	4.27%	7.98%	11.28%	14.25%	16.92%	19.37%	21.62%
27	5.85%	10.77%	15.08%	18.83%	22.13%	25.07%	27.75%
28	8.05%	14.50%	19.89%	24.45%	28.37%	31.79%	34.84%
29	10.66%	18.70%	25.13%	30.39%	34.80%	38.58%	41.86%
30	13.82%	23.66%	31.19%	37.17%	42.00%	46.06%	49.52%
31	17.71%	29.33%	37.76%	44.18%	49.24%	53.40%	56.84%
32	22.15%	35.58%	44.82%	51.63%	56.80%	60.96%	64.35%
33	27.39%	42.60%	52.36%	59.28%	64.40%	68.38%	71.52%
34	33.35%	49.91%	59.90%	66.74%	71.66%	75.37%	78.21%
35	39.87%	57.21%	67.03%	73.48%	77.96%	81.24%	83.70%
36	46.71%	64.39%	73.72%	79.49%	83.40%	86.13%	88.18%
37	53.48%	70.96%	79.52%	84.48%	87.74%	89.95%	91.55%
38	60.43%	77.27%	84.79%	88.83%	91.45%	93.13%	94.32%
39	67.12%	82.50%	88.80%	92.07%	94.10%	95.34%	96.20%
Avg # of calls	36.79	34.37	33.06	32.17	31.50	30.98	30.54

NOTE: Arrow Games/Bazaar & Novelty provides game pattern charts that are at the back of this PLAYBOOK or you can download a copy from our website: www.arrowgames.com

GAME IDEAS - PROGRESSIVE



DOUBLE FRAME JACKPOT {cont'd}

- All balls are called and counted, including the B and O numbers on the Small Frame
- The probabilities include these additional numbers called

LARGE PICTURE FRAME

(1 WAY TO WIN)

Based on 70,000 computer simulated games, cannot guarantee any specific return or income



The odds for the Large Picture Frame are shown at right

Total balls called	500 cards	1,000 cards	1,500 cards	2,000 cards	2,500 cards	3,000 cards	3,500 cards
33	0.01%	0.02%	0.03%	0.04%	0.05%	0.06%	0.06%
34	0.02%	0.03%	0.05%	0.07%	0.08%	0.10%	0.12%
35	0.03%	0.05%	0.08%	0.10%	0.13%	0.16%	0.18%
36	0.05%	0.10%	0.15%	0.20%	0.25%	0.30%	0.34%
37	0.09%	0.18%	0.27%	0.36%	0.46%	0.55%	0.64%
38	0.14%	0.27%	0.41%	0.54%	0.68%	0.81%	0.95%
39	0.21%	0.43%	0.64%	0.82%	1.06%	1.27%	1.48%
40	0.35%	0.70%	1.05%	1.40%	1.74%	2.08%	2.43%
41	0.57%	1.14%	1.70%	2.25%	2.80%	3.34%	3.88%
42	0.98%	1.93%	2.86%	3.78%	4.66%	5.54%	6.40%
43	1.52%	2.99%	4.42%	5.80%	7.15%	8.45%	9.72%
44	2.37%	4.64%	6.82%	8.89%	10.85%	12.73%	14.52%
45	3.61%	6.99%	10.14%	13.09%	15.81%	18.37%	20.76%
46	5.46%	10.39%	14.87%	18.93%	22.62%	25.93%	29.00%
47	8.12%	15.13%	21.23%	26.56%	31.21%	35.28%	38.93%
48	11.84%	21.38%	29.23%	35.75%	41.23%	45.86%	49.86%
49	16.81%	29.20%	38.65%	46.08%	52.01%	56.86%	60.89%
50	23.24%	38.64%	49.37%	57.22%	63.17%	67.76%	71.46%
51	31.13%	49.04%	60.43%	68.11%	73.65%	77.72%	80.88%
52	40.63%	60.07%	71.06%	77.95%	82.60%	85.84%	88.24%
53	51.13%	70.52%	80.04%	85.53%	88.99%	91.33%	92.98%
54	61.69%	79.62%	87.24%	91.32%	93.74%	95.28%	96.33%
55	71.71%	86.92%	92.55%	95.29%	96.82%	97.73%	98.33%
56	80.80%	92.46%	96.08%	97.65%	98.48%	98.95%	99.25%
57	88.06%	96.12%	98.22%	98.97%	99.35%	99.57%	99.70%
Avg # of calls	53.12	51.34	50.34	49.34	49.11	48.68	48.33

NOTE: Arrow Games/Bazaar & Novelty provides game pattern charts that are at the back of this PLAYBOOK or you can download a copy from our website: www.arrowgames.com

COMBINED LICENSED AND PROMOTIONAL GAMES & CONTESTS

Options are now permitted to conduct combined licensed and promotional games. Below are some game ideas that might be considered under this new framework.

DRIVE AWAY A WINNER

Arrange a joint promotion with a local car dealer to give away a car in exchange for advertising. Produce cards that feature the dealer's logo or the carmaker's logo.

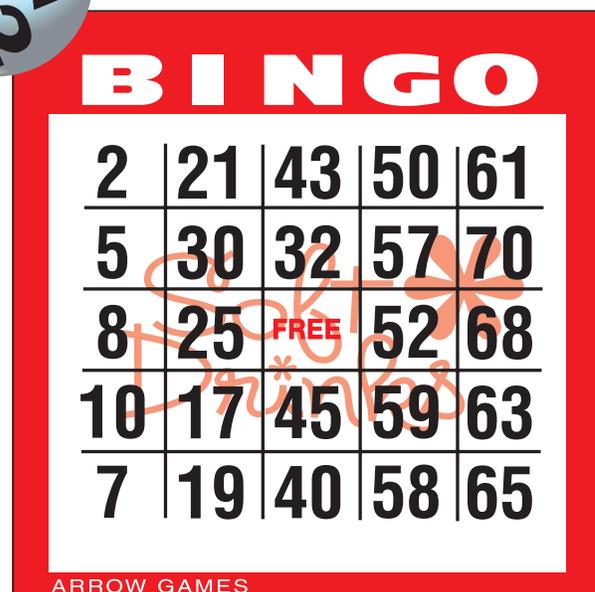
- Sell the logo cards at the bingo centre prior to each game.
- The dealer might give away free cards after a test drive or to customers who redeem loyalty points.
- The bingo winner must complete a specific pattern within a specified number of calls.
- As part of the promotion, showcase a box that contains several keys. The bingo winner has one chance to pick for the lucky key.



SNACK PROMOTIONS

Increase visits to your snack bar when you offer food and beverage prizes. Individual prizes can be featured monthly.

- B for BEVERAGE: offer a free beverage to the first player to complete the B row on a full card game.
- Work with one of your suppliers to promote their product by sponsoring a stand alone game which offers free products or a more substantial prize.
- Considerations for the promotional value of the prizes can be provided from the suppliers.



Combined licensed and promotional games and contests may not be permitted in all jurisdictions. Check with your local regulator before proceeding.

GAME IDEAS - PROMOTIONAL



COMBINED LICENSED AND PROMOTIONAL GAMES & CONTESTS {cont'd}



GAS CARD/SERVICE CENTRE GIVE AWAY

Consider a drawing for gas or gift cards redeemable at a local gas station or service centre.

- Offer cards to all loyalty club participants.
- Contact your local gas station or service centre for some consideration for your prizing in exchange for advertising.

SHOPPING SPREE

Arrange with a large retailer or a shopping centre for a gift card with a substantial value (\$500 or \$1,000) and play a special game for this prize.

- This game may be played daily, weekly or monthly.
- The main prize may require a specific pattern to be completed within a specific number of calls to be won.
- Promotional consideration from the retailer or shopping centre for the value of prizes may be utilized.
- The retailer might make the cards available at their location as additional promotion for the game.

Please contact your Arrow Games/Bazaar & Novelty representative for complete probabilities

Combined licensed and promotional games and contests may not be permitted in all jurisdictions. Check with your local regulator before proceeding.

GAME IDEAS - PROMOTIONAL

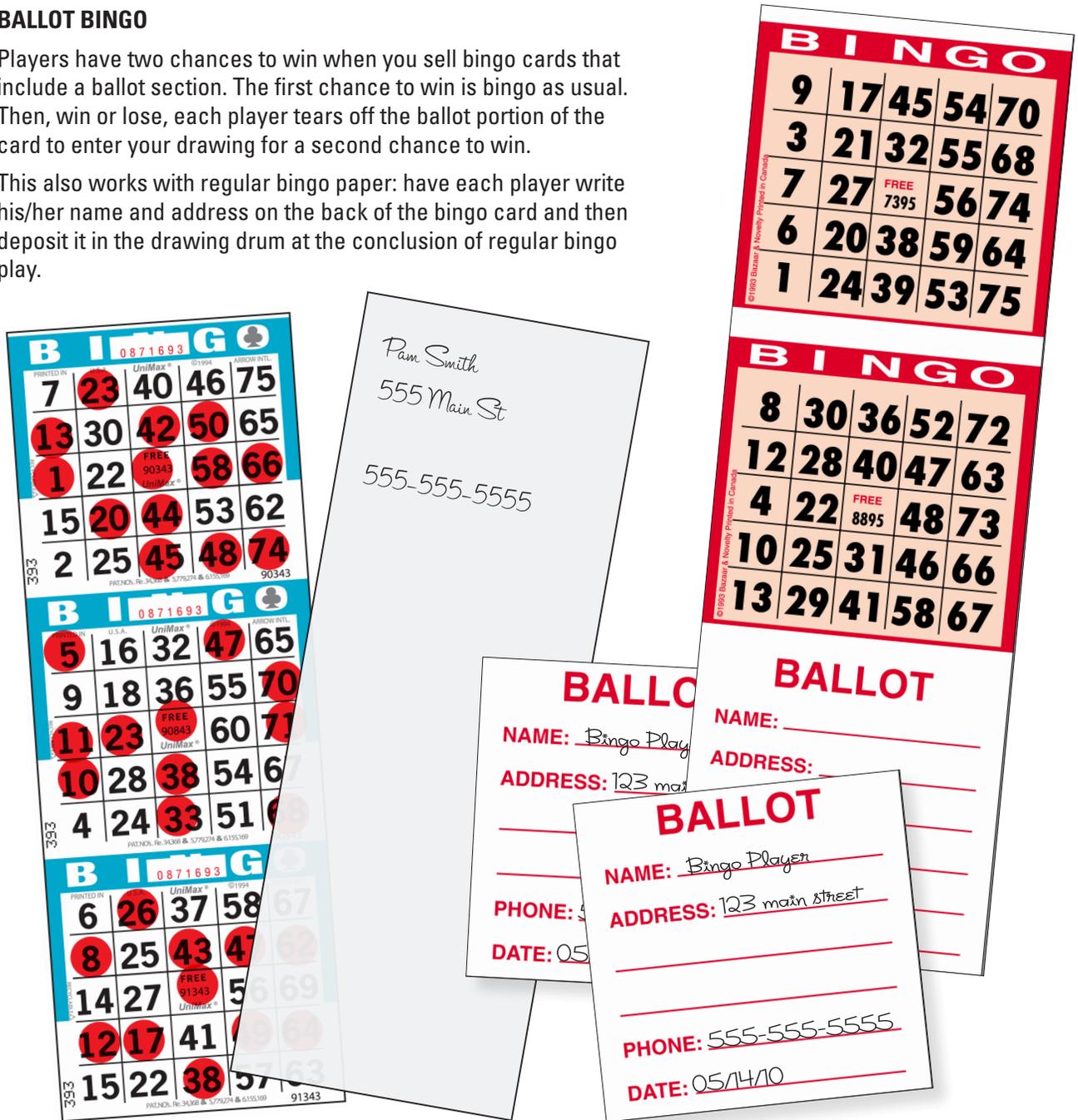


SECONDARY GAMES OF CHANCE

BALLOT BINGO

Players have two chances to win when you sell bingo cards that include a ballot section. The first chance to win is bingo as usual. Then, win or lose, each player tears off the ballot portion of the card to enter your drawing for a second chance to win.

This also works with regular bingo paper: have each player write his/her name and address on the back of the bingo card and then deposit it in the drawing drum at the conclusion of regular bingo play.



Combined licensed and promotional games and contests may not be permitted in all jurisdictions. Check with your local regulator before proceeding.

GAME IDEAS - PROMOTIONAL



PRIZE COVERAGE



INSURANCE GAMES

Create huge prize giveaways at little cost to the organization. Work with an insurance company who will insure the game and guarantee no losses. For example:

- You give away \$250,000 every quarter and call it the "Quarter Million Thriller."
- The insurance company calculates the odds of the game being won at a specific number of balls called.
- You pay the insurance out of the marketing budget. If the game is won on or before that specific number, then the insurance company pays out the big prize.
- This works the same way as a "Hole in One" contest at a golf tournament.

Combined licensed and promotional games and contests may not be permitted in all jurisdictions. Check with your local regulator before proceeding.

GAME IDEAS - ODDS



TRIPLE 7'S

The concept of this game is easy and there are many opportunities to customize it to your needs. Played on a 9 ON sheet, the players are trying to complete three different number 7 patterns on a sheet.

Prizes can be awarded at different levels for diagonal, horizontal and middle row wins. There are 84 possible combinations to win this game on a 9 ON sheet and eight of them create three 7's in a straight line pattern.

Offer a special jackpot prize if the game is won as a straight line. The jackpot will be won an average of one in every ten games played.

B I 0871493 G 1 18 40 46 71 12 27 33 48 70 10 17 47 61 7 19 32 55 74 9 20 37 56 65	B I 0871493 G 8 21 40 47 65 15 18 36 60 73 2 22 58 61 4 25 45 51 71 3 17 43 53 63	B I 0871493 G 3 28 34 54 63 4 25 41 48 68 12 21 53 67 2 30 31 51 75 15 16 42 57 71
B I 0871493 G 6 16 43 52 75 4 30 45 57 72 13 22 53 68 11 24 33 60 73 14 26 36 54 63	B I 0871493 G 1 22 42 54 70 5 19 37 56 62 11 16 49 66 14 27 32 50 69 4 18 44 48 75	B I 0871493 G 13 24 32 50 61 8 20 34 47 65 11 23 55 66 6 21 35 49 62 14 26 44 59 64
B I 0871493 G 8 20 41 55 69 11 29 39 50 68 1 23 52 73 2 28 34 58 67 5 24 31 53 64	B I 0871493 G 12 28 35 46 64 7 29 40 54 75 5 30 59 74 9 26 33 49 66 10 24 38 51 68	B I 0871493 G 7 16 39 47 66 12 19 45 46 72 1 18 49 70 9 25 36 60 64 11 17 38 52 69

B I 0871493 G 1 18 40 46 71 12 27 33 48 70 10 17 47 61 7 19 32 55 74 9 20 37 56 65	B I 0871493 G 8 21 40 47 65 15 18 36 60 73 2 22 58 61 4 25 45 51 71 3 17 43 53 63	B I 0871493 G 3 28 34 54 63 4 25 41 48 68 12 21 53 67 2 30 31 51 75 15 16 42 57 71
B I 0871493 G 6 16 43 52 75 4 30 45 57 72 13 22 53 68 11 24 33 60 73 14 26 36 54 63	B I 0871493 G 1 22 42 54 70 5 19 37 56 62 11 16 49 66 14 27 32 50 69 4 18 44 48 75	B I 0871493 G 13 24 32 50 61 8 20 34 47 65 11 23 55 66 6 21 35 49 62 14 26 44 59 64
B I 0871493 G 8 20 41 55 69 11 29 39 50 68 1 23 52 73 2 28 34 58 67 5 24 31 53 64	B I 0871493 G 12 28 35 46 64 7 29 40 54 75 5 30 59 74 9 26 33 49 66 10 24 38 51 68	B I 0871493 G 7 16 39 47 66 12 19 45 46 72 1 18 49 70 9 25 36 60 64 11 17 38 52 69

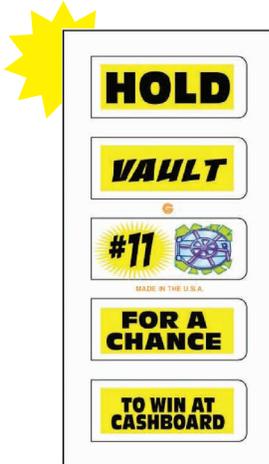
B I 0871493 G 1 18 40 46 71 12 27 33 48 70 10 17 47 61 7 19 32 55 74 9 20 37 56 65	B I 0871493 G 8 21 40 47 65 15 18 36 60 73 2 22 58 61 4 25 45 51 71 3 17 43 53 63	B I 0871493 G 3 28 34 54 63 4 25 41 48 68 12 21 53 67 2 30 31 51 75 15 16 42 57 71
B I 0871493 G 6 16 43 52 75 4 30 45 57 72 13 22 53 68 11 24 33 60 73 14 26 36 54 63	B I 0871493 G 1 22 42 54 70 5 19 37 56 62 11 16 49 66 14 27 32 50 69 4 18 44 48 75	B I 0871493 G 13 24 32 50 61 8 20 34 47 65 11 23 55 66 6 21 35 49 62 14 26 44 59 64
B I 0871493 G 8 20 41 55 69 11 29 39 50 68 1 23 52 73 2 28 34 58 67 5 24 31 53 64	B I 0871493 G 12 28 35 46 64 7 29 40 54 75 5 30 59 74 9 26 33 49 66 10 24 38 51 68	B I 0871493 G 7 16 39 47 66 12 19 45 46 72 1 18 49 70 9 25 36 60 64 11 17 38 52 69

TRIPLE 7'S {cont'd}

Total balls called	50 9-Ons	100 9-Ons	150 9-Ons	200 9-Ons	250 9-Ons	300 9-Ons
35	0.00%	0.00%	0.00%	0.00%	0.01%	0.01%
36	0.00%	0.01%	0.01%	0.02%	0.02%	0.02%
37	0.01%	0.01%	0.02%	0.02%	0.03%	0.04%
38	0.01%	0.02%	0.03%	0.04%	0.06%	0.07%
39	0.02%	0.05%	0.07%	0.09%	0.11%	0.14%
40	0.05%	0.09%	0.14%	0.19%	0.23%	0.28%
41	0.10%	0.20%	0.31%	0.41%	0.51%	0.61%
42	0.19%	0.37%	0.56%	0.74%	0.92%	1.11%
43	0.33%	0.65%	0.98%	1.30%	1.62%	1.94%
44	0.57%	1.13%	1.69%	2.24%	2.79%	3.33%
45	0.95%	1.89%	2.82%	3.74%	4.64%	5.54%
46	1.67%	3.30%	4.89%	6.45%	7.97%	9.45%
47	2.86%	5.59%	8.21%	10.75%	13.17%	15.49%
48	4.75%	9.15%	13.27%	17.15%	20.75%	24.13%
49	7.82%	14.78%	20.97%	26.56%	31.57%	36.05%
50	12.18%	22.32%	30.88%	38.19%	44.44%	49.83%
51	18.69%	32.83%	43.82%	52.48%	59.31%	64.87%
52	27.50%	45.66%	58.18%	67.06%	73.51%	78.36%
53	38.89%	60.04%	72.46%	80.24%	85.32%	88.79%
54	51.98%	73.66%	84.13%	89.73%	93.01%	95.06%
55	65.83%	85.17%	92.43%	95.68%	97.34%	98.25%
56	78.42%	92.86%	96.97%	98.46%	99.13%	99.45%
57	88.41%	97.26%	99.06%	99.60%	99.82%	99.90%
58	94.68%	99.15%	99.80%	99.94%	99.98%	100.00%
59	98.10%	99.81%	99.97%	99.99%	100.00%	100.00%
Avg # of calls	54.07	52.54	51.68	51.09	50.64	50.27

INTERACTIVE DASHBOARD GAMES

A cashboard game is a new style of play for pull tabs that combines instant win prizes with a seal card game and an opportunity to win a larger prize.



Cashboard games generally involve a larger count of 4,000 tickets packaged into 20 individual bags of 200 tickets. There are 20 larger prizes available to be won by players; one prize for each bag of tickets.

The licensee would sell one bag of 200 tickets at a time. For each bag of tickets, there is a predetermined number of hold tickets, a small number of instant win prizes and a small seal card.

Once a bag of 200 tickets is sold, the licensee opens a window on the small seal card and the player with the matching hold ticket is the winner.



This hold ticket winner is presented with a larger "cashboard" that will have 20 windows each corresponding to a prize. The player selects one of the available windows which is opened by the licensee to reveal the winning amount. The cashboard contains a range of prizes. In the case of this game, there are 4 x \$250 prizes and 16 x \$100 prizes available to be won.

{continued on next page ...}

INTERACTIVE CASHBOARD GAMES {cont'd}

All of the 4,000 tickets will have the same serial number which matches the serial number on the cashboard for accountability. Each of the 20 bags of tickets will have a different window side colour so the licensee can announce that 'Serial # 123456 Blue' or 'Serial # 123456 Red' is playing.

When the licensee opens the tab on the cashboard, the winning prize amount is identified on the tab. It is then permanently removed from the cashboard. The open window will display 'Winner Paid' which ensures that players do not know which prizes have been redeemed.

This game play format is popular as it provides the opportunity to win a larger prize than a single seal card game with just 200 tickets. Generally, with a 200 ticket count game, the seal card prize would be \$100. With this game, there is an opportunity to win four prizes of \$250 and of course 16 prizes of \$100. The players also like this game as it is more interactive and they have the opportunity to select one of the available windows and win the prize amount behind the window.

This is a great game to play as your players come into the bingo hall, at intermission or after bingo ends as it does not require the calling of bingo balls to get a winner.

Visit www.arrowgames.com/popp for samples of other cashboard games.



PLAYER'S CHOICE

Description

Player's Choice is a great promotional game or a fun and interactive addition to your program! This game allows players the opportunity to choose a prize envelope after completing a specific pattern.

Prior to playing, create several prize envelopes with variable prize levels offering different dollar amounts. Consider adding a "select again" in one envelope and some bingo gift certificates in another. Prize amounts will vary depending on the prize levels and the number of selections.

Example:

If you offer five prize choices, there will be a one in five chance of each prize being selected at each event played.

Average Payout Ratios

1. 20% x \$250.00 = \$ 50.00
2. 20% x \$100.00 = \$ 20.00
3. 20% x \$ 50.00 = \$ 10.00
4. 20% x \$ 25.00 = \$ 5.00
5. 20% x \$ 25.00 = \$ 5.00

\$90.00 Average Payout



When using Player's Choice, the licensee and bingo hall must ensure that all licensing and regulatory requirements are met and complete rules of play for Player's Choice are posted.

SCAVENGER HUNT

Scavenger Hunt is a great way to recognize the players who visit your bingo hall and gives them an opportunity to win a free game or prize.

When you start the Scavenger Hunt program, announce that starting the next week you will be requesting players to bring six commonly found items in the home to the bingo hall. Then at that event, call out the items, one at a time. The first person to bring one item up to the front wins a bingo-related prize.

Example:

Ask for a hammer and you'll be surprised at who will have it. Ask for an item that the players may not have... such as a paint roller. Announce that since no one has a roller this week, you will be calling it again sometime next week. Next week, you will have plenty of paint rollers ... plus lots of participation. Bingo related prizes such as key chains, dabbers, free cards, etc. may be used.

Call three to six articles each night, ranging from items that players may have to items that they probably don't have. The selection may vary but try to have five winners each evening.

Soon you will notice players starting to bring in bags containing various household items in an effort to be prepared for whatever you call out!

It's best to stick with common household items so that when people walk through their homes, they are constantly thinking about your bingo program.



GAME IDEAS - ODDS



HIT IT QUICK

	B	I 0871693	N	O
	PRINTED IN	U.S.A.	UniMax®	©1994
	3	20	32	54
	2	24	36	49
	1	16	FREE 86251 UniMax	55
	9	26	40	59
112	13	27	37	53
				62
				66
				70
				69
				71
				86251

This game can be played with any pattern, but for this example we will use a straight line bingo. The caller places \$150 (for example) in crisp five dollar bills on a clothes line or in front of him. For every ball called without getting a winner, the caller removes a \$5 bill. The player that is the verified winner receives what is left.

Add any money not won to the next game.

The Game Pattern book, located in the back of this playbook, is a must to have for this style of game. Please contact Arrow Games/Bazaar & Novelty if you do not have a Game Pattern book.

GAME IDEAS -ODDS



BEAT THE ODDS



Beat the Odds takes the seal card game concept to new heights through interactive game play where players have a chance to literally beat the odds and win up to 5 prizes totaling \$320.

Beat the Odds has 750 tickets in a deal with 25 hold tickets numbered between 1 and 25. If a player gets one of these tickets, they hold it for a chance to win up to \$320.

This new game comes with a special seal card that contains five rows. Once all of the 750 tickets are sold, the licensee will announce Beat the Odds is now sold and it will play for the \$320 in additional prizes.

The licensee will open the window in Row 1 and announce the number under the window. The player with matching hold ticket wins \$15 and gets to pick one of the two windows on Row 2. The window will be opened and the player with the matching hold ticket wins \$30 and gets to pick a window on Row 3. This process continues until all five windows are opened and all \$320 in prizes has been awarded.

With Beat the Odds, it is possible for the player with the matching hold ticket in Row 1 to beat the odds and win all 5 prizes on the seal card if they correctly select the window with their hold number on all five rows. The hold number from Row 1 appears in a different position on each of the subsequent 4 rows. Alternatively, up to 5 players may share in the \$320 in prizes.

Beat the Odds is a very successful game play format as it gives players a chance to select a window and determine their own destiny. It can create up to 5 winners per game sharing \$320, and it gives players a chance to beat the odds and win all 5 prizes.



GAME IDEAS - ODDS



BEAT THE ODDS {cont'd}

Beat the Odds also contains a second option for the interactive seal card component which features 3 rows instead of 5 and a different distribution of the \$320 in prizes. The licensee will make the decision as to which option it wishes to play.

BEAT THE ODDS PATENT PENDING \$1

PLAYER WHOSE NUMBER IS REVEALED SELECTS WINDOW IN THE NEXT ROW.

START HERE

ROW 1
11 \$50

ROW 2 OPEN ONE WINDOW ONLY
11 04 \$70

ROW 3 OPEN ONE WINDOW ONLY
04 02 11 \$200

HOLD TICKETS 01-25 FOR A CHANCE AT: \$320

01	06	11	16	21
02	07	12	17	22
03	08	13	18	23
04	09	14	19	24
05	10	15	20	25

INSTANT WINNERS

 3 = \$50
 2 = \$10
 1 = \$1

FORM#: 9607FL / 6608
 TICKET COUNT: 750
 SERIAL#:

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Beat the Odds works well in a number of venues including:

- 1) Prior to the start of a bingo game or at intermission.
- 2) During a busy evening or special event in a service club, Royal Canadian Legion or other premise where pull tabs are played.

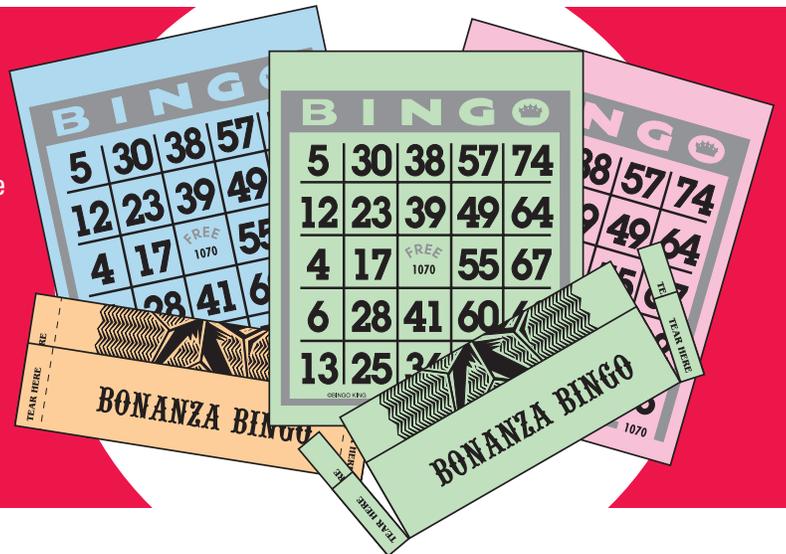
Visit www.arrowgames.com/popp for the latest information on interactive seal card and bingo event games.



QUICK SHOT BONANZA BINGO

Players love this easy game!

- A variation of the original Bonanza bingo game
- Similar to an instant win game, so it's ideal for markets where pull tabs are not authorized
- Licensee can estimate average number of winners and also forecast profits
- Plays quickly so it can be played more than once per session



How to play:

- Post a pattern and prize poster promoting this great game
- Played by calling and displaying exactly 24 bingo numbers before your regular session starts
- Balls are drawn until there are five "B" balls, five "I" balls, four "N" balls, five "G" balls and five "O" balls
- These numbers remain posted throughout the bingo session
- A tray of 1,000 cards is opened and sold to the players
- Players mark their cards using the 24 numbers displayed and a prize is awarded for completing any of the pre-specified patterns
- When a player has a verified winning pattern, he or she may cash it in for the prize
- No player can use the same number to make more than one pattern on a card. If multiple patterns can be made without using the same number, it is a multiple winning card and should be awarded the appropriate prize for each winning pattern
- The same 24 numbers are used for all 1,000 cards which can be purchased and redeemed throughout the regular bingo session or until the end of the session

QUICK SHOT BONANZA BINGO { cont'd }

Payout information:

- The payout and profit figures are average figures since there are variations due to a new set of 24 numbers drawn for each set of 1,000 cards
- A top tier winner will occur approximately 75% of the time (per 1,000 cards), therefore, the larger the top tier prize, the larger the variation in payouts and profit

Details:

- Available in 1 to 9,000 and 9-18,000 series
- Each series of 9,000 cards has a different serial number
- Each card within each set has its own unique audit number
- Available in seven solid colours: blue, gold, white, orange, pink, green and purple
- Sequentially numbered for better control
- Available as 1V1, 2V1, 3V1
- Verification available

PATTERN	AVG # WINNERS	PRIZES #1 \$1.00 EACH	PRIZES #2 \$1.00 EACH	PRIZES #3 \$.50 EACH	PRIZES #4 3 FOR \$1.00
Crazy L	0.13	\$1,000	\$500	\$250	\$250
Small Frame	0.24	\$500	\$250	\$250	\$100
Crazy T	0.39	\$300	\$250	\$100	\$100
Large Diamond	0.50	\$250	\$250	\$100	\$100
Letter X	0.74	\$200	\$100	\$100	\$50
Block of 9	1.96	\$100	\$50	\$50	\$25
Vertical Bingo	17.8	\$25	\$25	\$10	\$10
Crazy Kite	34.6	\$10	\$10	\$5	\$3
Small Diamond	57.3	\$10	\$5	\$3	\$2
4 Corners	80.7	\$7	\$5	\$2	\$1
Diagonal	220.1	\$5	\$5	\$1	\$1
Horizontal	221.7	\$3	\$5	\$1	\$1
6 pack - any	179.8	\$2	\$2	\$1	\$1
Stamp - any	1269	\$1	\$1	\$1	\$0.50
No numbers	0.10	\$25	\$25	\$25	\$10
Average Payout		\$6,161.60	\$5,840.60	\$2,930.90	\$1,965.70
Average Profit		\$2,838.40	\$3,159.40	\$1,569.10	\$1,034.30
Average % Profit		31.5%	35.1%	34.8%	34.4%
Win ratio		4.32	4.32	4.32	4.32

GAME IDEAS - ODDS



THE BIG TICKET EVENT



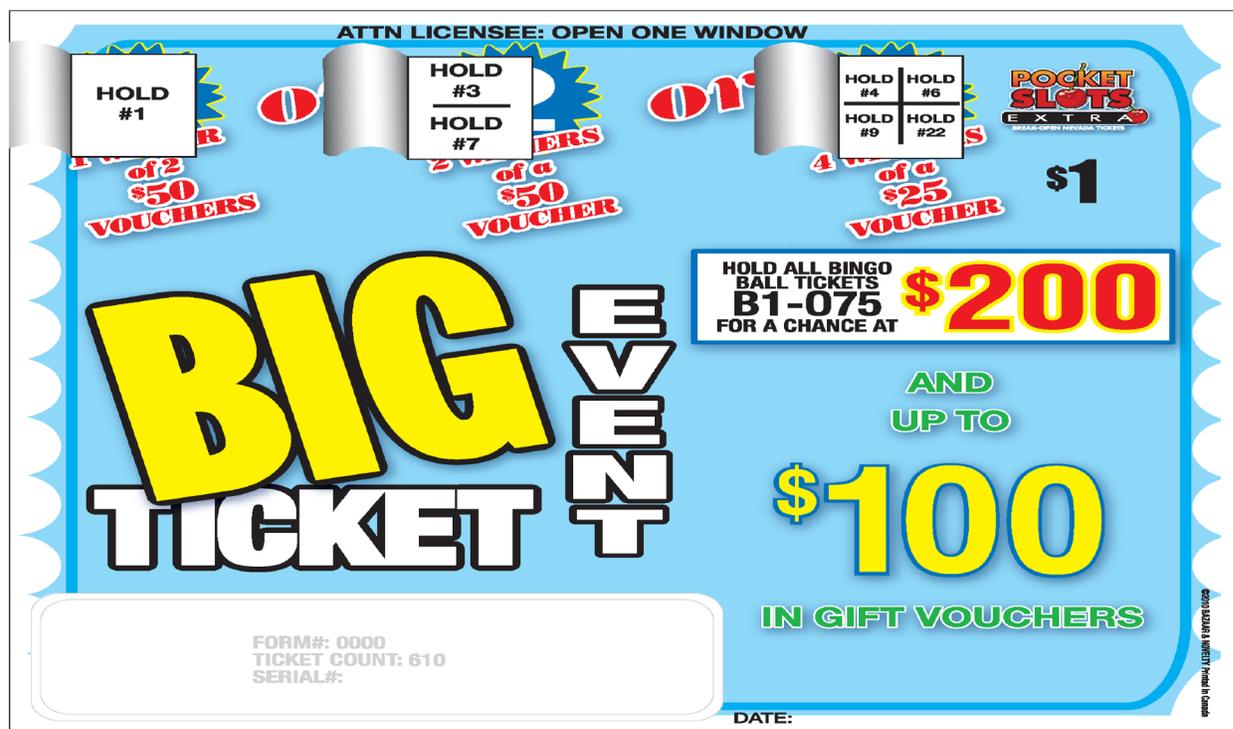
The Big Ticket Event is an innovative bingo event game which provides players with an opportunity to dab a three number hold ticket to win \$200 and also gives them an opportunity to win a gift voucher for up to \$100 at their bingo hall.

Here's how the game works: There are 25 three number hold tickets in the deal of 610 tickets that sell for \$1 each.

Once all 610 tickets in the deal are sold, the licensee will announce the Big Ticket Event will be played during a designated bingo game. During the designated bingo game, the licensee will announce the serial number to be played. The first player to dab all three numbers on his/her hold ticket with the matching serial number will win \$200.

The licensee will then open one of the three windows on the Big Ticket Event seal card to reveal the winner(s) of \$100 worth of gift vouchers redeemable at the bingo hall. The licensee will decide in advance which gift voucher option it will award and will communicate its decision to players prior to selling the game.

(continued)



THE BIG TICKET EVENT {cont'd}

Each of the 25 hold tickets with bingo balls has a hold number identified within the first window. The player(s) with the hold ticket(s) matching the number(s) under the window selected will each win the corresponding prize.

There are three options:

- Window 1 – 1 player will win two \$50 gift vouchers
- Window 2 – 2 players will each win a \$50 gift voucher
- Window 3 – 4 players will each win a \$25 gift voucher

In each option, a total of \$100 in gift vouchers will be paid.

It is possible that the player that successfully dabbed all three numbers on their hold ticket may also win one of the gift vouchers (if the hold number on their ticket matches the number(s) under the selected window) or not win any of the gift vouchers.

How Is The \$100 For The Gift Vouchers Funded?

To fund the \$100 in gift vouchers, \$100 from the prize payout has been set aside for the licensee to use for the gift vouchers so the game is completely self-financing.

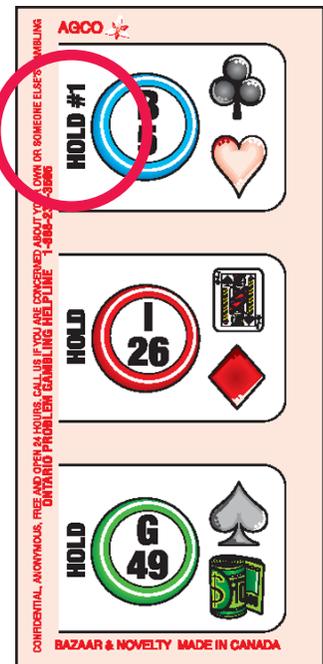
Licensees should have preprinted, numbered gift vouchers available to be awarded as prizes when playing this game and track the numbers awarded for reconciliation purposes. The licensee must comply with any federal, provincial or local regulations concerning gift certificates, gift cards and gift vouchers.

The Benefit

The great benefit of this game is that the gift vouchers ensure your players reinvest a portion of their winnings back into your bingo and help drive attendance at future bingo events.

Legality

The Big Ticket Event may not be permitted in all jurisdictions. Check with your local regulator.

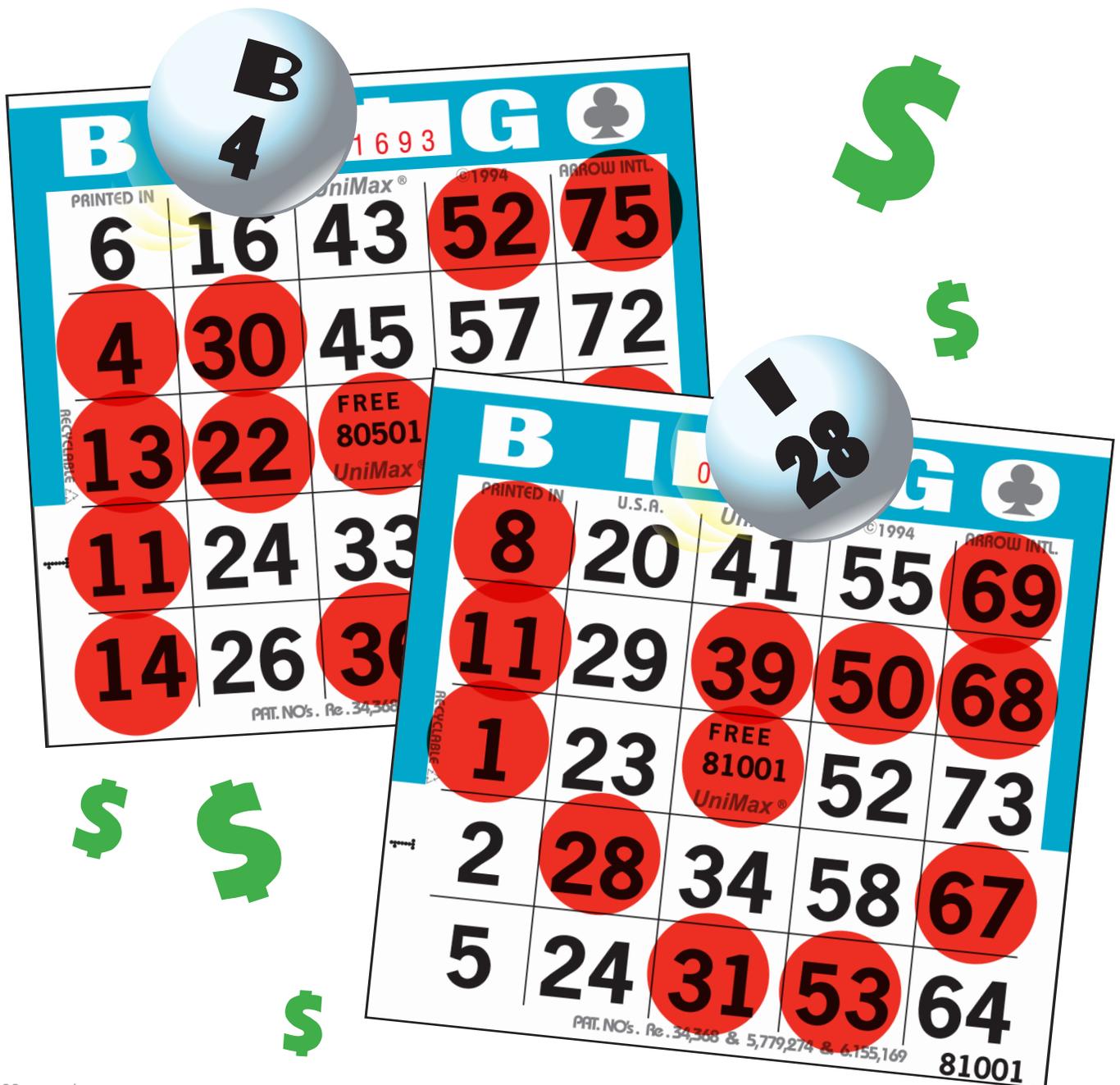


GAME IDEAS - ODDS



ODD OR EVEN SESSIONS

At the beginning of the sessions, determine if the night will be an ODD or EVEN payout. For example: pay a higher prize amount on all regular games when the bingo occurs on an EVEN number. Pay the customary prize amounts on all games that end on an ODD number.



MULTIPLIER BALL

Multiplier Ball adds a fun twist to any game or session. Prior to playing the game or session, insert specially marked bingo balls into the machine. These additional balls may be used for regular games, specials or for a specific game or promotion. Different coloured balls could be used to determine prize levels for these specific games (orange = 2 times, yellow = 3 times, blue = 5 times) or be used to multiply or add additional \$ to the existing prize levels.



Some examples might include:

These additional balls may be used as indicator balls to determine prize levels. If a player completes the required pattern with the ball immediately following an indicator ball they win the multiplier prize amount.

Additional balls may used prior to the game to determine the prize amount. Before the game is played the caller may begin pulling balls from the bingo machine. The first coloured ball determines the prize level (orange = \$500, yellow = \$1000, blue = \$1500).

\$50.00, \$75.00, \$100.00, 1 X, 2 X, 3 X

Mega Ball Prizes

For special events, consider adding or inserting specially marked balls into the bingo machine prior to the start of the game or session with several different prizes depicted by colour and award for prizes like TVs, furniture, electronics, BBQs, tickets or gift cards.

Selected prizes would be awarded for the completion of the required pattern.

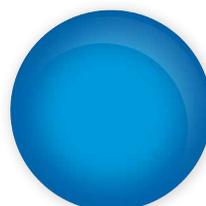
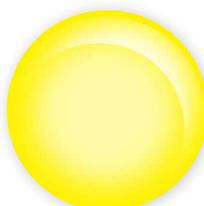
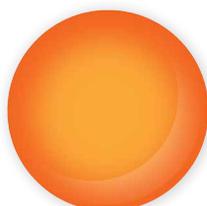
Quick Hit

Add a different colour ball into your bingo blower and use it as an indicator ball. If someone completes the required pattern with the ball immediately following the indicator ball, the player wins the quick hit prize, which might be an additional \$100.00.



Solid Coloured Balls*

Balls can be ordered individually and are available in 3 colours: orange, yellow and blue



*Call for pricing

As with all promotional games, please check with your local regulatory agency for permission prior to playing.

COSMIC BINGO



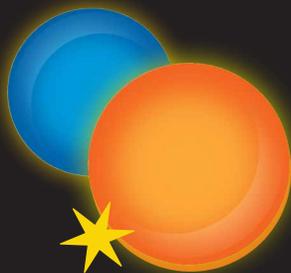
COSMIC BINGO

BLACKLIGHT BINGO EXPERIENCE!

Do you remember cosmic bowling night at your local bowling centre?

How about recreating the fun of cosmic bowling in your bingo centre?

Plan and organize a special “Cosmic Bingo Night” that provides a different experience from your normal program and may help attract new players that remember the fun of cosmic bowling.



Arrange with a local radio station to target new players and promote your cosmic bingo night which will feature black lights, rock’n roll music and fluorescent bingo paper.

Regular prizes can be awarded to players for a traditional bingo and additional prizes given for the coolest outfits under the black lights for players and/or a group of players that come to the bingo centre together.

Some coloured bingo balls can be added to the 75 balls in your bingo blower. If a player has a valid bingo on the number drawn immediately after a coloured ball, the player receives their normal bingo prize plus an additional \$50. If two coloured balls are drawn in a row and a player has a valid bingo on the next number drawn they win their normal prize plus an additional \$200.

Use other Playbook game ideas to enhance the fun and excitement of your Cosmic Bingo Night.

Prior to running your cosmic event night, ask your sales representative for the probability charts for odds on specific games you will be using that night.

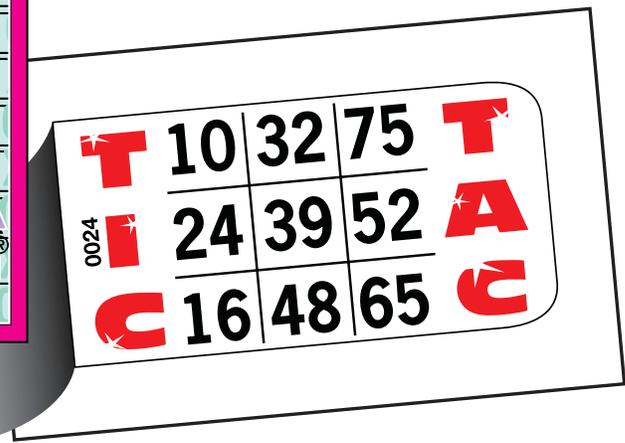
NOW Available – fluorescent bingo paper

Contact your sales representative for minimum quantities and ordering lead times

GAME IDEAS - PROMOTIONAL



CALIFORNIA TIC TAC®



COMBINING THE FUN OF BINGO AND TIC TAC TOE!

- ▶ Each set of tickets has a unique serial number.
- ▶ Six different window-side colours (red, blue, green, orange, purple & black), so you can play several times in your session.
- ▶ Available in five unique series that can be played alone or combined.
- ▶ You set the ticket price, pick the game pattern (see the table below for suggestions) and determine your profit.

EXAMPLE: Charge \$1.00 per ticket; sell all 150 tickets in the deal; offer a \$100 prize. You'll add an extra \$50 to your profits.

You set the price of the tickets, decide the prize payout and determine your profit!

PATTERN	AVERAGE NUMBER OF CALLS		
	150 CARDS	300 CARDS	450 CARDS
ANY LINE (8 ways to win)	7.72	6.46	5.83
ANY 2 LINE (28 ways to win)	16.43	14.57	13.58
4 CORNERS	21.75	18.91	17.44
LETTER X	27.22	24.12	22.48
COVERALL	42.96	40.20	38.66

FORM NO	CARDS	CARD NOS	PACK/CASE
TAC1	150	001 - 150	36
TAC2	150	151 - 300	36
TAC3	150	301 - 450	36
TAC4	195	001 - 195	30
TAC7	450	451 - 900	12

California Tic Tac® Patent No. 6,305,687

All games may not be approved in all jurisdictions, check with your local regulator before proceeding.

GAME IDEAS - PROMOTIONAL



MINI DUAL DAB®



DOUBLE THE FUN! A FAST GAME WITH A TWIST.

- ▶ Players mark a square when either number is called for double the chance to win!
- ▶ Six deals of 165 tickets. Combine deals when more than 165 tickets are needed.
- ▶ Each set of tickets has a unique serial number.
- ▶ Six different window-side colours (red, blue, green, orange, purple & black), making it easy for you to play and track Mini Dual Dab several times in a session.

Unique
concealed
bingo tickets
with unlimited
ways to play

BAG NUMBER	TICKET NUMBERS
#3380 A	001 - 165
#3380 B	166 - 330
#3380 C	331 - 495
#3380 D	496 - 660
#3380 E	661 - 825
#3380 F	826 - 990

All games may not be approved in all jurisdictions, check with your local regulator before proceeding.

GAME IDEAS - PROGRESSIVE



STARBURST JACKPOT BINGO

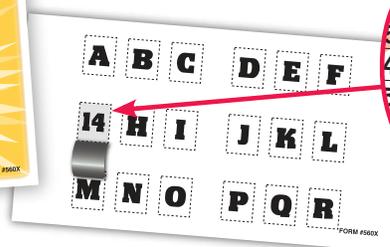


This is a unique paper with a starburst on every card and an **imprinted screened number on the face of each card from 1-18.**

This game is played as a progressive game and the players have three chances to win. Sell the sheets to players as an extra progressive game...**not** sold in their regular session game pack.

This game has more excitement, action and interactive opportunities to win:

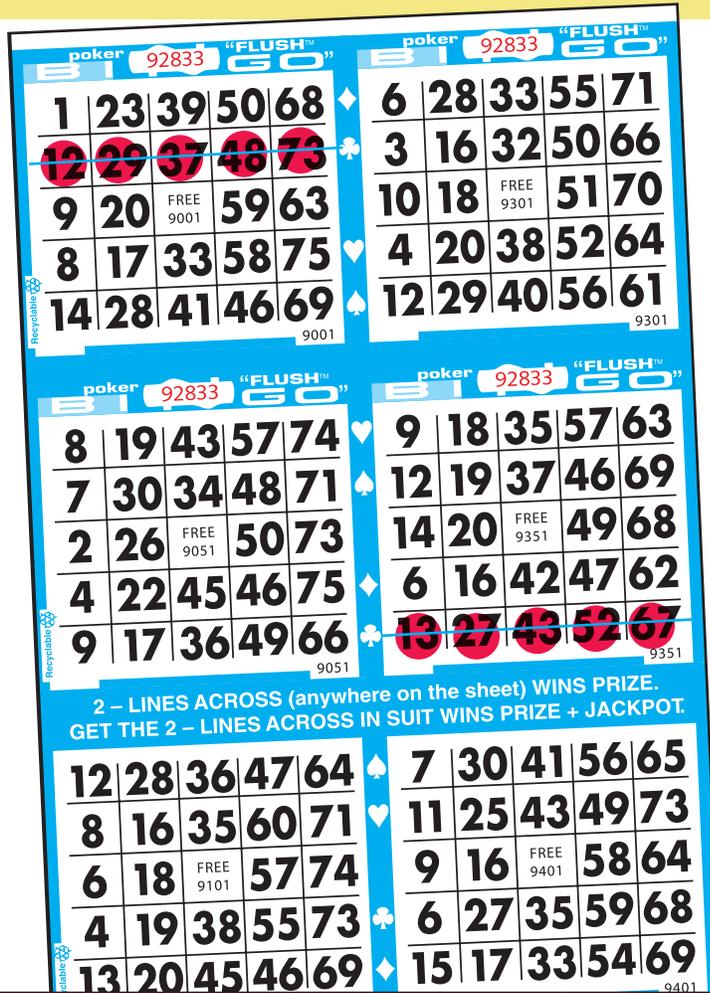
1. Players play for the pattern.
2. Players that bingo on the starburst win an extra prize.
3. When the player bingos on the card they look at the screened number (1-18) as an opportunity to win an extra jackpot.
 - That player now has earned an opportunity to open a window on the **"Starburst Jackpot Seal Card"** for a chance at the big jackpot.
 - The player picks a lettered window and opens it.
 - If the window reveals the same screened number as the player's card, then they win the jackpot.
 - Otherwise they win a consolation prize.



GAME IDEAS - ODDS



POKER FLUSH BINGO



Poker flush bingo is played using a special 60N vertical bingo sheet. Each sheet has poker suit symbols separating the two 30Ns on the sheet:



One random symbol separates each of the rows: 1, 2, 4 and 5 on each face. There is no symbol separating the third row on the faces and each sheet has a total of twelve symbols.

Typically a game pattern such as a **2 hardway horizontal lines anywhere on a 60N sheet** is played. The first player to complete the pattern is awarded a prize. If the suit for each of the two winning horizontal lines is the same, a larger prize is awarded.

- There are 276 ways to complete the 2 hardway horizontal lines anywhere on a 60N
- 60 ways in which the suits will match on the two winning lines
- Chance that a larger prize will be awarded is 27.74%

Number of 60Ns in Play	Average Number of Calls	Average Number of Winners	Percentage of Games Ending with a Single Winner	Chances of Winning in 18 Numbers or Less
100	27.96	1.22	82.9%	0.62%
200	26.26	1.25	81.4%	1.22%
300	25.32	1.27	80.2%	1.82%
400	24.68	1.28	79.6%	2.41%
500	24.19	1.29	79.2%	2.99%
600	23.80	1.30	78.9%	3.57%
700	23.48	1.30	78.8%	4.15%
800	23.20	1.31	78.7%	4.72%
900	22.96	1.31	78.6%	5.29%
1,000	22.75	1.31	78.4%	5.86%
1,100	22.56	1.31	78.3%	6.42%
1,200	22.38	1.32	78.3%	6.98%

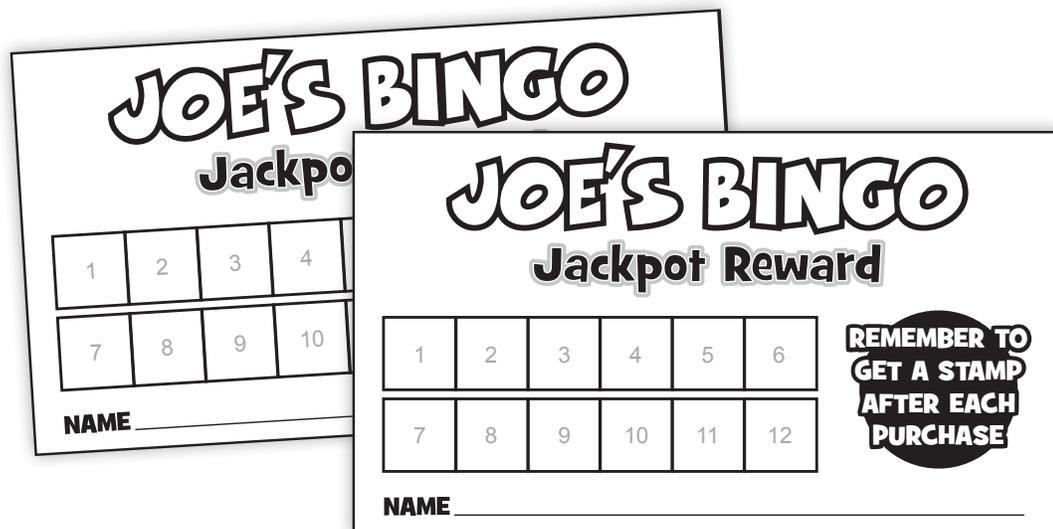
The game can be extended to award three prizes:

- 1 – non-matching suits (78.26%)
- 2 – matching suits on 60N sheet (17.39%)
- 3 – matching suits direct across (4.35%)

The table on the left lists the average number of calls, winner, single winner games and the chance of a win in 18 numbers or less with 100 60Ns (600 cards) to 1,200 60Ns (7,200 cards) in play.

ATTENDANCE JACKPOT BINGO

Provide each player with an “Attendance Reward Card” similar to those used by coffee houses or restaurants for frequent purchases. Make sure that it has your hall’s name and logo on the card and a space for the bingo player’s name. Each time a player makes a purchase in your bingo hall, they get a stamp on their card.



At the end of the twelve week program the bingo hall plays a special jackpot game! The winner will be paid on the number of times that the card is date stamped times the base amount set by the hall.

For example:

- Base Amount \$50.00
- Bingo player that won the “Special Jackpot Game” shows their “Jackpot Reward Card” and they had 10 stamps on it.
- They would be paid \$500.00 ($\50.00×10)
- Maximum payout is \$600.00

Each bingo hall can determine the number of weeks to run this promotion, as well as the base amount awarded for the bingo player’s loyalty – plus what session or day of the week that best suites the promotion.

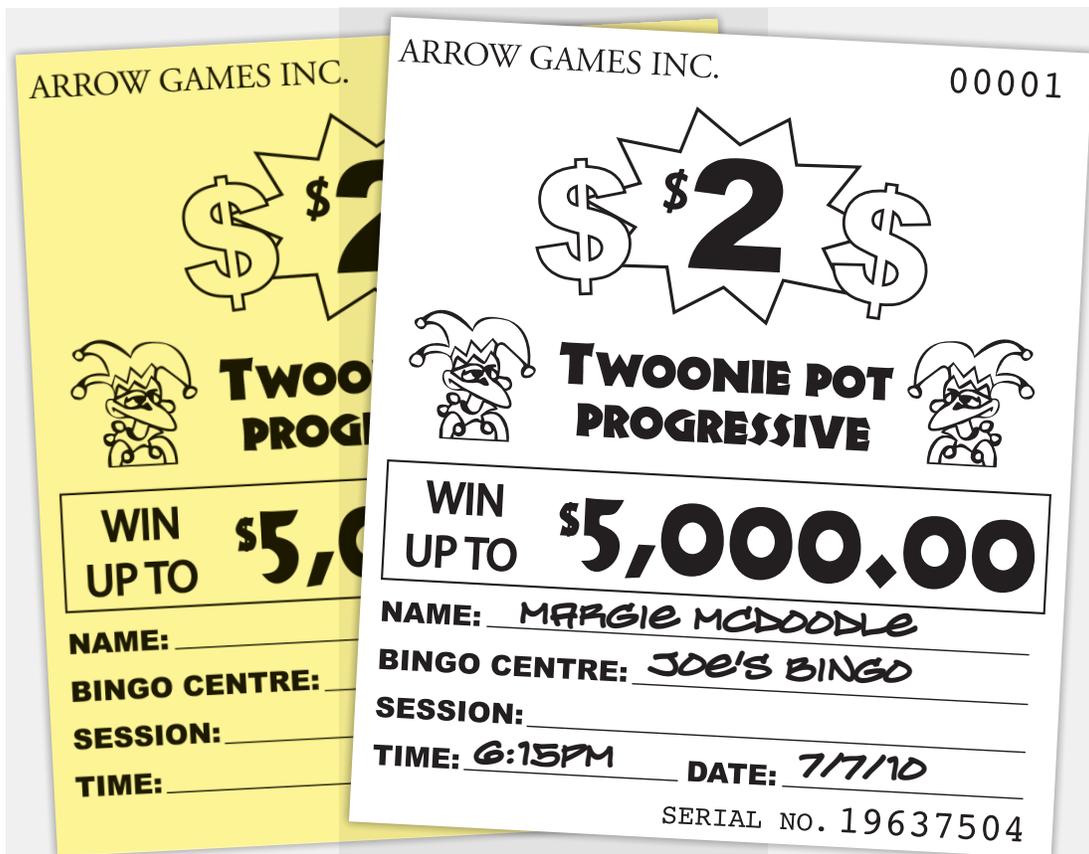
GAME IDEAS - PROGRESSIVE



TWOONIE POT

This is played as a progressive jackpot game. Usually the pot is to pay out 50% of the gross sales.

Players purchase a ballot and fill in their information, keeping one copy. Prior to starting a bingo session, one ball is drawn. This ball will be known as the "Twoonie Ball". During each bingo game, where the twoonie ball is drawn, the ball following the twoonie ball will be a winning ball. If the player completes a "bingo" with the last ball matching the ball that followed the twoonie ball, they will win the jackpot. If no winner occurs the jackpot continues to grow from day to day, up to a maximum of \$5,000.



GAME IDEAS - ODDS



ODD OR EVEN FULL CARD GAMES

Before playing this game, it will be randomly determined whether all odd or all even bingo numbers are to be pre-dabbed. Then ONLY the other balls “odd or even type” are counted towards the ball count. For example, if all even numbers are pre-dabbed, only the odd-numbered balls are counted towards the ball count. If a game is won at or below a pre-designated level of balls called, the jackpot is won. Otherwise, only a consolation amount is awarded.

The image displays six bingo cards arranged in a 3x2 grid. Each card is a standard 5x5 bingo card with columns labeled B, I, N, G, O. The cards are numbered 80001, 81501, 80501, 82001, 81001, and 82501. Large, stylized balls with numbers 4, 19, 28, and 11 are scattered around the cards.

Balls Called	Chances of a Win at or Before the Number of Balls Called
1	1 game in 870
2	1 game in 426
3	1 game in 278
4	1 game in 204
5	1 game in 159
6	1 game in 129
7	1 game in 107
8	1 game in 90
9	1 game in 75
10	1 game in 63
11	1 game in 51
12	1 game in 40
13	1 game in 30
14	1 game in 22
15	1 game in 15
16	1 game in 10
17	1 game in 7
18	1 game in 4.4
19	1 game in 3
20	1 game in 2
21	1 game in 1.5
22	1 game in 1.2

EXAMPLE – Using the table at the right, the current jackpot level is compiled from 20 previously called balls. For tonight’s game, there would be a 50-50 chance that the jackpot game will be won.

Because there is a 50-50 chance of a winner (for this particular game) at or under 20 balls called, this does NOT mean that you should expect your game to last 13 weeks (the game started at level 7, and goes up by 1 level per week). At each level the statistics hold true for the week.

CONSOLATION "FAT POT" PRIZE

Offer your Jackpot prize to be won at a set number. The jackpot may be a progressive or a non-progressive!

But for a twist, have the consolation prize based on the income received for that game (remember to deduct your accrual requirement). Keep selling cards up to the start of the game and keep announcing the growing consolation prize. This encourages players to become part of the event and might encourage them to buy while building sales.



EXAMPLE – Letter X pattern won in 24 balls (1500 cards in play) called for a \$500.00 prize with the consolation at \$100.00. As the bingo players purchase more cards during the night, a percentage of the sale would go to increase the consolation prize. The consolation prize could be as large or larger than the original jackpot prize as the night progresses.

GAME IDEAS – PROGRESSIVE



LUCKY DAB GAME

Lucky Dab is a next-generation bingo event game with several unique features:

- No instant win prizes
- No non-winning tickets
- All hold tickets
- The hold tickets include a combination of tickets with 4 numbers/1 free space, 3 numbers/2 free spaces and 2 numbers/3 free spaces
- 6 different rotations with a different colour for each rotation
- Two small counts – 200 tickets and 400 tickets with a 70% payback to players
- Unique serial number on each ticket in the deal
- Each hold ticket has a “verify” number for ease of electronic or manual verification



In addition to playing this game during a traditional bingo game, Lucky Dab is ideally suited to be played along with a media bingo game on television or radio.

Sell the Lucky Dab tickets along with bingo paper for the media bingo game. During the course of the media bingo event, the licensee announces which bingo game Lucky Dab will be played along with and the serial number(s) of the games to be played. At that time, players get out their hold tickets and get ready to dab along with their bingo paper. The first player to dab all numbers on his/her ticket wins either \$140 or \$280 depending on which game is being played.

A winning Lucky Dab ticket can be easily verified over the phone using the verify number printed on the ticket.

With Lucky Dab, all tickets are hold tickets, so there are no instant win prizes and as long as a single ticket has been sold, there will be a winner on the game.

CONTINUED→

Check with your local regulator to determine if bingo event games can be sold in conjunction with a media bingo. POP Form # 892V and 893V.

GAME IDEAS - PROGRESSIVE



LUCKY DAB GAME (CONT'D)



ALL HOLD TICKETS!

6 Different Rotations A, B, C, D, E & F

Form No. 892V.....200 tickets
 Average Calls.....13.94 calls
 Average Winners.....1 winner

Form No. 893V.....400 tickets
 Average Calls.....11.03 calls
 Average Winners.....1 winner

**1, 2 or 3
 FREE SPACES
 for FASTER ACTION!**

**NO
 DUDS!**

Check with your local regulator to determine if bingo event games can be sold in conjunction with a media bingo. POP Form # 892V and 893V.

GAME IDEAS - ODDS



PRECALL BONANZA

PreCall Bonanza Bingo looks like regular Bonanza Bingo on the outside...but inside each card there are predetermined, pre-dabbed numbers. The sealed cards are pre-dabbed with between 16 and 22 numbers per card. Players with 22 pre-dabbed numbers on their card would only need 2 numbers to win!

The hall does not have to "pre-call" numbers before a session. This allows halls to play as many PreCall Bonanza games as possible in a session, simply by changing the card colour for the next game.

In between regular games, play a PreCall Bonanza game using your regular blower. No need to post numbers prior to the game.

PRECALL BONANZA	
AVAILABLE SERIES	MASTER
1 - 9,000	1S1

AVAILABLE COLOURS	
● blue	● green ● orange

# OF PRECALL CARDS	# OF PRE-DABBED NUMBERS	# OF NUMBERS NEEDED TO WIN
305	16	8
260	17	7
225	18	6
100	19	5
75	20	4
25	21	3
10	22	2



U-PIK-EM GAMES

U-PIK-EM games can be played as a fixed prize game or as a progressive game in which a larger prize is awarded if the total number of calls needed to complete the card is less than a pre-determined number, otherwise a smaller consolation prize is awarded.

As an example, when playing an 8 number U-PIK-EM, if the first player to BINGO on a card does so within the first 20 balls called, they receive the current jackpot amount, otherwise a consolation prize is awarded and the jackpot amount for the next U-PIK-EM game is increased. The chart at right outlines the odds for a PICK 8 game.

Players like to play the "U-PIK-EM" games as they have the opportunity to use their own numbers on the cards.

PICK 8			
8 out of	8	16,871,053,000	to 1
8 out of	9	1,874,561,000	to 1
8 out of	10	374,912,000	to 1
8 out of	11	102,249,000	to 1
8 out of	12	34,082,935	to 1
8 out of	13	13,108,820	to 1
8 out of	14	5,618,065	to 1
8 out of	15	2,621,763	to 1
8 out of	16	1,310,881	to 1
8 out of	17	693,995	to 1
8 out of	18	385,553	to 1
8 out of	19	223,214	to 1
8 out of	20	133,928	to 1

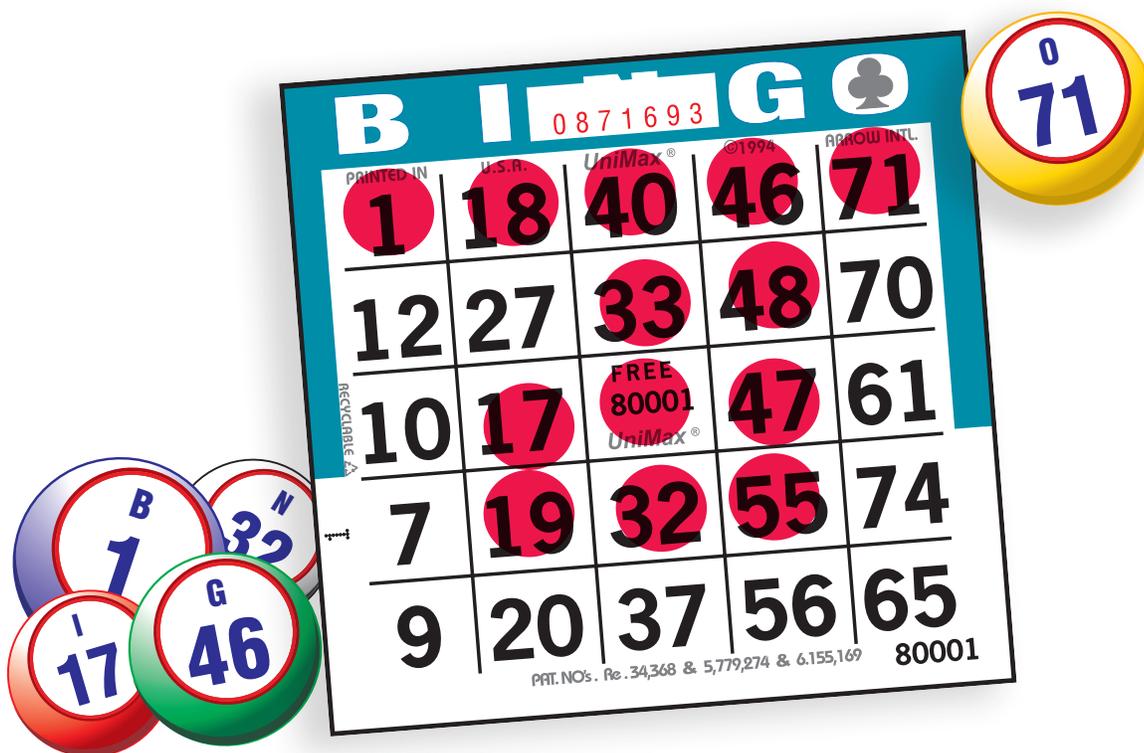


DREAM CATCHER JACKPOT

Offer players the chance to win an additional prize by completing a "SPECIFIC PATTERN" prior to completing the patterns of the main pack game as it appears on your program. For example, any HARDWAY one line bingo in 6 numbers or less while you are playing for a BLOCK of NINE would win the jackpot. Only players that pay an extra amount (an additional \$1.00) are eligible for the Dream Catcher Jackpot. Some type of receipt is required to identify players who have paid the extra amount for this game.

The jackpot is normally created to ensure the probability of winning is quite low enabling managers to start the jackpot with a significant prize which remains constant. More conservative managers will seed and grow the jackpot by a percentage of sales to avoid the possibility of the game being won prior to any profits being realized.

This type of jackpot should be researched and probabilities calculated to determine the feasibility for your game. The patterns, average cards in play and the number of calls necessary to win must all be considered prior to implementation of this game.



U-PIK-EM GAMES (PICK 7)

The U-PIC-EM game, PICK “7” can be played as a fixed game or as a progressive game where larger prizes are awarded if the total number of calls needed to complete the card is less than pre-determined numbers, otherwise a smaller consolation prize is awarded.

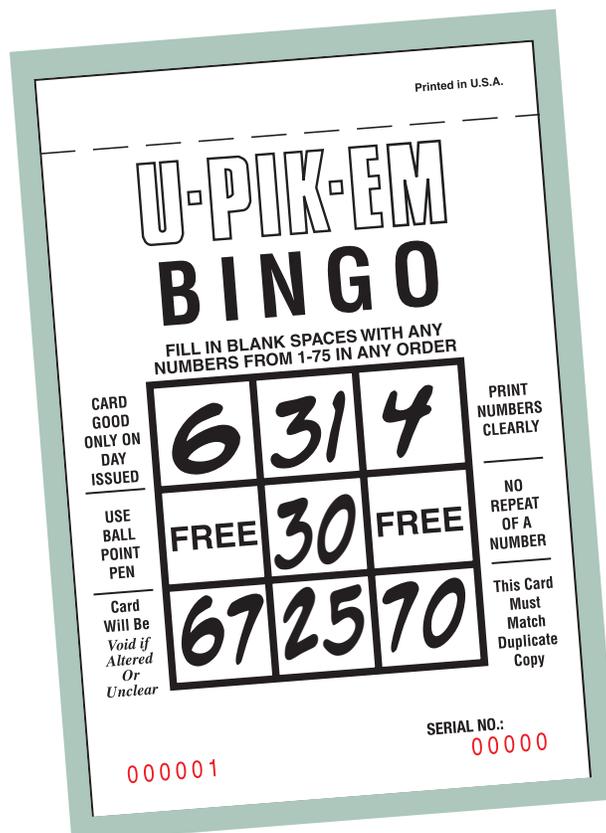
FOR EXAMPLE:

When playing a seven number U-PIC-EM, the first player to BINGO on a card and does so within the first 20 balls called, wins the current jackpot amount. If there is no BINGO within the first 20 balls, a consolation prize is awarded and the progressive amount increases.

The Chart (shown right) outlines the odds for a game – different levels of jackpot amounts could be set using the chart.

Players enjoy U-PIC-EM because they have an opportunity to use their own numbers on the cards.

PICK 7			
7 out of	15	308,442	to 1
7 out of	16	173,498	to 1
7 out of	17	102,057	to 1
7 out of	18	62,368	to 1
7 out of	19	39,390	to 1
7 out of	20	25,603	to 1



MEGA MONEYBALL BINGO JACKPOTS

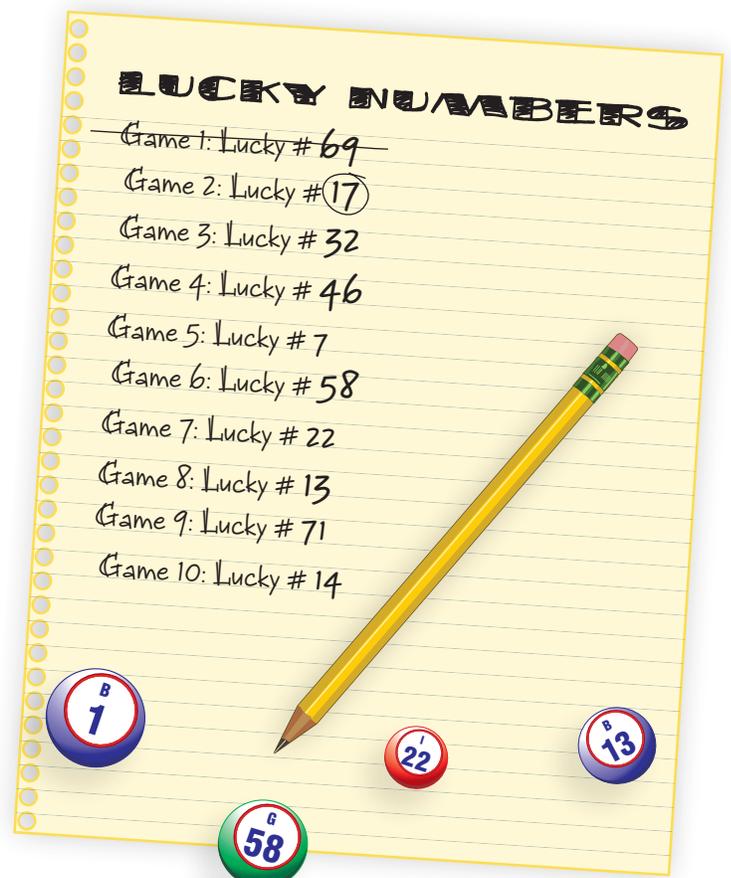
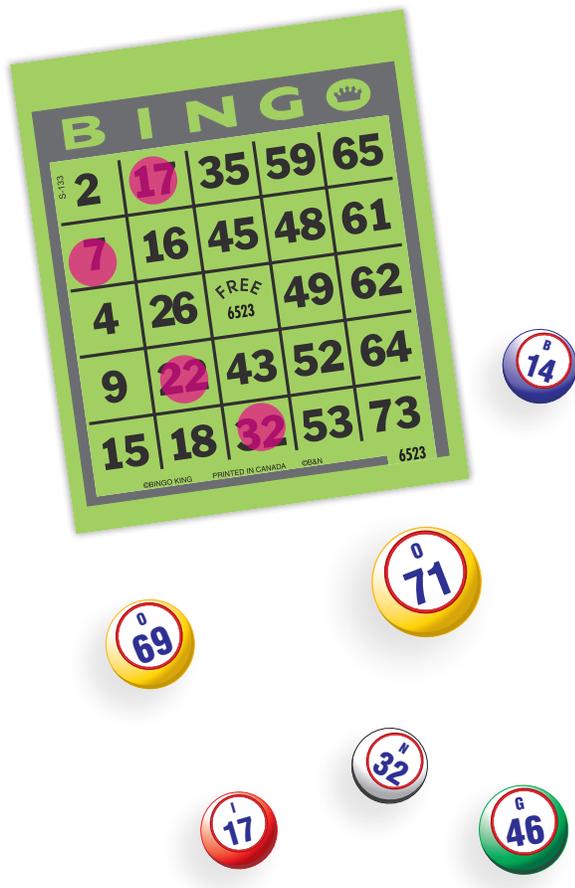
Establish a SEPARATE Lucky Number Jackpot for EACH regular or main pack game that is played instead of just a single jackpot or progressive jackpot that is good for all regular games.

FOR EXAMPLE:

If your program has 10 regular games (not including the jackpot games), then create 10 different jackpots. Start by using the first 10 numbers called on your BONANZA game or Early Bird numbers as the LUCKY NUMBERS for each of the regular games. Provide a cheat sheet or incorporate a blank circle or square in the printed bingo program, where the player can record the lucky number for each game.

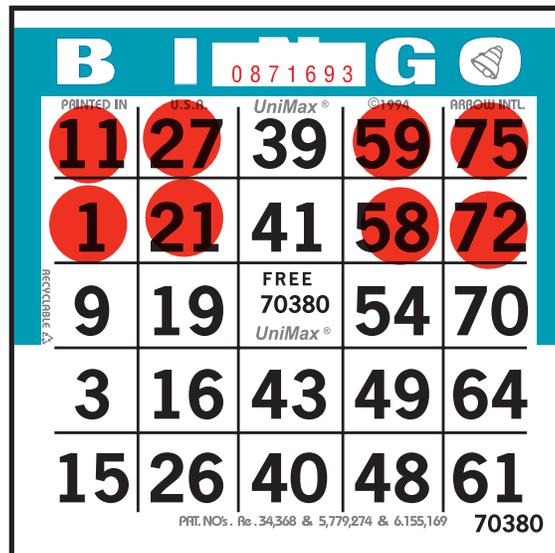
Only the jackpot won for this specific game "resets" to the original starting amount and all others continue to grow.

Charge according to what is acceptable in your area but customary pricing is \$3.00-5.00. This structure helps the JACKPOT SLUMP between the major jackpots when a single jackpot is won. The growth of these main game jackpots are obviously slower.



MUSICAL POSTAGE STAMPS

Played as a SPECIAL, this game is any two postage stamps from the corners. Pay a higher prize to any bingo winner who bingos with either the top or bottom two corners covered. Pay a smaller prize for any other combination of two stamps. There are 6 possible combinations for two stamps so an additional prize will be won/paid once every three games played or 33% of the time.



The odds for the Musical Postage Stamps are shown in the chart below.

MUSICAL POSTAGE STAMPS

(ALL BALLS IN PLAY AND COUNTED/6 WAYS TO WIN)

Based on 70,000 computer simulated games

Total Non Duplicate Cards In Play	500	1,000	1,500	2,000	2,500	3,000	3,500	4,000	4,500	5,000	5,500	6,000
Average Number of Calls	29.69	27.72	26.65	25.92	25.37	24.94	24.58	24.27	24.01	23.77	23.56	23.38
Average Winners	1.24	1.27	1.29	1.30	1.32	1.33	1.34	1.34	1.35	1.36	1.36	1.37
% Single Winners	81.82%	79.87%	78.70%	77.95%	77.40%	76.95%	76.56%	76.28%	75.97%	75.70%	75.57%	75.49%

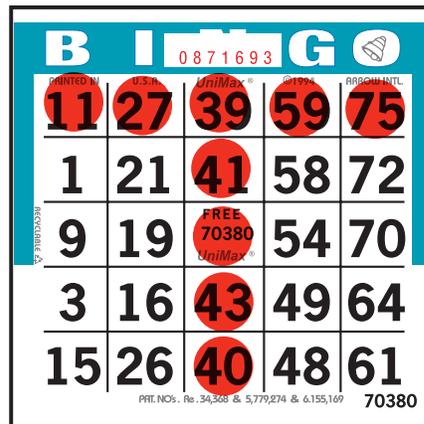
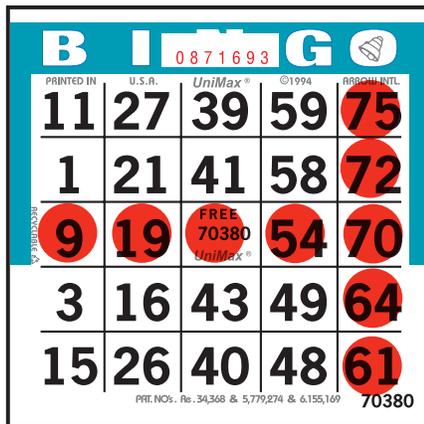
NOTE: Arrow Games/Bazaar & Novelty provides game pattern charts that are at the back of this PLAYBOOK or you can download a copy from our website: www.arrowgames.com

GAME IDEAS - PROGRESSIVE



CRAZY "T" PROGRESSIVE

Play the ordinary Crazy "T" game but create a progressive jackpot for a bingo on an upright Letter T, if that occurs first.



The odds for Crazy T and Letter T are shown in the charts below.

FOR EXAMPLE:

While playing the Crazy T game, award the progressive prize to the bingo player who bingos on the UPRIGHT "T" (the illustration to the right and above) in 24 numbers or less. If not, then the jackpot rolls over to the next time played. Allow the Progressive Jackpot grow to a specific amount, then increase the ball ordinal until won. On average the UPRIGHT CRAZY "T" game is won on average in 26 numbers with approximately 3,000 cards in play.

CRAZY T

(4 WAYS TO WIN)

Based on 70,000 computer simulated games

Total Non Duplicate Cards In Play	500	1,000	1,500	2,000	2,500	3,000	3,500	4,000	4,500	5,000	5,500	6,000
Average Number of Calls	30.65	28.58	27.46	26.71	26.14	25.69	25.32	25.01	24.73	24.49	24.27	24.08
Average Winners % Single Winners	1.22 83.10%	1.25 81.65%	1.27 80.40%	1.29 79.46%	1.30 78.65%	1.32 78.14%	1.33 77.73%	1.33 77.41%	1.34 77.16%	1.35 76.96%	1.35 76.74%	1.36 76.61%

LETTER T

(1 WAY TO WIN)

Based on 70,000 computer simulated games

Total Non Duplicate Cards In Play	500	1,000	1,500	2,000	2,500	3,000	3,500	4,000	4,500	5,000	5,500	6,000
Average Number of Calls	36.58	34.21	32.93	32.05	31.38	30.86	30.43	30.07	29.75	29.48	29.23	29.01
Average Winners % Single Winners	1.27 81.00%	1.31 78.97%	1.34 77.96%	1.36 77.20%	1.38 76.71%	1.39 76.32%	1.40 76.93%	1.41 75.56%	1.42 75.17%	1.43 74.74%	1.43 74.36%	1.44 74.00%

NOTE: Arrow Games/Bazaar & Novelty provides game pattern charts that are at the back of this PLAYBOOK or you can download a copy from our website: www.arrowgames.com

GAME IDEAS - PROGRESSIVE



SUPER LARGE FRAME

If you are interested in playing a game that lasts as long or longer than your regular full card game and increases the player spend, try playing the "SUPER LARGE FRAME" game on a 4 square loose sheet. You can play this game as a progressive game using the probability charts on the next page to determine an ideal number to set the balls called at for the game.

B I N G O 0871693					B I N G O 0871693				
PRINTED IN U.S.A. 10	22	UniMax® 42	©1994 53	ARROW INTL. 66	PRINTED IN U.S.A. 11	27	UniMax® 39	©1994 59	ARROW INTL. 75
2	18	35	54	74	1	21	41	58	72
RECYCLED PAPER 12	20	FREE 70001 UniMax®	50	65	RECYCLED PAPER 9	19	FREE 70380 UniMax®	54	70
5	23	44	58	67	3	16	43	49	64
7	30	37	55	63	15	26	40	48	61
PRT. NOS. Re. 34,368 & 5,779,274 & 6,155,169 70001					PRT. NOS. Re. 34,368 & 5,779,274 & 6,155,169 70380				
B I N G O 0871693					B I N G O 0871693				
PRINTED IN U.S.A. 14	16	UniMax® 42	©1994 57	ARROW INTL. 71	PRINTED IN U.S.A. 11	18	UniMax® 37	©1994 51	69
9	20	36	56	64	13	20	31	59	68
RECYCLED PAPER 6	21	FREE 71517 UniMax®	52	73	RECYCLED PAPER 10	27	FREE 71896 UniMax®	60	62
12	24	33	48	75	7	28	45	58	65
5	29	38	47	67	2	17	41	46	72
PRT. NOS. Re. 34,368 & 5,779,274 & 6,155,169 71517					PRT. NOS. Re. 34,368 & 5,779,274 & 6,155,169 71896				

The odds for Super Large Frame are shown in the charts on the next page.

With 600 cards in play (150 – 4 square), the game will last an average of 69.97 balls called with an average of 2.22 winners.

GAME IDEAS - PROGRESSIVE



SUPER LARGE FRAME {cont'd}

SUPER LARGE FRAME

(1 WAY TO WIN)

Based on 70,000 computer simulated games

Total Balls Called	150 4 Ons	300 4 Ons	450 4 Ons	600 4 Ons	750 4 Ons	900 4 Ons	1,050 4 Ons	1,200 4 Ons	1,350 4 Ons	1,500 4 Ons	1,650 4 Ons	1,800 4 Ons
61	0.01%	0.03%	0.04%	0.06%	0.07%	0.09%	0.10%	0.11%	0.13%	0.14%	0.15%	0.17%
62	0.04%	0.09%	0.13%	0.18%	0.22%	0.27%	0.31%	0.35%	0.39%	0.44%	0.40%	0.52%
63	0.15%	0.30%	0.44%	0.58%	0.73%	0.87%	1.01%	1.14%	1.28%	1.41%	1.55%	1.68%
64	0.42%	0.83%	1.23%	1.63%	2.01%	2.39%	2.76%	3.11%	3.47%	3.81%	4.15%	4.48%
65	1.16%	2.20%	3.29%	4.27%	5.20%	6.09%	6.93%	7.75%	8.54%	9.30%	10.03%	10.74%
66	3.15%	5.94%	8.40%	10.72%	12.79%	14.70%	16.47%	18.13%	19.68%	21.14%	22.50%	23.79%
67	7.78%	13.81%	18.71%	22.83%	26.38%	29.50%	32.27%	34.76%	37.01%	39.06%	40.95%	42.69%
68	17.74%	28.68%	36.39%	42.26%	46.92%	50.75%	53.99%	56.79%	59.24%	61.41%	63.32%	65.02%
69	35.32%	50.42%	59.44%	65.56%	70.08%	73.54%	76.30%	78.56%	80.43%	82.02%	83.38%	84.57%
70	59.30%	74.15%	81.33%	85.53%	88.30%	90.23%	91.69%	92.84%	93.74%	94.48%	95.10%	95.61%
71	82.23%	91.54%	94.92%	96.58%	97.56%	98.19%	98.61%	98.91%	99.13%	99.30%	99.43%	99.53%
72	96.16%	98.93%	99.57%	99.82%	99.92%	99.96%	99.98%	99.99%	100%	100%	100%	100%
73	99.93%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
74	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average Number Of Calls	69.97	69.33	68.96	68.70	68.50	68.33	68.20	68.07	67.97	67.87	67.79	67.71

SUPER LARGE FRAME

(1 WAY TO WIN)

Based on 70,000 computer simulated games

Total Number Of Winners	150 Cards	300 Cards	450 Cards	600 Cards	750 Cards	900 Cards	1,050 Cards	1,200 Cards	1,350 Cards	1,500 Cards	1,650 Cards	1,800 Cards
1	56.61%	56.28%	56.25%	56.15%	56.07%	55.98%	55.96%	55.98%	55.94%	55.94%	55.93%	55.94%
2	18.94%	18.89%	18.98%	19.02%	19.03%	19.07%	19.02%	18.99%	19.00%	19.01%	18.98%	18.97%
3	9.13%	8.93%	8.83%	8.94%	9.01%	9.01%	9.07%	9.06%	9.09%	9.12%	9.17%	9.25%
4	5.05%	5.03%	4.99%	5.03%	5.01%	5.06%	5.01%	5.02%	4.94%	4.93%	4.96%	4.94%
5	3.07%	3.20%	3.08%	3.03%	3.10%	3.08%	3.12%	3.16%	3.16%	3.13%	3.12%	3.09%
6	2.07%	2.15%	2.12%	2.10%	2.07%	2.12%	2.08%	2.09%	2.18%	2.16%	2.10%	2.09%
7	1.34%	1.50%	1.50%	1.44%	1.41%	1.44%	1.50%	1.44%	1.41%	1.47%	1.51%	1.48%
8	0.91%	1.08%	1.09%	1.02%	1.05%	1.04%	1.00%	1.05%	1.03%	1.03%	1.06%	1.11%
9	0.66%	0.75%	0.82%	0.76%	0.75%	0.77%	0.78%	0.76%	0.75%	0.73%	0.72%	0.74%
10	0.53%	0.55%	0.55%	0.61%	0.53%	0.53%	0.57%	0.57%	0.57%	0.58%	0.55%	0.54%
Average Number of Winners	2.22	2.25	2.26	2.27	2.28	2.28	2.29	2.28	2.29	2.29	2.29	2.28
Maximum Number Of Winners	47	46	56	46	43	36	41	44	46	50	52	54

NOTE: Arrow Games/Bazaar & Novelty provides game pattern charts that are at the back of this PLAYBOOK or you can download a copy from our website: www.arrowgames.com

BINGO DUMPSTER DIVING

Turn used bingo cards into a \$100 gift certificate during the Bingo Dumpster Diving promotion.

During each weekday matinee and/or evening session, players can turn in their paper cards for the Bingo Dumpster Diving promotion for a chance to win a \$100 gift certificate for use at the bingo hall.

Players simply write their name on the back of each used Bingo card face and place it in the drum. For example, at the Monday evening session, the bingo hall will draw a card from the drum and the winner will receive a \$100 gift certificate. The winner must be present to receive the gift certificate which will encourage attendance at that session. If the winner is not present, the bingo hall will continue to draw until a winner is selected. After the Monday night drawing, the bingo hall will clear the drum and start collecting for the next week's draw.

Run this promotion for a specific period of time. Try to determine the best days to operate this promotion to maximize your participation – maybe during the week or matinee or only on specific nights. Make sure that the house rules are clearly posted including the requirement "Must be present with valid ID to win. Valid with bingo paper purchases from this bingo hall only. Management reserves the right to modify or cancel this promotion at anytime."

Bingo halls could also consider a similar promotion with the unlucky bingo event game hold tickets.



GAME IDEAS - PROMOTION



BACKWARDS BONANZA BINGO

Sell your cards like a regular Bonanza bingo game.

At the beginning of the week (or first bingo session of the week), the caller will call 65 of 75 numbers. The 10 numbers not called should be posted in the hall.

During the week any card that has been dabbed and/or blacked out with the 65 pre-called numbers will be eligible for the grand prize at the last bingo session of the week. Any eligible players with their card must be present to win.

Bingo halls will want to make sure they leave enough time to sell as many cards as possible from the set of Bonanza cards (9,000 cards).

Any card that has any of the **10 uncalled numbers** is **not eligible** to play in the finals.

THE FINALS:

Players must be holding an eligible dabbed and/or blacked out card and will be required to stand. If a player is not standing at the beginning of the finals, their card will not be eligible to play! The caller will proceed to reload the 65 pre-called numbers (Do not include the 10 numbers not called) into the bingo console and call them one-at-a-time. If the number called appears on a player's dabbed/blackout card, then that is not a good number and is marked off. Numbers continue to be drawn until all numbers are marked off each player's card. Play should continue as player-by-player is eliminated as each ball is called. Players must sit back down until one player remains standing. The last player standing with a valid dabbed/blackout card will win the grand prize. In the event of a tie, additional numbers will be called to break the tie. **There will only be one winner.**



NOTE: The BACKWARD BINGO should be determined by the operator/charity prior to the first cards being sold. If the game is played as a progressive, then the percentage amount being added to the "Progressive Pot" needs to be determined as well.



TWISTER

Twister is a fun game that offers players a unique way to play bingo. There are 1170 concealed cards in each case that is divided into 6 different perms. Each perm is identified with a unique colour and contains 195 cards. Every card includes 8 bingo numbers and a verification number under the window. Cards may be sold at a set price and prizes calculated on a percentage of the sales. The specific pattern can be programmed into the bingo verifier to provide electronic verification of winners.

OTHER METHODS

- Use a game play concept similar to Bonanza. Pre-call 10 numbers and offer a trade-in option to players before the game is played.
- Offer a progressive component if someone was to cover all 8 numbers within a set number of balls called.



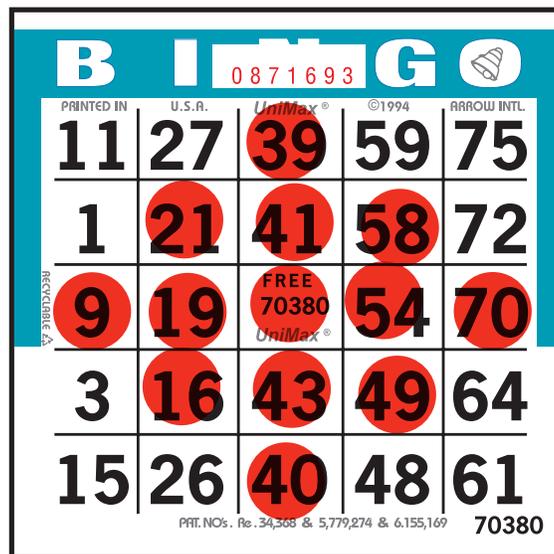
GAME IDEAS - PROGRESSIVE



FILL IN THE LARGE DIAMOND PATTERN

Diamonds are a girl's best friend... so try your luck at filling in the LARGE Diamond pattern on your next bingo game.

Set your prize structure using the table below with the average balls called for the progressive game. Every week, increase the ball count depending on the crowd and average number of cards in play.



FILLED IN LARGE DIAMOND

CARDS	1,000	2,000	3,000	4,000	5,000	6,000	7,000	8,000	9,000	12,000	15,000	18,000
Average Number of Calls	44.38	42.39	41.27	40.5	39.92	39.45	39.07	38.74	38.44	37.74	37.21	36.78
Maximum Calls	61	61	61	58	58	58	58	58	58	57	57	56
Minimum Calls	20	20	20	20	20	18	18	18	18	18	18	18

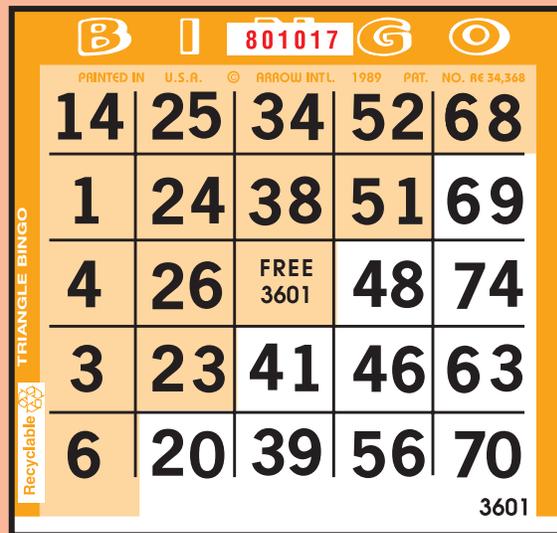
GAME IDEAS - PROGRESSIVE



TRIANGLE BINGO PAPER - SHADED TRIANGLE TWIST

JACKPOT BUILDER

On a normal game of Triangle Bingo (page 5 of the PLAYBOOK), the odds of winning are: nine (9) games out of ten (10) games win on the unshaded side but only one (1) game out of ten (10) games wins on the shaded side. Consider adding a progressive game element on to the Shaded Side using the statistics below.



TRIANGLE

So have fun with this twisted progressive game...

# OF FACES IN PLAY	% OF WINNERS WERE SHADED	AVERAGE GAME DURATION	10% CHANCE OF WINNING IN:	1% CHANCE OF WINNING IN:
500	14.8	41.9	35 BALLS CALLED OR LESS	29 BALLS CALLED OR LESS
1,000	13.3	39.7	33 BALLS CALLED OR LESS	27 BALLS CALLED OR LESS
2,000	12.0	37.6	31 BALLS CALLED OR LESS	25 BALLS CALLED OR LESS
4,000	11.0	35.7	29 BALLS CALLED OR LESS	24 BALLS CALLED OR LESS
9,000	10.0	33.7	28 BALLS CALLED OR LESS	23 BALLS CALLED OR LESS

U-PIK STYLE INSTANT WIN GAMES

U-Pik style instant win games, such as our Player's Pick game, are becoming increasingly popular in service clubs and retail locations as they give players an opportunity to pick a prize while still maintaining a traditional instant win game.

U-Pik style games play as follows:

1. There are traditional instant winning tickets in the container where a player matches three symbols and wins the corresponding prize.
2. There are also a limited number of special tickets in the container that give the lucky player a chance to pick a window from the u-pik board that comes with each deal of tickets and win the prize amount identified behind the window.

WHAT'S THE ATTRACTION?

The U-Pik style games are similar in game play to a seal card game; however, the charitable organization doesn't have to worry about having to sell out the entire deal in order to play. The tickets are sold like a regular instant win game and the special tickets are redeemed as they are opened. There is no requirement for the organization to sell out all of the tickets in order to award the prizes from the u-pik board.

The games work very well in locations that may not have enough players or sellers available to sell through a seal card game in an evening or during an event but could sell this game alongside its regular break open tickets.



GAME IDEAS - PROGRESSIVE



TOP ROW BINGO — B • I • N • G • O

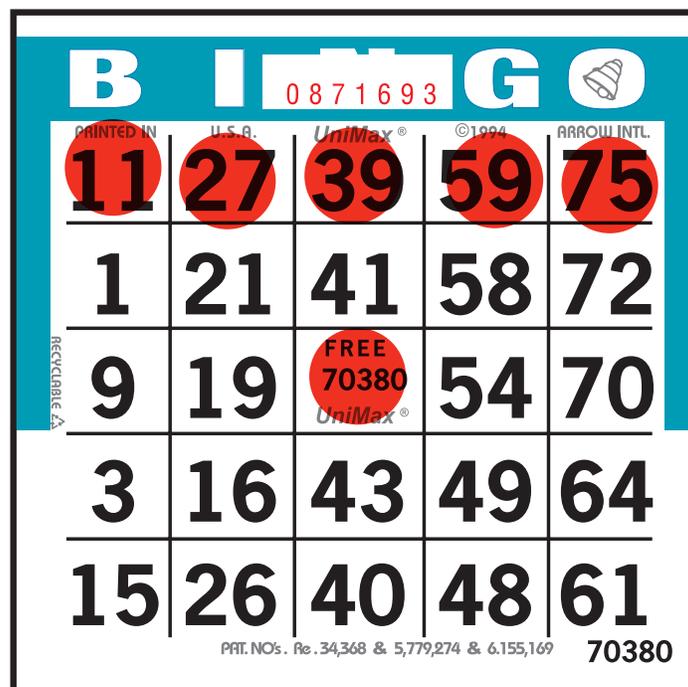
Here is a different game called "TOP ROW BINGO"

Offer your players a chance to win a special prize if they bingo on the top row of their bingo card.

After doing a million simulated games, the following averages have been established:

- When the cutoff level is 14 balls or less, the prize will be won once every 15.1 games.
- When the cutoff level is 13 balls or less, the prize will be won once every 23.2 games.
- When the cutoff level is 12 balls or less, the prize will be won once every 37.5 games.
- When the cutoff level is 11 balls or less, the prize will be won once every 63.5 games.

By using these statistics, you can create a progressive element to the TOP ROW bingo game. If the TOP ROW bingo game is not won in the designated ball ordinal, then they win the consolation prizes.



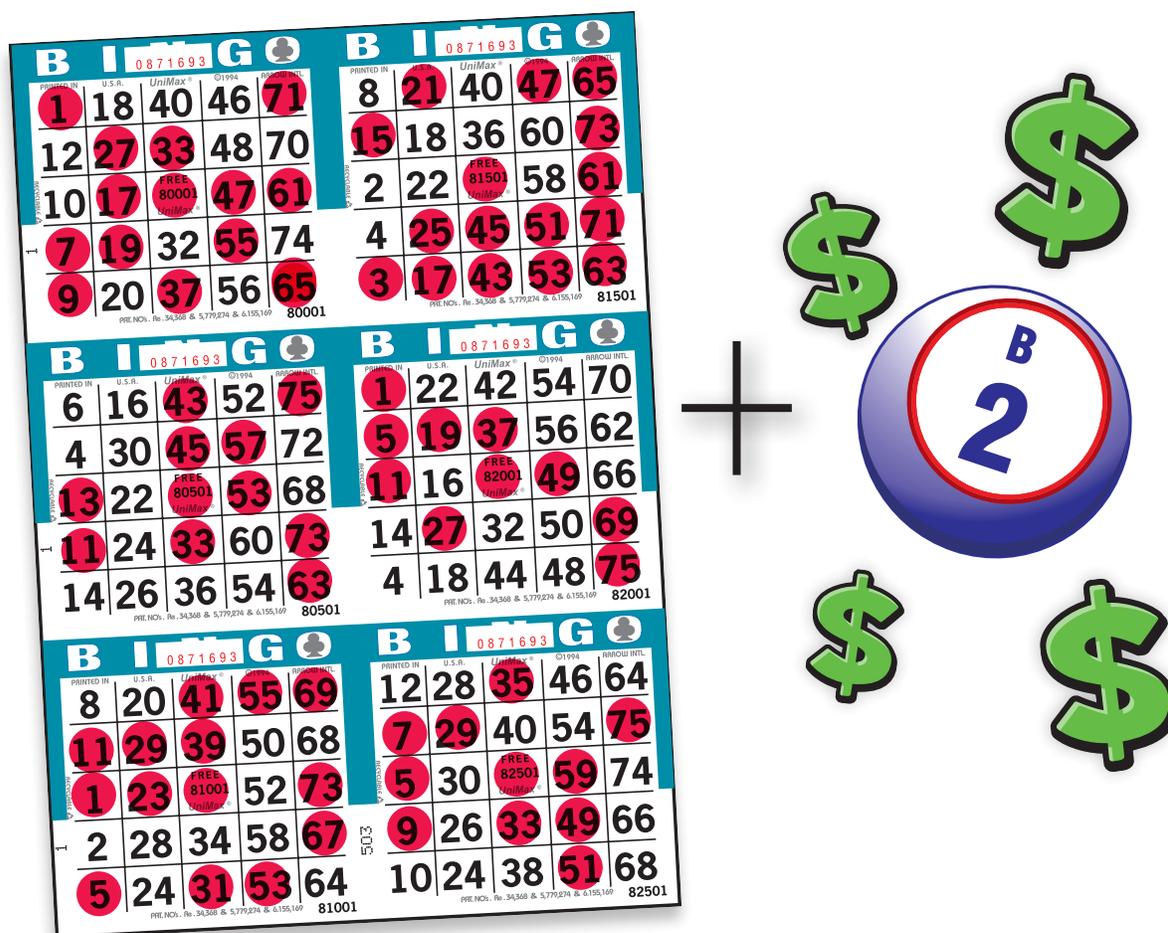
TAG ON GAME PRIZE

DESCRIPTION AND PLAY:

This is a unique concept that can be introduced to any game that is not a full card pattern and your game ends after that pattern is won, i.e., you will not be continuing to play for an additional pattern or coverall.

Call and play your bingo as usual. When a single player has a BINGO, verify the card as usual. Once verified, the player will win the normal prize amount for that game plus an opportunity to tag on additional prize amounts. The caller announces the next ball and if the player has that number on the same card, tag on an additional prize amount (example \$10). Continue this process and when a number is called that is not on the same card, the game ends.

You can choose to offer this to all players automatically as a promotional style prize or charge players a separate amount at the time they purchase their paper.



PLAYER SELECTED JACKPOT NUMBERS

Let a player choose the number of BINGO BALLS to be called for the Jackpot Coverall Game. Take any five bingo balls (not the bingo balls from your bingo console) numbered 53 to 65 and place them into a sealed box. Let the player pull a bingo ball from the sealed box to determine how many balls will be called for the jackpot game. The number picked will be the total number of calls toward the Jackpot game.

FOR EXAMPLE :

- If ball #53 is pulled, then the bingo caller will call 53 balls for the jackpot, after that the bingo players are playing for the consolation prize.
- If ball #65 is pulled, then the bingo caller will call up to 65 balls for the jackpot.
- Keep these five balls in the box for three to five weeks or until the prize is more than half paid for. Then add another Bingo ball such as number 57. Each week continue to add a higher bingo ball until the prize is won.
- This involves the players and encourages them to continue to play by giving them greater perceived odds for winning.



CHASE THE “FIRE BALL”

Bring the excitement of “Chase the ACE” card game to your hall, but with a twist – using bingo balls!

The game is played on a regular bingo face/3V strip that you would charge \$5.00. The players play the “Fire Ball” game and the person that wins the full card game gets a chance to play for the progressive.

The winner of the game for example, wins a percentage of the nights sales for that coverall game, usually around 20%. 30% goes into a building the progressive pot and the remaining 50% goes to the bingo hall/charity.

The winner of the game has a chance to turn on the special bingo blower with 75 balls in the chamber along with a FIRE ball which is a non-numbered coloured ball, for example RED. If the RED FIRE ball comes out of the shoot first – the player wins the progressive pot!!

If a numbered ball comes out of the shoot first, then the ball that came out of the shoot is removed from the blower leaving 74 balls remaining for the next time played. After each “FIRE BALL” game is played, the winner goes up, turns on the blower to see if the RED FIRE ball comes out of the shoot, if a numbered ball appears the bingo ball is removed and the blower now has 73 balls. The jackpot continues to grow as the remaining bingo balls are removed. The first person to turn on the blower and have the RED FIRE ball appear, wins the progressive jackpot!



CASH COW

Every hall is always looking for a way to add a revenue-producing game without adding time to the session. This is hard to do but the "CASH COW" is one such game.

First, you need to number the tables. Second, develop a method of selecting the table. Third, set up a ten envelope area on a wall with MONEY amounts in each. Fourth, you will need to buy two "Plush Cows".

Running the game is simple. Players pay a \$1.00 at the POS to become eligible to be a "CASH COW" game winner, this provides the revenue. Prior to the start of the first regular game, two tables are drawn and the stuffed "CASH COW" is placed on each table. Should someone at either table be a single winner on the next two regular session games, then they are eligible to pick an envelope to win the amount inside. That envelope is removed from play. Every two regular bingo session games, the CASH COWS will move to another table.

An option is if a player at the table with the CASH COW wins, then everyone at that table would receive 50 player points or a bingo dabber if you don't have a player tracking system.



GAME IDEAS - ODDS



STRAIGHT LINE 9 ON BINGO

With about 500 Random 9on cards in play, there are 8 different ways to win, each of which is a straight line.

The first two are diagonals going through the bottom left, centre, and top right card - and through the top left, centre, and bottom right card. The B columns in all the cards are a pattern, as are the N columns in all cards, and the O columns for all cards of the 9-cut. The top row (across all 3 top faces), the middle row (across the middle 3 faces), and the bottom row (across the bottom 3 faces) make 3 other ways to win.

PERCENTAGES OF EXPECTED WINNERS:

B-column account for 8.5%
N-column account for 26%
O-column account for 8.5%

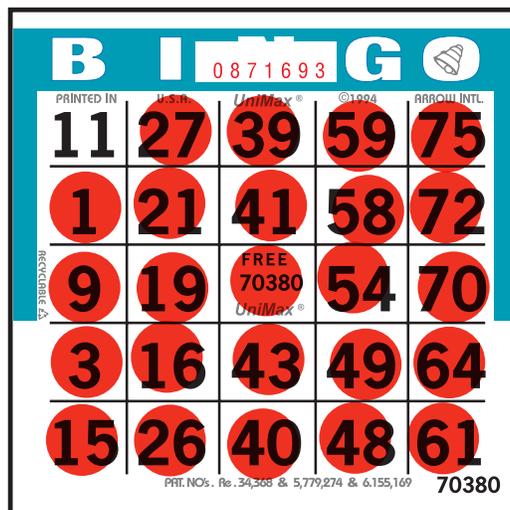
Diagonal & Middle Lines account for 52%

Top and Bottom lines account for 5%

# OF FACES IN PLAY	% SINGLE BINGO	AVERAGE GAME DURATION	AVERAGE BINGOS	GAMES PLAYED IN 27-44 BALLS
500	76.3	37.26	1.426	95%

1 DAB LESS THAN FULL CARD GAME

EXAMPLE – When using the table below, to win 1 out of every 4 games in a 1 dab less than a full card game. Then you must set the jackpot level at 50 Balls called (or less). As a rule of thumb, if you want an equivalent setting at 1 dab less than full (compared to the same chance of winning a full card game), you must deduct 5 balls called from the former setting. So a setting of 46 balls called in a full card game has about the same chance to win as a setting of 41 balls called in a 1 dab less than full game (1 in 1,115 games compared to 1 in 1,215 games).



Odds of winning a 1 dab less than full card game:

BALLS CALLED	FULLCARD	1 DAB LESS
37 BALLS OR LESS	1 IN 500,000 GAMES	1 IN 37,037 GAMES
38 BALLS OR LESS	1 IN 333,333 GAMES	1 IN 15,873 GAMES
39 BALLS OR LESS	1 IN 200,000 GAMES	1 IN 6,369 GAMES
40 BALLS OR LESS	1 IN 125,000 GAMES	1 IN 2,625 GAMES
41 BALLS OR LESS	1 IN 76,923 GAMES	1 IN 1,215 GAMES
42 BALLS OR LESS	1 IN 23,256 GAMES	1 IN 556 GAMES
43 BALLS OR LESS	1 IN 10,870 GAMES	1 IN 276 GAMES
44 BALLS OR LESS	1 IN 4,854 GAMES	1 IN 135 GAMES
45 BALLS OR LESS	1 IN 2,309 GAMES	1 IN 68 GAMES
46 BALLS OR LESS	1 IN 1,115 GAMES	1 IN 35 GAMES
47 BALLS OR LESS	1 IN 532 GAMES	1 IN 19 GAMES
48 BALLS OR LESS	1 IN 265 GAMES	1 IN 10 GAMES
49 BALLS OR LESS	1 IN 135 GAMES	1 IN 6 GAMES
50 BALLS OR LESS	1 IN 71 GAMES	1 IN 4 GAMES
51 BALLS OR LESS	1 IN 38 GAMES	1 IN 2 GAMES
52 BALLS OR LESS	1 IN 21 GAMES	1 IN 1.65 GAMES
53 BALLS OR LESS	1 IN 12 GAMES	
54 BALLS OR LESS	1 IN 7 GAMES	

PICK-A-PET

This Game capitalizes on the proven advertising concept that the more visible an item the better it sells!

Set up a "ZOO" of stuffed animals with a covered amount attached to each one. The winner of the "Pick-A-Pet" game not only wins the amount but the stuffed animal as well. You will be surprised how many of the players play for a specific animal more than for the money.

An additional level can be added, by placing a photo copy of each of the animals in an envelope. Once the player selects their animal, they pick from the set of envelopes. If they pick their animal, they win "Double the Prize".

NOTE: The amount of the prize is not as important as the concept.



GAME IDEAS - PROGRESSIVE



TRIPLE JACKPOT CHASERS



Triple Jackpot Chasers has three (3) progressive pots building all the time.

There are 25 – 3 dab hold tickets but the variation is that the hold tickets determine which Progressive Jackpot you play for:

- 13 – 3 dab hold tickets are balls with RED background represents - 52%
- 8 – 3 dab hold tickets are balls with BLUE background represents - 32%
- 4 – 3 dab hold tickets are balls with GREEN background represents - 16%

How to Play!

- Triple Jackpot Chasers has three progressive jackpots available for your players:
 - The Red Jackpot Progressive grows by \$100 for each game where it is not won
 - The Blue Jackpot Progressive grows by \$50 for each game where it is not won
 - The Green Jackpot Progressive grows by \$50 for each game where it is not won
- The first player to dab all 3 numbers on their hold ticket wins \$200 and a chance at the progressive jackpot as described in step 3 on the next page.

TRIPLE JACKPOT CHASERS (CONT'D)

- The lucky winner of the 3-dab component is presented with the Triple Jackpot Chasers seal card containing 10 windows. The color of the background behind the balls determines which progressive pot they are playing. (For example: If they have RED background /Balls ticket - then the player is playing for the RED PROGRESSIVE JACKPOT). The color is circled on the seal card and the player picks one of the ten windows.
 - 1 window is marked "Jackpot winner" – if the player picks this window, the progressive jackpot for that color ticket is won and the game is over.
 - 9 windows are marked with "Sorry" – if the player picks one of these windows, the jackpot is not won for that color of ticket and continues to accumulate by the specific amount from each deal.
- A player can only win one of the progressive jackpots that matches the color background associated with the corresponding 3-dab ticket.
- The Licensee may choose to use the seal card to award the \$200 prize rather than dabbing the hold tickets. This has to be announced to the players in advance of selling the game. Once the \$200 prize is awarded, the licensee follows the same instructions in step 3 to award the progressive prize.
- The Licensee must establish Rules of Play and an exit strategy for the game and submit to the regulatory agency of the province.



TOOLS TO EVALUATE YOUR COMPETITION AND ASSESS YOUR CUSTOMERS



CUSTOMER
COMPETITION

TIPS AND IDEAS

1. Analyze your own operation.
2. Rate your self and facility.
3. Analyze your competition.
4. Survey your customers.
5. Summarize your findings and make your decisions.
6. Do not try to make all your changes at once. Save some for later, players like consistency. Small changes are acceptable, drastic changes may chase your players away.
7. Questions you are ready to answer.
 - A. How much money to give away?
 1. Do I offer a minimum payout for splits?
 2. Do I give away merchandise instead of cash, free plays?
 - B. How many games to play?
 - C. Buy-In prices
 1. More than one? Tiered buy in and tiered prizing?
 2. Bargain Buy-In
 - D. Do I sell on the floor?
 1. What? (Extra packs, warm-Ups, Specials)
 2. When? (Must have time to merchandise product)
 3. How? (How much)
 - E. What types of games to play? (Straight, Pattern ...)
 - F. Intermission? (If so, what to do with time)
 - G. How many jackpots or specials to play?
 1. In how many numbers to win?
 2. Progressives?
 3. Several Parts? (i.e., single, crazy-L, coverall)
 4. Consolation? (How much)

EVALUATION PROCESS



SELF ANALYSIS

	GOOD	OKAY	NEEDS WORK
FACILITY			
ACCESSIBILITY			
STAFFING			
PARKING			
SECURITY			
SOUND			
LIGHTING:INSIDE			
LIGHTING:OUTSIDE			
BINGO EQUIPMENT			
CONCESSIONS			
WORKERS: PAID OR VOLUNTEERS			
SMOKING AREA			
TABLES & CHAIRS			
TRAINING: CUSTOMER SERVICE/STAFF			

EVALUATION PROCESS



EVALUATING THE COMPETITION

1. What nights do they play? _____
2. What hours of operation do they play? _____ How many sessions? _____
3. What is their Buy-In price? (More than one) _____
4. What is included with Buy-Ins?
_____ faces _____ pages for regular games.
_____ faces _____ pages for jackpots.
Other? Explain _____
5. Was the Buy-In price posted? (Yes/No) Did they have a bargain? _____
6. How many total games do they play? _____ Explain what _____
7. How many people were in attendance? _____
8. What were the prizes per each game:
Early Birds? _____ Regular Games? _____ Specials? _____ Jackpots? _____
9. Do they have floor sales? (Yes/No)
How many workers? _____ Selling what? _____
For how much? _____
10. How many jackpot games do they have? _____
What does it cost? _____ for what _____ faces _____ pages or loose.
When do they play jackpot games? _____
Are they progressive? (Yes/No) If so, explain _____
Are they included in Buy-Ins? (Yes/No)
What game? (for example, Coverall) _____ How many Number's? _____
What (\$) and how many is the consolation? _____
11. How many faces does the average player have for Early Birds? _____
Regular Games? _____ Jackpots? _____ Specials? _____ Others? _____
12. Do they play straight line bingo? (Yes/No) Or pattern bingo? (Yes/No)
Which patterns? _____
13. Do they have intermission? (Yes/No) How Long _____
What do they do? _____
14. Do they have door prizes? (Yes/No) What? _____ How many? _____
15. Do they sell pull tabs/Nevada Tickets? (Yes/No)
Which? _____ How? _____
16. How was the facility? _____
17. How was the concessions operation? _____
18. What equipment did they have? _____
19. How was the caller? _____ Other employees? _____

Ask the players why they are there that night. What they like and do not like about the centre.
Get a copy of their program. Ask questions. Use the back of this sheet for notes.

CUSTOMER SURVEYS

Surveys are a great way to make the players feel involved in your (their) Bingo. You can gain their support for changes.

A customer survey should be designed to ask the customers what they want.

A word of caution:

- Customers don't always know exactly what they want.
- Customers don't always support what they suggest, either in attendance or additional dollar sales.

Bottom line is that they want value for their dollars, fun and excitement.

When conducting a survey, we suggest to follow these rules:

1. Be specific with your questions.
2. Post a summary of customer responses when complete.
3. Use the data to make decisions; don't put it on the shelf.
4. Keep it simple.
5. Provide the players with an incentive to complete the survey (free dabber or coffee).

Use the attached questions as a template to develop your own survey. Feel free to add, delete and revise the questions to meet your needs.

A SUGGESTED CUSTOMER SURVEY

1. How often do you play Bingo? _____x week _____x month _____other
2. How often do you play Bingo here? _____x week _____x month _____other
3. Do you play at another bingo centre:
Where? _____ Why? _____
4. What is your favourite night to play Bingo?
1st _____ 2nd _____ 3rd _____
5. What is your favourite game at our Bingo? _____
6. What is your least favourite game at our Bingo? _____
7. Do you like pattern games? _____ What particular patterns? _____

8. Are there pattern games you do not like, what? _____
9. Do you like our Bonanza (Yes/No) Super Jackpot (Yes/No)
Progressives (Yes/No) Warm Ups (Yes/No) Late Birds (Yes/No)
Other _____
Suggestions _____
10. In a game where the pot (winning amount) is the lowest, are you more pleased when there are many winners sharing the pot, or do you like it better when only one person bingos?
 - (i) I like it better when more people share the pot (in a low pot game)
 - (ii) I like it better when only 1 person wins the pot (in a low pot game)
11. In a game where the pot (winning amount) is the highest, are you more pleased when there are many winners sharing the pot, or do you like it better when only one person bingos?
 - (i) I like it better when more people share the pot (in a big pot game)
 - (ii) I like it better when only 1 person wins the pot (in a big pot game)

CONTINUED NEXT PAGE

EVALUATION PROCESS



12. You are playing the biggest game for the session (highest pot value). You are playing to a fullcard blackout. Which of the following prize scenarios would attract you the most?
- (i) If the player bingos in 55 or fewer numbers he/she wins \$4000 dollars. Otherwise, there is a consolation prize of \$200.
 - (ii) If the player bingos in 56 or fewer numbers he/she wins \$2000 dollars. Otherwise, there is a consolation prize of \$200.
 - (iii) If the player bingos in 57 or fewer numbers he/she wins \$1000 dollars. Otherwise, there is a consolation prize of \$200.
13. If you had the chance to get twice the payout on a game, but had to pay twice as much for your card, would you do it?
- (i) Yes
 - (ii) No
14. You have just won a 200 dollar prize. There were no other winners just you. If I were to offer you a chance to play the following game - in EXCHANGE for the 200 dollars you just won, would you do it? In this game, you give me the 200 dollars you have just won, and I flip a coin once. If the coin comes up heads, you win nothing at all. But if the coin comes up tails, you win a certain dollar amount. What dollar amount would be enough to coax you into playing this game?
- (i) I would play if the possible bigger dollar amount was \$ 500
 - (ii) I would play if the possible bigger dollar amount was \$ 700
 - (iii) I would play if the possible bigger dollar amount was \$ 1,000
 - (iv) I would play if the possible bigger dollar amount was \$ 1,500
 - (v) I'd never gamble with my original \$ 200, regardless of possible bigger amounts
15. How do you rate our caller? (circle one)
- Great! Good! Average! Get A New One!
16. Do you play pull tabs/Nevada Tickets? YES/NO What is your favourite? _____
17. If you do not play pull tabs/Nevada Tickets why not? _____
18. Which pull tabs/Nevada Tickets do you play the most? 50c \$1
19. Do you like the pull tabs/bingo event games (the balls!) YES / NO
20. What do you like best about our snack bars? _____
21. What do you like least about our snack bars? _____
22. Do you use our Bingo hotline? _____
23. What do we need to do to make My Bingo the best game in the country?
- _____
- _____
- _____

In the spring of 2007, Arrow Games/Bazaar & Novelty conducted surveys of bingo players at six commercial bingo centres in different geographic locations across Ontario.

The objective of the player surveys was to see what patterns if any exist in the various commercial markets, in player behaviour, their likes and dislikes, game structure, prize structure, frequency of play and interest in online gaming.

The surveys were conducted by Arrow Games/Bazaar & Novelty representatives with the assistance of bingo centre staff. A two page questionnaire was voluntarily completed by players in each of the six bingo centres.

The results of the player research should be used to assist in the development of new bingo programs and new bingo games, as well as assist Arrow Games/Bazaar & Novelty in the development of new bingo paper to support program development.

Standard statistical techniques were used to determine if there were any true differences, from hall to hall, in the observed results for any survey question. If there were no PROVABLE differences, the aggregate results were then used for a question, to be applied as an industry-wide figure. Many survey answers were found to be industry-wide phenomenon, but some were only locally applicable.

Bingo centres are cautioned to use this data carefully in designing new bingo games and programs and are encouraged to conduct their own player surveys to determine bingo centre-specific results. Arrow Games/Bazaar & Novelty will be happy to provide our player survey tool to all bingo centres and will assist with the analysis of the data.

The following pages outline the specific questions that were asked and the consolidated results from the six bingo centres.

PLAYER SURVEY AND RESULTS

The specific questions are included along with the consolidated results, highlighted in italics.

Question A

In a game where the pot (winning amount) is the lowest, are you more pleased when there are many winners sharing the pot, or do you like it better when only one person bingos?

- (i) I like it better when more people share the pot (in a low pot game)
- (ii) I like it better when only 1 person wins the pot (in a low pot game)

Results:

81.0% of all players prefer a single winner in a low pot game. There is no strong evidence that there are any differences by bingo centre.

.....

Question B

In a game where the pot (winning amount) is the highest, are you more pleased when there are many winners sharing the pot, or do you like it better when only one person bingos?

- (i) I like it better when more people share the pot (in a big pot game)
- (ii) I like it better when only 1 person wins the pot (in a big pot game)

Results:

51.6% of players prefer a single winner in a big pot game. There is no strong evidence that there are any differences by bingo centre. It does not matter much how many winners occur in a big pot game.

.....

Question C

Let's say you are playing a single strip. Would you prefer to ALWAYS dab once for each called ball, or would you rather have more variety - sometimes dabbing once, sometimes twice, and sometimes not at all?

- (i) I prefer to know that I will always dab exactly once, for each called ball
- (ii) I prefer more variety, dabbing anywhere from 0 to 2 times per called ball

Results:

44.1% of the players prefer dabbing exactly once on a single strip. There is evidence that the above figure changes, depending on the bingo centre involved.

.....

Question D

Let's say you are playing a double strip. Which of the following would you prefer most?

- (i) Always dab exactly twice on each called ball
- (ii) Always dab at least once, but could dab up to 3 times
- (iii) Could dab one to 6 times, but there is a chance that you will not dab at all

Results:

There is clearly enough evidence for differences by bingo centres – on the type of double strip preferred.

.....

Question E

You are playing the biggest game for the session (highest pot value). You are playing to a fullcard blackout. Which of the following prize scenarios would attract you the most?

- (i) If the player bingos in 55 or fewer numbers he/she wins \$4000 dollars. Otherwise, there is a consolation prize of \$200.
- (ii) If the player bingos in 56 or fewer numbers he/she wins \$2000 dollars. Otherwise, there is a consolation prize of \$200.
- (iii) If the player bingos in 57 or fewer numbers he/she wins \$1000 dollars. Otherwise, there is a consolation prize of \$200.

Results:

About 55.6% prefer a scenario of a \$4,000 jackpot at 55 balls called. About 25.8% prefer a scenario of a \$2,000 jackpot at 56 balls called. About 18.5% prefer a scenario of a \$1,000 jackpot at 57 balls called. There is no evidence for any difference by bingo centres.

.....

Question F

You have just won a \$200 prize. There were no other winners just you. If I were to offer you a chance to play the following game - in EXCHANGE for the \$200 you just won, would you do it? In this game, you give me the \$200 you have just won, and I flip a coin once. If the coin comes up heads, you win nothing at all. But if the coin comes up tails, you win a certain dollar amount. What dollar amount would be enough to coax you into playing this game?

- (i) I would play if the possible bigger dollar amount was \$500
- (ii) I would play if the possible bigger dollar amount was \$700
- (iii) I would play if the possible bigger dollar amount was \$1,000
- (iv) I would play if the possible bigger dollar amount was \$1,500
- (v) I'd never gamble with my original \$200, regardless of possible bigger amounts

Results:

About 50% of Bingo players would gamble \$200 for a chance to win \$1500.

.....

Question G

If you had the chance to get twice the payout on a game, but had to pay twice as much for your card, would you do it?

- (i) Yes
- (ii) No

Results:

63.6% of players would prefer not to have double the cost, in order to get double the payout. There is evidence that there are differences by bingo centre.

.....

Question H

How often do you play bingo? Pick the response that comes closest to the truth.

- (i) Play 6 to 7 times a week
- (ii) Play 4 to 5 times a week
- (iii) Play 2 to 3 times a week
- (iv) Play once a week
- (v) Play once a month
- (vi) Play a few times a year
- (vii) Play rarely, if at all

Results:

The average bingo player goes 3.26 days a week to play Bingo (about every other day). That's a lot of play for the "regulars."

.....

Question I

How often do you play on-line? Pick the response that comes closest to the truth.

- (i) Play 6 to 7 times a week
- (ii) Play 4 to 5 times a week
- (iii) Play 2 to 3 times a week
- (iv) Play once a week
- (v) Play once a month
- (vi) Play a few times a year
- (vii) Play rarely, if at all

Results:

The average bingo centre player plays internet bingo about 0.42 times a week. 82% of regular Bingo players almost never play internet Bingo. There is about 8 times less internet play than hall play, for bingo centre patrons.

BINGO PAPER SECURITY FEATURES

There are four main bingo paper security features to use when operating your game. The Serial Numbers (located at the top of the card – usually in red ink), the Card Verification number (located in the free space), Border Colour and the Series you are playing.

Serial Number – is a number printed on the card by the manufacturer as a sheet identifier. This number can be and should be posted at each bingo session identifying the Serial Number that is being played. This identifies paper that a player may be using from another session or a different game.

Card Verification Number – is the unique card face number on each bingo face. This card face number does not repeat and identifies the 24 face number configuration of the B,I,N,G,O numbers printed.

Border Colour – identifying the border colour of the bingo paper of the game being played.

Series Number – identifies the cards in play by the different range of 9,000 cards. Example: 1-9,000; 9,001-18,000; 18,001-27,000...54,001-63,000.

All four items should be used as part of your process to verify a winning bingo card. When the floor workers are verifying the bingo card – the caller should ask what Series the paper is, the Colour to determine that the winning face is the correct game in the program, the Serial Number to determine that the series was sold on the floor for the session and finally the Card Face number to ensure the proper game pattern is the winner (either through electronic verification or verbal call back of the winning pattern).

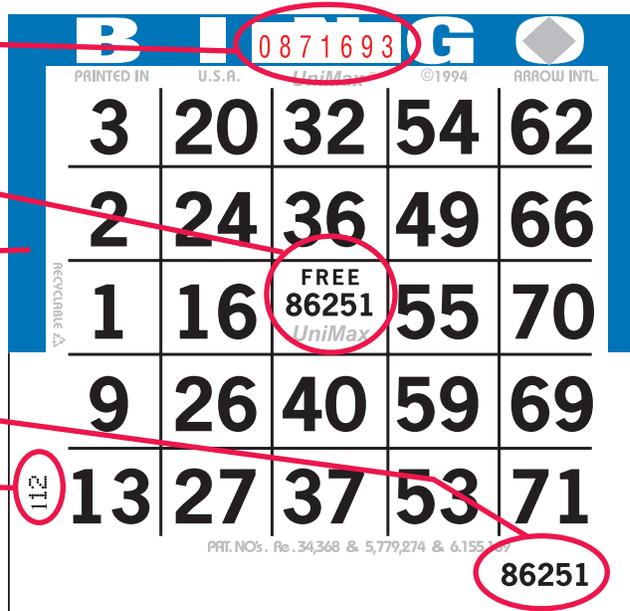
Serial Number

Card Verification Number

Border Colour

Series Number

Audittrack Number –
consecutively numbered
to simplify tracking of books



SERIAL NUMBER POSTERS

Posters are available for you to order and use anytime for added security.

TODAY'S SESSION IS BEING PLAYED ON



The serial number is printed at the top of each bingo face.



Session Date:

VALID SERIAL NUMBERS FOR THIS SESSION

_____ Package			




www.arrowgames.com

TODAY'S SESSION IS BEING PLAYED ON



The serial number is printed at the top of each bingo face.



Session Date:

VALID SERIAL NUMBERS FOR THIS SESSION

_____ Package			




www.arrowgames.com

ARROW GAMES SECURITY FEATURES

PAYOUT

Lists the winning symbol combinations, the corresponding prize amounts and the number of winners in a deal of pull tab. Each combination of winning symbols is referred to as a "tier."

SERIAL NUMBER

A unique number printed on all of the tickets in a deal.

WIN GUARD™

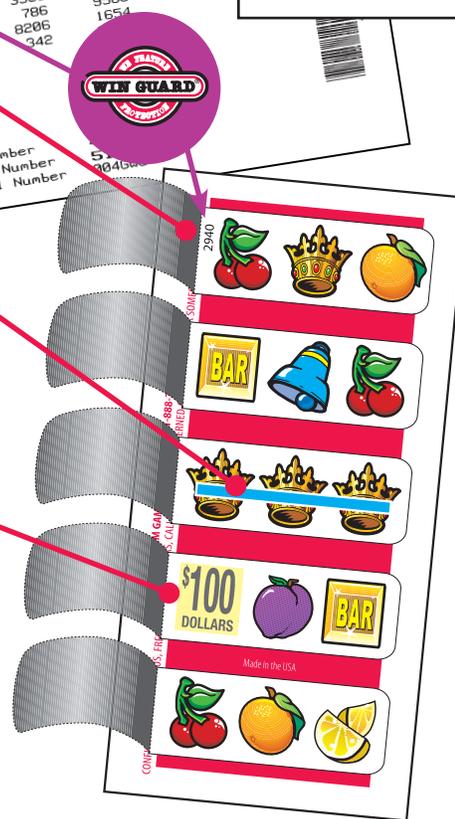
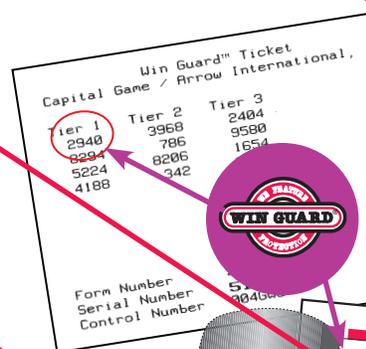
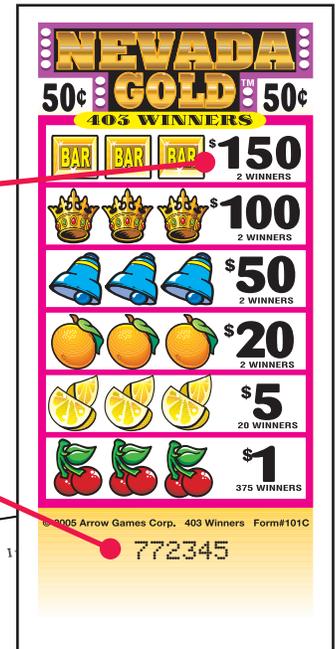
Random number printed on only the top few tiers of winners. The number is matched to a security ticket unique to the deal.

WINNING COMBINATION

Combination of symbols on winning tickets that corresponds to the tiers listed on the front of the ticket and determines the prize payout. There is a coloured line through the symbols to quickly identify this is a winning ticket.

CASH PAYOUT®

Dollar amount on all winning tickets that instantly shows the total prize amount.



BAZAAR & NOVELTY SECURITY FEATURES

PAYOUT

Lists the winning symbol combinations, the corresponding prize amounts and the number of winners in a deal of pull tab. Each combination of winning symbols is referred to as a "tier."

SERIAL NUMBER

A unique number printed on all of the tickets in a deal.

CHECKMATE®

Random number printed on only the top few tiers of winners. The number is matched to a security ticket unique to the deal.

WINNING COMBINATION

Combination of symbols on winning tickets that corresponds to the tiers listed on the front of the ticket and determines the prize payout. There is a line under the first two symbols to quickly identify this is a winning ticket.

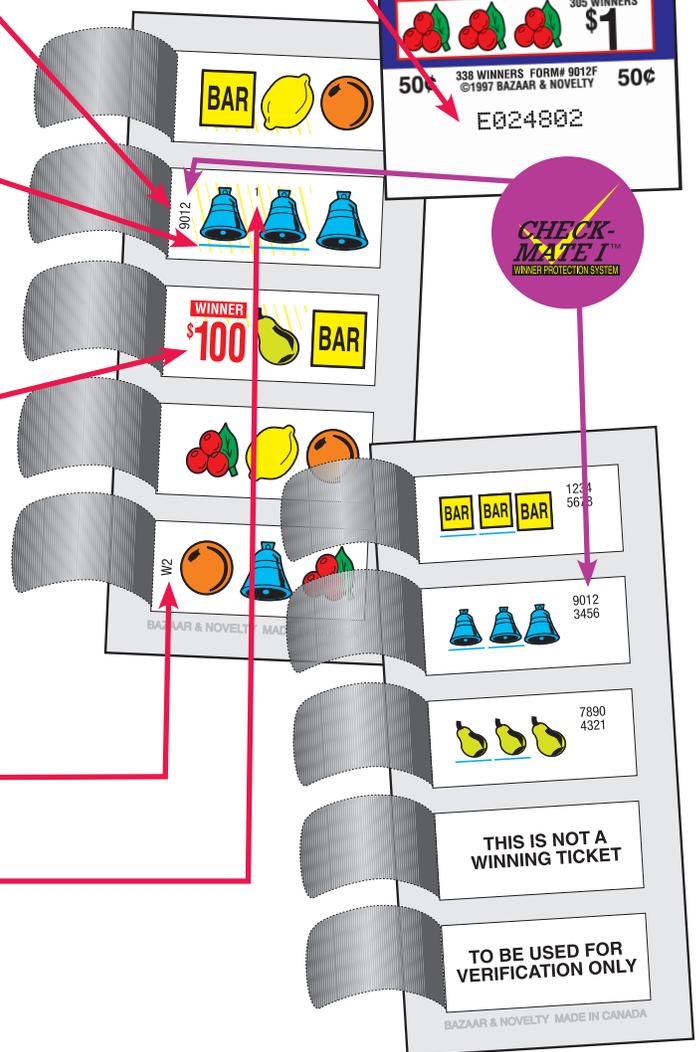
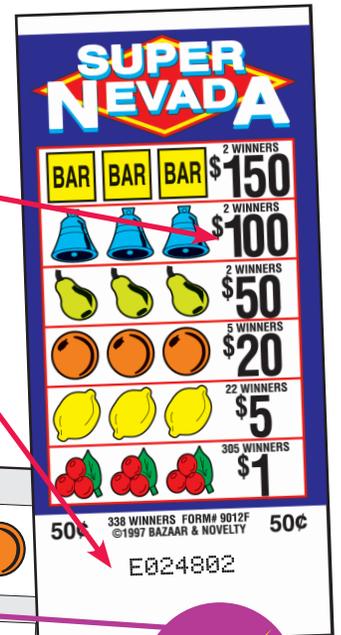
PAY MATE

Dollar amount on all winning tickets that instantly shows the total prize amount.

WINNING TICKETS

The individual ticket as a whole is identified as a winner by placing a W1 through W5 at random on the left side of any window on a winning ticket (e.g., a winning ticket featuring the winning combination of the first winning level would feature a "W1". The second winning combination level would feature a "W2", etc.).

To identify and monitor payouts of the winners, the top four tiers are marked by a number on or near the centre winning symbol. Through this number outstanding winners of a particular game serial number can be identified at any time.



DIRECT MAIL MARKETING IDEA

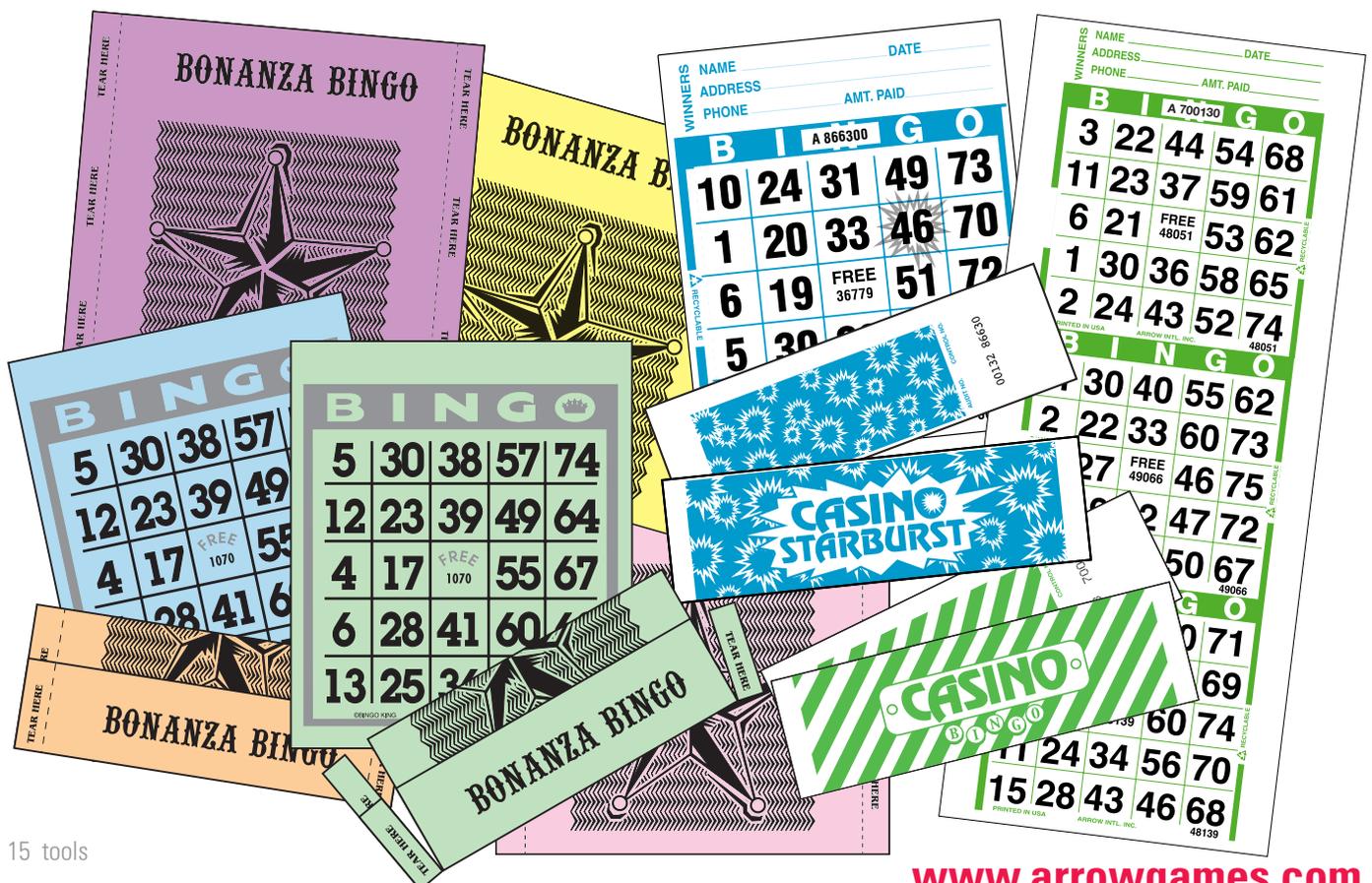
DESCRIPTION

Direct mail and unaddressed advertising is a great way to reach current, new and lapsed players to encourage them to return to your bingo event (be sure to check with your regulator to determine if direct mail or unaddressed advertising is allowed in your market).

What better way to market to lapsed bingo players, or potential new players, than to provide them with a free bingo card and an invitation to visit your bingo event to play for a special promotional prize!

Use the data from your player tracking software or other direct mail lists to mail a customized invitation and bingo card to the players. You can also work with your local Canada Post office to target unaddressed advertising to a particular geographic area of your community to assess the effectiveness.

Arrow Games/Bazaar & Novelty offers a host of different folded bingo paper products in different colours that can be used for your direct mail promotion. Use different colours and products for different mailing lists or geographic areas so that you can assess the effectiveness of the promotion and where you get the greatest bang for your marketing dollars.



GETTING STARTED

Marketing plans are often viewed as a requirement for large companies marketing products across the country and around the world. However, a good marketing plan is equally important for charities conducting bingo events in communities across Canada.

Careful time, planning and consideration should go into the development of a marketing plan as it can be a critical tool to drive new traffic and attendance to your bingo event.

As a starting point, an organization should take the time to work through the following key elements that should be included in any marketing plan.

ISSUES/SITUATION ANALYSIS

An analysis of the market environment and issues to be managed for your bingo event

JOINT PLANNING

There should be evidence of joint planning and co-operation between the representatives of the bingo hall and the charity association (if applicable)

STRATEGIC GOALS AND OBJECTIVES

Defining and development of strategic goals and objectives to be achieved for the period covered by the plan

METHODOLOGY

Defining and development of the parameters to achieve the stated goals and objectives

SPECIFIC MARKETING ACTIVITIES

Identification of specific marketing activities to be implemented that intend to achieve the stated goals and objectives and are more specific than the parameters

CONTINUED

GETTING STARTED

COST ANALYSIS

Cost analysis outlining projected revenues and marketing expenditures for the period covered by the plan

CONTROLS

Identify the elements intended to be measured to support the assessment of outcomes

EVALUATION OF RESULTS AND IMPACT

Applying the measurements and assessing the outcome to determine if the intended goals and objectives have been achieved

EXPECTATION

The results sought as a result of the implementation of specific marketing activities

NEXT STEPS

Identifying the points for assessment and options considered for necessary changes/revisions to your marketing plan

For those not involved in marketing on a regular basis, these requirements may seem a little onerous, however, there are plenty of free resources available online to help you with this task.

DEVELOPING A MARKETING PLAN



CANADIAN MARKETING ASSOCIATION

The Canadian Marketing Association (CMA) was established in 1967 and has evolved into the largest marketing association in Canada. Its 800 corporate members include the country's major financial institutions, insurance companies, publishers, retailers, charitable organizations, agencies, relationship marketers and those involved in e-business and Internet marketing. Some of Canada's most well-known and respected brands are CMA Members, including Costco®, the Liquor Control Board of Ontario (LCBO), Home Depot®, Kraft®, the Globe® and Mail and Rogers™ Communications.

CMA's website at www.the-cma.org has a wealth of resources to support you to develop and execute your marketing plans including:

The screenshot shows the CMA website's 'Case Studies' page. The header includes the CMA logo and navigation links like 'Home', 'About CMA', 'Events', 'Education/Training', 'Marketing Resources', 'Newsroom', 'Publications/Research', 'Regulatory Affairs', and 'Consumer Information'. The main content area is titled 'Case Studies' and features a sidebar with links to 'Marketing Resources', 'Articles', 'White Papers/Reports', 'Marketing FAQs', 'Marketing Guides', 'Glossary of Terms', 'Book List & Reviews', and 'Useful Resource Links'. The main text describes the 'Marketing Councils – Building Marketing Intelligence' and provides a link to 'Marketing related articles'.



The screenshot shows the CMA website's 'Marketing Guides' page. The header includes the CMA logo and navigation links. The main content area is titled 'Marketing Guides' and features a sidebar with links to 'Marketing Resources', 'Articles', 'White Papers/Reports', 'Marketing FAQs', 'Marketing Guides', 'Glossary of Terms', 'Book List & Reviews', and 'Useful Resource Links'. The main text describes the 'Marketing Guides' and provides links to 'CMA Guide to E-mail Marketing', 'Roadmap to Building a Database', and 'Fundraiser's Handbook'. The page also includes a 'Glossary of Terms' section and a 'Book List & Review' section.

DEVELOPING A MARKETING PLAN



CANADIAN MARKETING ASSOCIATION

In particular, there is a great section on this site called Frequently Asked Questions (FAQs) on the following topics:

- General Marketing
- Direct Mail
- Direct Response Television
- eMarketing
- Loyalty and Retention
- Marketing Technology and Database Intelligence

There is great information contained within these FAQs to help organizations better understand key marketing tools, how to determine if you should use them, what tools to use and how to evaluate the success of your initiatives.

Organizations may want to consider contacting one of the members of the Canadian Marketing Association to assist in the development of a marketing plan. CMA members are experienced in the development of marketing plans and can guide you on the right mix of marketing initiatives to meet your objectives.

There is an online, searchable directory of marketing firms available on the CMA website.

CANADIAN MARKETING ASSOCIATION
CMA

MEMBERSHIP DIRECTORY

Welcome to the Canadian Marketing Association Online Membership Directory and Buyers' Guide!

Explore the site to find companies offering publishing and printing, list management and creative services. All geared to the Canadian marketing industry. Simply use our search feature to the left to find a company.

If you have any inquiries about our site, or would like to be listed in our membership directory, please contact David Wilson at dwilson@the-cma.org or 416-644-3747.

To inquire about advertising opportunities please contact Sharon at sharonk@mediaedgepublishing.com

SEARCH BY COMPANY

SEARCH BY CONTACT

CATEGORY
All Companies

SEARCH

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BRANDING YOUR PRODUCT

Branding your products is a way to promote your game and advertise at the same time. Let your customers subsidize or pay for your branding of the product! Branding can include advertising your bingo hall on your bingo ink markers, the break open tickets and even the bingo paper that players dab.

Consider "Sponsorship" from an outside vendor of your concession products like Coca-Cola® or a local chain like Pizza Pizza or have your concession supplier provide giveaways to incorporate them in the branding!

INK MARKERS

- Unique bingo dabbers designed to your specifications
- Use of charity and company logos
- Three easy ways to order your custom designed bingo ink markers: thermal label, custom 4 colour label or full 4 colour sleeve

BREAK OPEN TICKETS

- Unique break open ticket designed to your specifications
- Use of charity and company logos
- Full custom design games or just use the existing game with a black plate change

BINGO PAPER

- Unique game cards, designed to your specifications
- Use of charity and company logos
- Create your own games or customize a game for special promotion or as part of your regular game

NOTE: minimums and lead times would be required for all custom products



Contact your sales representative for more details and specifics for "Branding your Product"

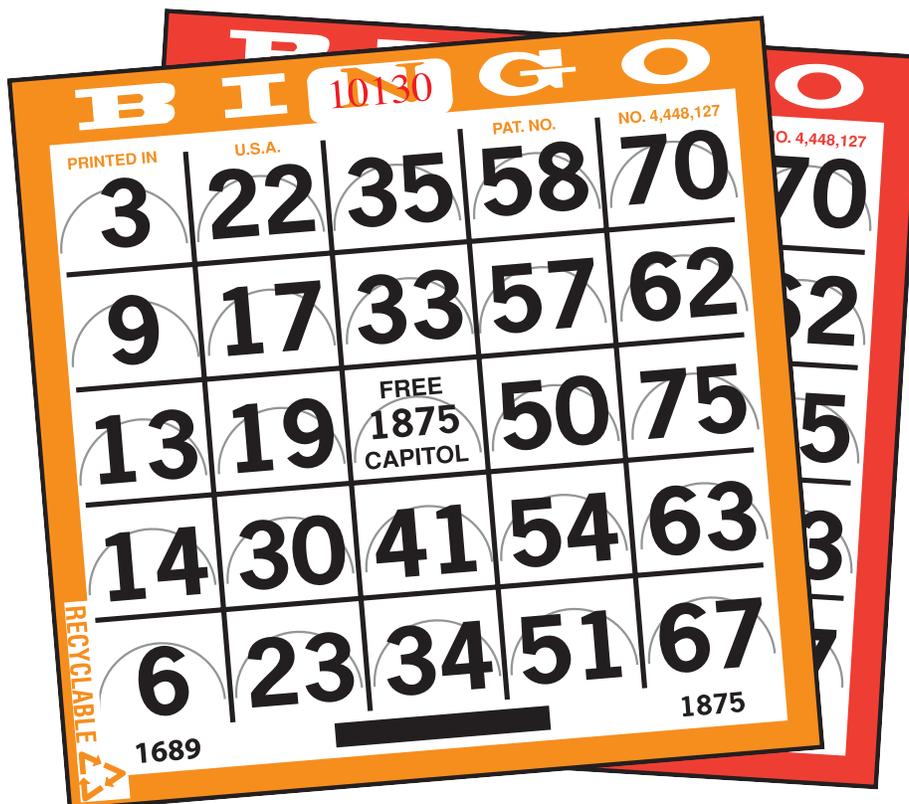
LOYALTY BUILDER

Players are given a single bingo card with their regular purchases for a SPECIAL FREE GAME. These cards are saved by players for the free game played monthly or every two weeks depending on how often you plan to play. Use the non-die cut (PUSH OUT) bingo cards that are a little more durable and can't be created by cutting cards from the regular newsprint paper bingo cards.

The FREE game prize amount can be paid out in a number of ways – usually one large “MUST GO” coverall game. Free cards are distributed on a specific night or sessions to reward the frequent player.

On the specific night you plan to play the FREE SQUARE BINGO, only players that have these special cards are allowed to play. Or to structure this as a “SWEEPSTAKES” game, on the night of the game provide each bingo player at the bingo with one free card to ensure all the players in the hall have an equal chance to win.

Players that have participated in the prior weeks will have more than one card and a better chance to win. This will increase the attendance on the night you give out the FREE SQUARE bingo cards because the players will want as many cards as possible to improve their chances on the next FREE SQUARE BINGO game.



REWARDS BINGO

Different jurisdictions require certain methods of tracking for complimentary product or coupon bingo. Check with your regulator for rules/regulations and approval process.

Complimentary bingo can be done in a variety of ways. One such way are the frequent buyer coupons that many of the retail and restaurant operators use. Provide your players with a card that has "X" number of squares to punch or stamp to get the complimentary game pack. Make this valid only on specific nights or sessions to encourage players to come out on your slower nights. Once they have filled the card, the players can redeem for a free game pack (for any session).

Coupon sessions are a way to drive traffic for specific sessions or games. Offer value coupons for discounts or free plays on a particular session during the month. Attach a 25% off coupon to an ad you are running in the local newspaper or the local bingo magazine (helps validate the expense for advertising). You can even hand the coupons to the players on specific sessions and have a relatively short expiration date. If possible, the coupons should be valid only during weekday sessions. Coupons due to expire provide a good reason to attend bingo (if your coupons have an expiry date, be sure to comply with any applicable legislation regarding coupons and clearly identify the expiry date on the coupon and in any promotional materials).



DASH FOR CASH™
DAB 3 ACROSS AND WIN!
B 1 to 15
I 16 to 30
N 31 to 45

25% OFF

JOE'S BINGO
HOME OF THE \$5,000 JACKPOT
25% OFF

5 MAIN STREET
OFF TUESDAY NIGHT BINGO
ON TUESDAY NIGHT BINGO SESSIONS ONLY.
PER VISIT. NOT VALID WITH ANY OTHER OFFER.

JOE'S BINGO
FREQUENT BINGO PLAYER
Buy 5 bingo sessions and get the 6th one FREE!!

Offer applies to paid bingo sessions at Joe's Bingo
To redeem, please bring this card to the cashier.
OFFER EXPIRES 12/31 AND VALID ON TUESDAY NIGHT BINGO SESSIONS ONLY.
ONLY ONE CARD MAY BE REDEEMED PER PERSON PER VISIT. NOT VALID WITH ANY OTHER OFFER.
VOID IF COPIED, VOID WHERE PROHIBITED.

EFFECTIVE USE OF LOYALTY PROGRAMS



Many bingo halls and charitable licensees use loyalty programs to track player visits to their bingo events and reward loyal players with prizes and other incentives.

A recent online article from entrepreneur.com¹ provides a number of good ideas to consider when developing and adapting your loyalty programs.

Target Your Loyalty Programs

When you are building your loyalty program, make sure you are collecting the kind of information from your players that allow you to segment your players and target them with specific offers based on their individual needs.

Once you've segmented your customers, you're ready to develop targeted loyalty programs designed for those segments. Here are some tips to keep in mind:

- Align benefits with customer needs. To be successful, your loyalty programs should align the benefits they offer with the specific needs of the targeted customer segments. For example, one program's goal may be to reward the truly loyal with exclusive perks. Companies such as Dell, Microsoft and Office Depot are good examples of companies with segment-oriented loyalty programs.
- Create programs that can evolve. As your business grows and changes, so will your customers. Make sure your loyalty programs can be easily adapted to future needs.

EFFECTIVE USE OF LOYALTY PROGRAMS {cont'd}

- Create programs that you can afford. Make sure your loyalty programs don't hurt your bottom line. Rewards don't have to be monetary. They can help your customers save time or help them track their purchases with you. Some loyalty programs provide rewards in the form of peer recognition, information that will help them perform their jobs better, or guidance that leads to better use of your product. The key here is to provide something of value to your customers.
- Develop programs that can generate more in-depth customer data. You can design your loyalty program in a way that requires participants to provide more data about themselves. That information will help you create better targeted programs for each customer segment.

Ten Ideas for Effective Use

In an article written for The Harvard Business Review entitled 'Developing an Effective Customer Loyalty Program'², Barry Berman identified five potential benefits of an effective loyalty program:

- Increased customer loyalty, lower price sensitivity, and stronger brand attitude
- Access to important information on consumers and consumer trends
- Higher average sales (due to cross-selling and up-selling opportunities)
- Greater ability to target special consumer segments
- Increased success in implementing product recalls

Taking a cue from these five points, here are ten ideas to effectively use a loyalty program to drive new traffic and increase participation at your bingo events:

1. Use the player tracking data to track the attendance patterns of your players. If you see a player who normally plays two times a week and all of a sudden is now only playing once a week, this is an opportunity to follow up with that player with a call, an e-mail or letter telling them that you miss them, inviting them back to the bingo hall, and providing them with coupons or other incentives (where possible) to return to their regular frequency. Conversely, if you see a player coming more often, reward them with a thank you or coffee, but acknowledge them.
2. Use your player tracking data to drive traffic to your slower events with promotions and coupons to a select group of high frequency players.
3. If you have a number of players who work for a large local employer, use this information to design a special promotion for this employer and target the mailing and promotional materials to these players and encourage them to bring their co-workers to the special event.
4. Target mailings to players for special occasions such as their birthday or anniversary and be sure to recognize them at the event if they are in attendance.

EFFECTIVE USE OF LOYALTY PROGRAMS {cont'd}

5. If you have the capacity, link your player tracking system to your point-of-sale so that not only are you tracking their participation, you are also tracking the amount they spend and what they are spending their money on. This kind of data provides you with an opportunity to target players based on their spend and provide them with advance information on bingo games and break open ticket games that they are not currently playing.
6. If you are planning any kind of special event such as a Mother's Day event, Halloween event, use your player tracking to do direct mail or e-mail and invite players to attend.
7. If you are introducing a new menu in your food service area, use your player tracking data to alert players on this new feature.
8. Use your player tracking data to identify 'champions' – players who regularly frequent your bingo event – and use them in your external marketing as way to draw in new players. Existing players will love the attention and you can turn them into 'champions' for your bingo event, your facility and the good work that you do for your community.
9. Work with an external partner such as a restaurant, local store or other local business to cross promote. Using your player tracking data, you could identify potential customers for a local business and offer them coupons or invitations to special events in return for cross promotion by the receiving business. This kind of activity shows value for being part of your loyalty program and may introduce a new audience to your bingo event.
10. Always respect the privacy of your players by providing them with opportunities to opt-out of mailings or communications and be sure to always have your player's express consent to share their information with external partners. Always react promptly when a player asks to be removed from your mailing list, ensure you limit access to player data to authorized employees only, and take all necessary steps to safeguard player tracking data.

Always check with your local regulator to ensure that player tracking and promotions are allowed in your jurisdiction before implementing.

In future updates of the PlayBook, we'll continue to highlight new ways to use your loyalty programs to grow your business.

¹ <http://www.entrepreneur.com/technology/techtrendscolumnistpeteralexander/article182362-2.html>

² Berman, Barry. *Developing an Effective Customer Loyalty Program*
http://harvardbusinessonline.hbsp.harvard.edu/b02/en/common/item_detail.jhtml?id=CMR354&referral=2433

BINGO IS ENTERTAINMENT



BINGO IS ENTERTAINMENT — PLAIN AND SIMPLE

It is a bit of a cliché, but it is worth discussing. As we change and tweak our programs to gain customers and add new players to our bingo centre, it is important not to forget why many of the customers come to enjoy playing this great game in the first place.

Entertainment can mean very different things to different people, however, there is one constant factor: bingo has to be fun and have a perceived value. We must not underestimate the fun factor. Findings in an industry study clearly show that having fun and being entertained were the number one reason for going to bingo.

What are we doing to make bingo fun and entertaining for our customers? Can we do more?

One way to increase the fun factor might be to develop bingo games that include more customer and group interaction. Take a page from TV game shows as an example. Game shows such as Wheel of Fortune or Lets Make a Deal offer another element of excitement and chance to your game and incorporate more interaction. This does not necessarily need to be overly complicated. A simple spinning wheel to determine a prize might be all that is required.



Promotions can be a very clever way to introduce a new game or concept that you might want to become a regular or fixed component of a new program. These promotions can be simple or very complex and incorporate many factors. Let's discuss some of the things that you might want to consider when designing your promotion.

BEGIN WITH THE END IN MIND

What is the outcome that you want to see?

After completing customer surveys, information gathered from your loyalty program database and results of your focus groups, you feel that increasing the level of customer service and adding a VIP room is what your hall requires to attract new faces and bring back some of your lapsed players.

It might be that you just completed some renovations and added a new VIP player room with high-end furniture and a new level of customer service. Your objective may simply be to add a large number of new players to your hall or players from local businesses, or to invite back some of your lapsed players from your loyalty program database for a visit to your hall for them to see the new state-of-the-art facility.

You determine that a 30 player increase is what you are looking at for all sessions. One third of the increase is what you expect from your lapsed players. Two thirds of the increase is expected from a combination of both new to bingo customers and new to you customers.

Putting the plan together:

- It is determined that a three day gala event is how you plan to mark the grand re-opening beginning on Monday.
- From your loyalty program database you send out an invitation to all customers that you have not seen in two months to attend a grand re-opening, including a gift certificate valid only on Monday.
- Making sure not to leave out your current loyal customers, you plan to offer them the opportunity to bring a new friend to play bingo. If it is someone who has not played bingo before and is not signed up as a customer in your loyalty database, you will offer them a gift certificate to be redeemed only on Tuesday.
- In order to attract some new customers, you plan to work with your local radio station and utilize their drive time spots to award gift certificates to individuals that spot the radio station cruiser throughout the week. These spots are reinforced with other advertising that highlights the grand re-opening.



BINGO PLAYER RESEARCH

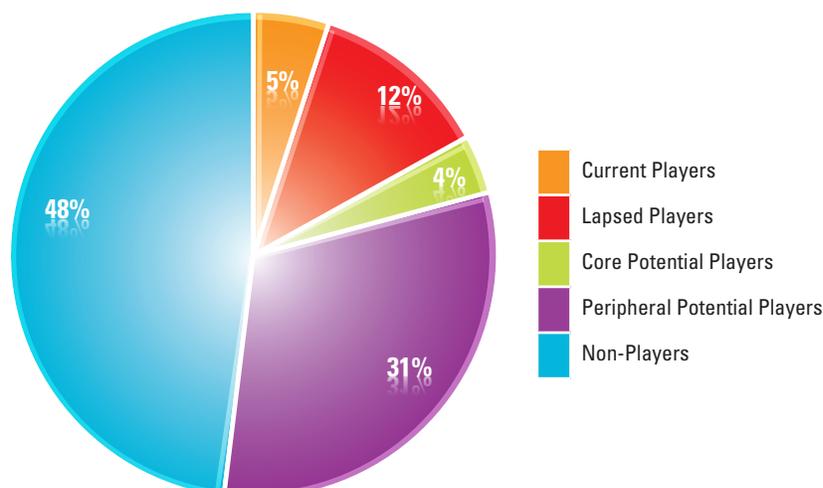


Bingo Player Research

In early 2009, the Ontario Bingo Development Fund conducted a series of research projects on the attitudes of bingo players in Ontario. While the research results are Ontario-specific, there is no doubt that there are some common attributes that would apply to bingo players across Canada.

Key Findings

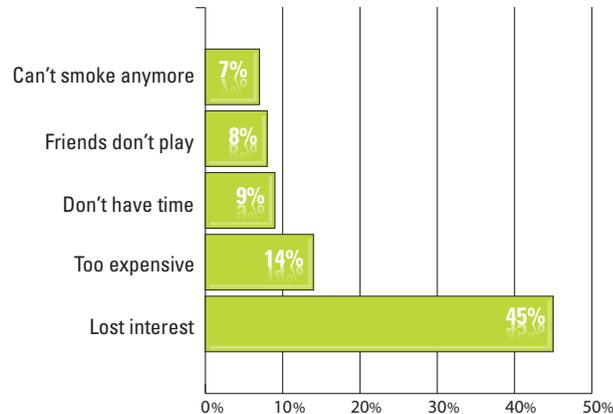
- Bingo is seen by most players as a social game.
- Bingo players responded positively to the charitable component of bingo and the fact that charities receive a portion of the proceeds from bingo.
- There is a need to find the balance between meeting your current players' expectations and the expectations of new players that you want to attract to bingo.
- Word-of-mouth is an important way to attract new players—your current players act as an important asset to attract the new players.
- In terms of the percentage of the population that plays bingo, the researchers found:
 - Current Players (5%) - Those who have played bingo within the last year and who intend to do so again in the future.
 - Lapsed Players (12%) - Those who have played bingo within the last two years but who do not intend to return, or those who have not played within the last two years.
 - Core Potential Players (4%) - Those who intend to play and have played at least once (but not within the last year) AND who are “more likely to play” due to any of the different tested messages (such as the social and charitable aspects of bingo).
 - Peripheral Potential Players (31%) - Those who have never played AND who are influenced by at least one of the tested messages (such as the social and charitable aspects of bingo) leaving them “somewhat more likely to play”.
 - Non-Players (48%) - Those who have never played and do not gamble, or who do not exhibit propensity to play bingo.



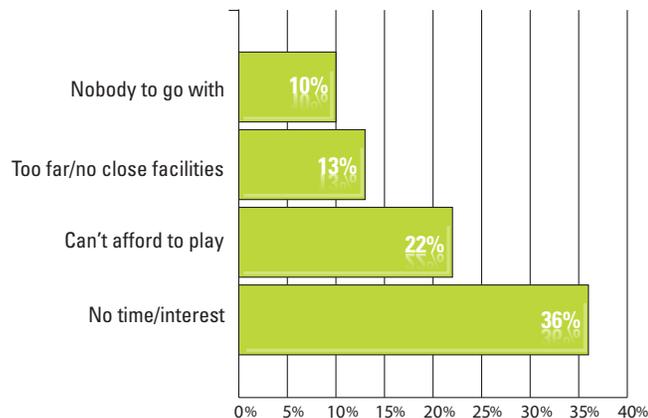
BINGO PLAYER RESEARCH {cont'd}



- The researchers found that “Core Potential Players” market is better oriented overall to playing bingo than “Lapsed Players” as this group responded well to the positive messaging about bingo.
- When “Lapsed Players” were asked why they stopped playing bingo, 45% responded that they lost interest in the game (along with other responses).



- When “Potential Players” were asked why they don't play, 36% responded that they had no time or interest in playing along with (other responses).



Critical Areas for Improvement

The researchers identified two critical areas for improvement:

1. General lack of appeal and lack of interest as well as the perception of a slow game takes away from the positive social and charity aspects that current players enjoy: need to challenge assumptions with current players' experiences.
2. Re-visioning bingo as a game “for people like me” by removing the stigma that surrounds both current players (older, female, competitive) and bingo halls (smokey, dull, in need of repair).

For copies of the complete research documents, visit:

Ontario Charitable Gaming Association (www.charitablegaming.com)

Commercial Gaming Association of Ontario (www.cgao.ca)

GAME PLAY AND EXIT STRATEGIES

Many venues sell progressive seal/bingo event games and play them in a variety of ways. Below are some game play options and exit strategies that can be used when offering these games to your players.

Whether you are using a progressive seal card game or a progressive bingo event game, all tickets from the deal must be completely sold so all available hold tickets are in play.

Determine the winner as usual for the specific game - this could be a seal card hold number being revealed on a seal card or a bingo event game in which a winner has been determined by dabbing the required number of balls on one ticket. The player then wins the designated prize and has an opportunity to win the progressive jackpot.

The following options can be incorporated into your progressive seal card/bingo event game to award your progressive jackpot.

1) Use the Seal Card Included With Each Game

Invite the winning player to select one of the windows on the progressive seal card. Make sure that the player's choice is verbally confirmed so others hear, then open the window selected to determine if the player is a winner. You may choose to manage the progressive element so the jackpot is won more frequently and doesn't grow too large. This can be done using the following:

- a) Establish a maximum limit for the jackpot and place 100% of the designated progressive jackpot amount from each deal into that prize. If the maximum jackpot level is achieved before a player chooses the correct window on the progressive seal card, start to build a new jackpot. Always award the oldest jackpot first.
- b) Establish a primary and a builder jackpot using a percentage of the progressive contribution. For example, if the progressive jackpot contribution is \$100 from each deal, you may choose to put 75% in the primary jackpot and 25% in a builder jackpot. Once a player wins the primary jackpot, the amount in the builder jackpot would then take over as the primary jackpot and a new builder would be started. As new deals are sold, 75% of the progressive jackpot contribution would be designated to the primary jackpot and 25% to the builder.

In both cases, an exit strategy is required should you want to cease this game. Option 2 below might be the best way to conclude this style of play.

2) Increase the Number of Selections on the Progressive Seal Card

Establish an interval in which you would like to increase the number of selection choices to be awarded to a player. For example, for the first deal sold, the player gets one choice; on the second deal sold, the player gets two choices; and so on.

GAME PLAY AND EXIT STRATEGIES {cont'd}

Or perhaps you can add one choice every day until the progressive jackpot is won and then start over again at one. Once determined, use the progressive seal card included in each deal to allow the player to select the appropriate number of windows for the progressive jackpot. This is a great way to keep your jackpot at a lower level and increase the frequency of the jackpot being won.

3) Use the Same Progressive Seal Card

Play the game as usual (i.e., first person to dab all three numbers on his/her ticket or the player who has the matching hold ticket) to determine which player wins the guaranteed prize and a chance at the progressive jackpot. Using the progressive seal card from the first deal opened, that player would select one window on the card to see if he/she is the progressive jackpot winner. If not, the next deal is sold and the winner would choose an unopened window on the seal card from the first game. Continue using this format until the progressive jackpot is won.

4) Designate a Specific Ball Ordinal

If someone dabs all numbers on one ticket (coverall) within the identified ball ordinal, the player wins the progressive jackpot. Increase the ball ordinal for each deal sold/each session/each day until the progressive jackpot is won. Once won, reset the ball ordinal to the starting number.

5) Have a Set Day as the Progressive Jackpot MUST GO

For example, announce that for the first game played on every Tuesday the progressive jackpot will be awarded regardless of the amount. Continue to have your players choose one of the windows on the progressive seal card throughout the week, but on the designated game, the progressive jackpot will be won regardless of the jackpot value. There is no need to have a player select one of the jackpot windows. The player with the matching hold ticket in the case of a seal card game or the first player to dab all three numbers on their ticket wins the progressive jackpot. It is recommended that you consider establishing a limit on the number of tickets a person may purchase for that specific deal.

6) Have a Designated Session as the Progressive Jackpot MUST GO

Same format can be used as #5 above.

7) Have Your Player Select Two Windows on the Progressive Seal Card

Play the game as usual (i.e., first person to dab all three numbers on his/her ticket or player who has the matching hold ticket) to determine which player receives the guaranteed prize and a chance at the progressive jackpot. The player would select a window.

Continued

GAME PLAY AND EXIT STRATEGIES {cont'd}

If correct, that player wins the progressive jackpot. If not, the player selects a second window. If correct, the player receives half the progressive jackpot. An exit strategy is required should you want to cease this game. A variation of Option 2 above might be the best way to conclude this style of play.

Considerations for Your Game Play and Exit Strategy

1. Keep both the game play and the exit strategy simple so that there is no confusion on the part of your players.
2. Your exit strategy must lead to a conclusion of the progressive game and the awarding of the progressive prize.
3. When establishing the game play and exit strategy, always keep the interests of the players that are contributing to the progressive jackpot at the forefront.
4. You must submit your game play and exit strategy to the Alcohol and Gaming Commission of Ontario and advise the AGCO of any changes in your strategies.
5. Your game play and exit strategy should form part of your House Rules, should be posted and clearly communicated to players to avoid any confusion.

IMPACT YOUR GAME WITH DIFFERENT GAME PATTERNS

Sometimes slight changes can create a positive impact on big games in your program. Many bingo centres offer full card games as the pattern of choice for their progressive games which provides players with the ability to easily compare progressive numbers with other centres. In order to make your game more distinct, consider making slight changes to your progressive game patterns so number comparisons become less of a factor.

This change may also speed up your overall session or provide you with additional time to add a new game to your program. On average, a full card game may require 56 balls to complete the pattern as compared to a layer cake pattern which may require 45 balls to complete.

		Based On 70,000 Computer Simulated Games												
Layer Cake 1 Way To Win		Total Non Duplicate Cards in Play	500	1,000	1,500	2,000	2,500	3,000	3,500	4,000	4,500	5,000	5,500	6,000
		Average Number of Calls	49.56	47.55	46.42	45.64	45.05	44.57	44.17	43.83	43.53	43.26	43.02	42.81
		Average Winners	1.19	1.20	1.21	1.21	1.22	1.22	1.22	1.23	1.23	1.23	1.24	1.24
		% Single Winners	84.98%	84.08%	83.70%	83.33%	82.95%	82.82%	82.72%	82.55%	82.39%	82.27%	82.20%	82.13%

The most popular game patterns are illustrated in the Game Pattern guide included within your Play Book. Should you require probabilities for new game patterns, please feel free to contact your sales representative. We are here to assist you every step of the way!



SUCCESSFUL PROMOTIONS!

Successful promotions are a result of thoughtful planning, defined goals and masterful execution. In essence there are three reasons to do a promotion in a gaming venue: to increase incremental gaming revenue (*revenue that would not be realized without the promotion*), as a player acquisition/development tool, or to promote your brand.

Once the decision has been made to run a promotion, there are a few fundamental steps that should be followed:

Strategize – what perceptions, competitors or market conditions block the way and how do you overcome them?

The promotions must incorporate tracked play wherever possible – always take the opportunity to track your player's reactions to promotions as it will help evaluate the results and help develop new promotions.

Offer a desirable prize – survey players for information on their expectations and desires for promotional prizes.

Promotions must be easy to understand – if you cannot explain a promotion in 10 words or less you will have difficulty acquiring buy-in from your players as well as your staff.

Consider if the promotion will assist you in acquiring new players or developing existing ones – what is the cost of acquisition? Does the new customer show the propensity to play bingo? Will the additional promotional expense make sense for existing players who intend to visit without the incentive?

The best promotions are flawlessly executed – wonderful promotion ideas may not be appropriate because of the difficulty in executing them. Keep it imaginative but simple.

NEW PROMOTIONAL GAME IDEAS

Looking for new promotional games ideas? Get inspired by using some existing games played on the popular game show *The Price is Right*®. Everybody has watched, or is familiar with *The Price is Right* game show and some may have thought how fun it would be to play a particular game used on the show or to be a contestant.

Use popular games such as *Hi-Lo*, *Three Strikes* or *Pick-a-Pair* as inspiration. Try similar promotions within your bingo event to create some fun and excitement like “*The Price is Right*.”

Here are a few games to inspire you and to try in your bingo hall:



HI-LO GAME

This game is played with six grocery items.

The items are described to the player and the player has to choose the three most expensive items. If the player chooses the correct three items, the player wins the bonus prize. If the player chooses one or two of the items, they lose the game.



3 STRIKES GAME

A prize is shown and described. The digits in the price of the prize are printed onto small chips, are shown to the player and placed into a bag along with three “X” or “strike” chips.

The chips in the bag are shaken up and the player reaches into the bag to pull out a chip. If the chip has a number on it, the player must announce in which position the price the number belongs. If the player is correct in placing the number position, the chip is discarded. If the player puts the number in the wrong position, the chip is placed back into the bag and the player continues to pull chips.

If the player pulls out an “X” or “strike” chip, discard the chip and record the strike. The player continues pulling chips and placing numbers. If they place all the number in the correct position the player wins the prize. If the player pulls three “strikes” the player loses and the game is over.

NEW PROMOTIONAL GAME IDEAS {cont'd}

PICK-A-PAIR

PICK-A-PAIR

This game is played for a prize or prize package. Use six grocery items: 3 pairs of 2 items, each with the same price. The player chooses any one of the items. The item is lifted up to reveal the price. The player now must choose an item that matches the price of the first item they chose. If both prices match, the game is won.

If the player's choice is incorrect, the item is placed back and he/she may choose another item to match the price of the first. If the player matches the price, the game is won. If the player does not match the price the second time, the game is over.

You can find a full listing of the 71 different games played on The Price is Right to use as inspiration:

www.priceisright.com/show

Please note: check to ensure you do not violate any trademarks or patent protections that The Price is Right may have on these games, name or logo design.

RESPONSIBLE GAMING=GOOD BUSINESS

As licensees and gaming operators, we all have a responsibility to promote responsible gaming by our players. This is not only for their benefit but for the long term interest of charitable gaming.

There are a variety of resources and promotional materials available to assist licensee and gaming operators to promote responsible gaming in your venues.

We encourage you to visit the following organizations' websites for information:

Responsible Gaming Council

The council offers a host of resources and materials to promote responsible gaming.

Visit: www.responsiblegaming.org

Your Best Bet – Nova Scotia

The Nova Scotia Gaming Corporation offers information and promotional materials on responsible gaming.

Visit: www.yourbestbet.ca

Atlantic Lottery Corporation Play Responsibly

Atlantic Lottery Corporation offers resources and materials for licensees in all four Atlantic provinces.

Visit: www.alc.ca/PlayResponsibly.aspx?id=2042

British Columbia Partnership for Responsible Gambling

Information and resources on responsible gambling in British Columbia.

Visit: www.bcresponsiblegambling.ca

Addictions Foundation of Manitoba

Information and resources on responsible gambling in Manitoba.

Visit: www.afm.mb.ca

Problem Gambling Institute of Ontario

Information and resources on responsible gambling in Ontario.

Visit: www.problemgambling.ca

Where Should I Advertise?

Don't for a minute think you're alone. About 100 years ago John Wanamaker said: "I know that half of my advertising dollars are wasted ... I just don't know which half."

Advertising is always a bit of a leap of faith. What is the right media to advertise on to reach your gaming customer, or potential customer? Should you select the media that is cheapest? The one that reaches the most of your target audience? The one that will reach your audience most often?

What do we want to do?

Always start by defining the objectives; they form the basis for media choices.

Objectives could be things like: To drive traffic to a new slot machine or, to sell tickets to a show or, to build brand awareness. The more specific the better.

If you can reduce the message to one objective, selecting media will be much easier. Some media are simply better at certain messages. It's when we combine our objectives that we can get into trouble. Take an honest look at your ads now. I would guess that they contain multiple objectives. That is not advertising, that's wishful thinking.

Who is the target group?

Let's say right up front, the target group is not everyone. It's not even adults 18–49. It might be "people who go to the casino once in a while" or "beer drinkers". Who do we really want to talk to?

Do you know their media habits? Your media suppliers can give you the information you need to determine if your audience is using their media. Beware though, media reps will try everything they can to show you how your audience is reading, watching or listening to their media.

An even better approach would be to have an ad agency or media buying company provide you with an objective media analysis of your target audience.

We typically prepare these for clients who want to know what the best options are within their market. It covers everything from radio to Internet. Combining information from rating services and lifestyle surveys, we compile a portrait of the gamer in your area.

Nowadays, it's popular to make broad generalizations about audiences. "Everyone's on the Internet" "No one watches TV anymore" or "No one reads the paper". There's truth somewhere in these statements, but when presented with the facts, they don't necessarily hold up.

Whether any given viewer will or will not watch a particular commercial depends more on the ingenuity and value of the message. Just ask Vince and his slap chop!

How often should I reach them?

To be effective, a commercial must be seen—it must reach your target audience. But seeing an ad only once is not enough. To be effective, a commercial needs to be seen a number of times. (Think of Vince again) Popular thinking is that we need to see a message three times before we will act on it. Make sure you are leaving enough in your budget to reach your audience three times.

You also want to create a balance between how many people will see your ad and how many times they will see it

(a few people many times or many people a few times). The need to balance trade-offs is a key and recurring theme when you are selecting media.

What medium fits the message?

Finally, you need to look at how your message works in the media you choose. If you have a lot of detail, billboards will be a bad choice, since your audience is in motion and really won't have time to read.

Television. Tremendous reach. A great way to deliver an emotional message or demonstrate a product. (There's that slap chop again!)

Print. Newspapers, magazines and direct mail can all be very targeted.

Internet. Great response. Typical web ads are extremely effective in generating "click-throughs" or responses to an offer.

Radio. Reach and timeliness. Unlike TV or even newspaper, radio is an on-the-go medium. This allows you to reach your audience while they are out and about.

Billboards. Generally used as a support medium, billboards can really enhance a campaign and remind your audience about what you told them on the radio, online, TV or in print.

These are a few ideas for you to add to your media mix. While John Wanamaker might have been wasting half his ad dollars, with some careful thinking and planning you should be able to do much better! ■

David Bellerive is Vice President of Creative, Interactive and Media at Phoenix Group.

CROSS PROMOTIONS

To stand out from their competition in a crowded advertising marketplace, all kinds and sizes of businesses, nonprofits, and government agencies are joining forces to reach their mutual market of “customers” more efficiently.

Cross promotion has the potential for a big marketing payoff because partners can successfully expand through one another’s customer base. They can gain an inexpensive and credible introduction to more of their kind of customer more effectively than with the traditional methods of networking, advertising, or PR.

Here are some low risk and high opportunity ways to jumpstart your first cross promotion:

1. Print joint promotional messages on your receipts.
2. Offer a reduced price, special service, or convenience if customers buy products from you and your partner.
3. Hang signs or posters promoting one another on your walls, windows, or products.
4. Mention one another’s benefits when you speak at local events or are interviewed by the media.
5. Drop each other’s flyers in shopping bags and with purchases.
6. Pool mailing lists and send out a joint promotional postcard.
7. Promote your partner’s products during their slow times, and ask them to do the same for you.
8. Share inexpensive ads in local shopping papers or a nonprofit event program.
9. Put one another’s promotional messages on counters or floor stands in waiting areas.
10. Encourage your staff to mention how your partner’s products can be used with yours.
11. Use door hangers, posters, flyers, or postcards to promote special offers for one another’s products.
12. Co-produce an in-store or office event - a demonstration, celebrity appearance, free service, or lecture.
13. Co-produce special promotions you could not afford by yourself. Hire local community college broadcasting/cable TV students to produce a “how to use” video and/or audio tape that involves your and your partner’s products and services. Show the video on an eye-level TV monitor in your outlets where people have to wait or in the window for 24-hour viewing. Or play the audio-tape portion as background.
14. Have a contest, with the prizes contributed by your partners. For the next contest, roles change, and you contribute your product or service as a prize for a partner’s contest.

CROSS PROMOTIONS {cont'd}

Finding the Right Partners

The first key to successful cross promotion is matching the demographics of the prospective partner's customers with that of your own. There's not much to be gained by cross promoting cashmere twin sets with the local demolition derby. At the same time, however, it is important not to limit your thinking to obvious partners.

The second key to successful cross promotion is making sure that both you and your partner benefit. Offer your prospective partner something that will gain him or her increased customer interest, loyalty and good will. Some examples follow.

How do you recognize a complementary business?

Start by thinking about the customer who is most likely to like, use and be able to afford your product.

- Is this customer a certain age?
- Where does this customer go for fun?
- What is his or her lifestyle?

In other words, where else does this customer spend time and money?

Don't get hung up on whether or not the potential partner for a cross promotion is in a similar business: you are looking for creative complements.

Do make sure that you offer this prospective partner something of value that they can, in turn, use to build the loyalty and good will with their customers. So turn off your doubtful critic and brainstorm.

Regulatory Reminder

Before initiating any cross promotional marketing opportunity, check with your local regulator to ensure there are no regulatory issues with cross promotions..

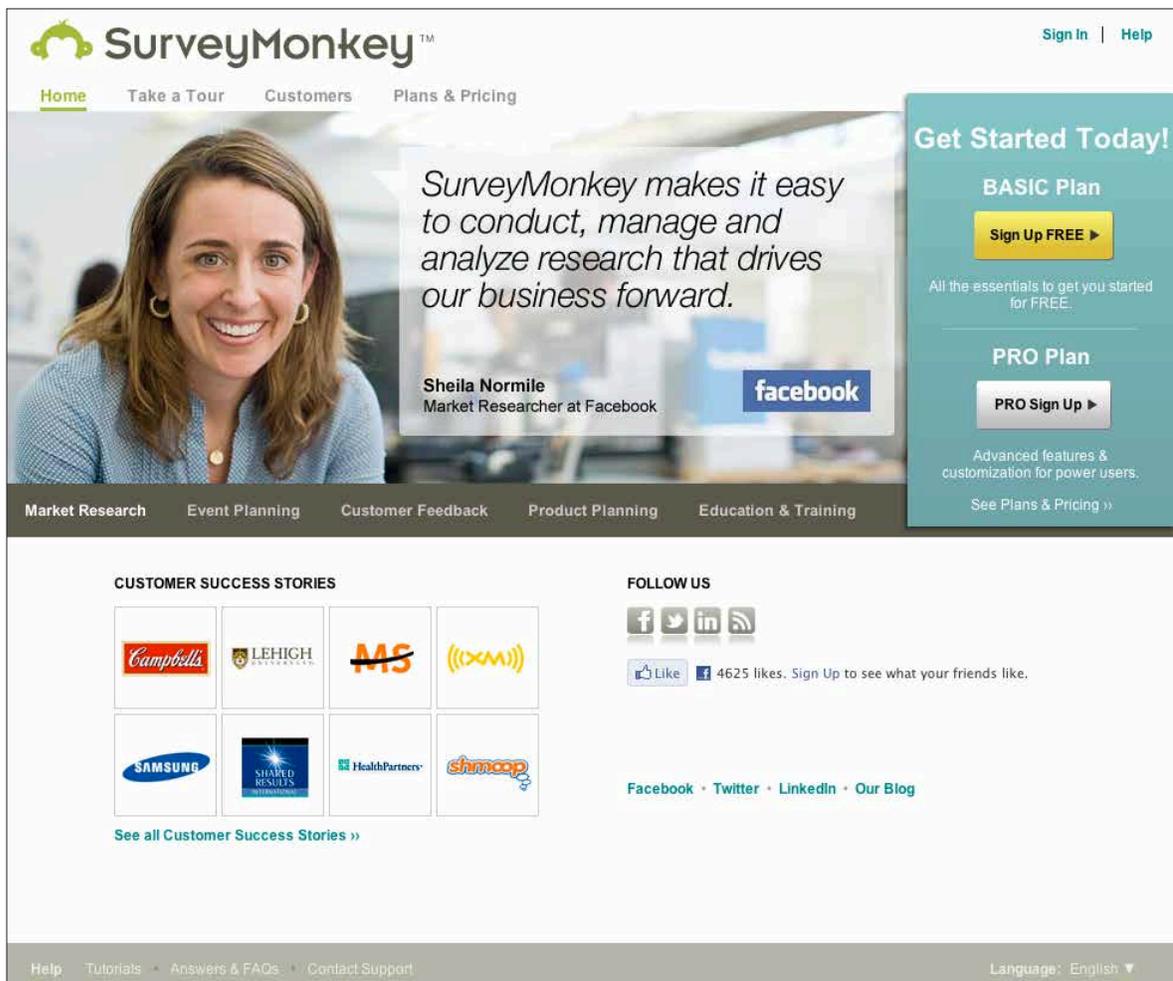
Thanks to frugalmarketing.com and mollygordon.com for these ideas. For more information visit:
www.frugalmarketing.com/dtb/kareanderson.shtml
www.mollygordon.com/resources/marketingresources/knit/crosspromotion.html

CONDUCTING SURVEYS

Charities and bingo halls are increasingly using customer surveys to learn more about what their players like and don't like about their bingo events and to test player reaction to changes in the bingo program. Changes in the number of sessions, changes in time, new offerings from the snack bar, renovations to the bingo hall and many other issues.

There are numerous online survey tools that allow you to survey players. The big advantage of these online tools is that you don't have to produce paper surveys, collect the surveys from players and manually collate the responses. Most of the online survey tools will analyze the results for you, produce results by question and produce charts and graphs to illustrate the survey results.

One of the most popular online survey tools is SurveyMonkey (www.surveymonkey.com).



The screenshot shows the SurveyMonkey website homepage. At the top, there is a navigation bar with links for Home, Take a Tour, Customers, and Plans & Pricing. The main content area features a large image of a smiling woman, Sheila Normile, a Market Researcher at Facebook, with the text: "SurveyMonkey makes it easy to conduct, manage and analyze research that drives our business forward." To the right of this image is a "Get Started Today!" section with two plans: "BASIC Plan" (Sign Up FREE) and "PRO Plan" (PRO Sign Up). Below this, there is a "CUSTOMER SUCCESS STORIES" section with logos for Campbell's, Lehigh University, MS, ((xM)), Samsung, Shaped Results, HealthPartners, and Shimco. A "FOLLOW US" section includes social media icons for Facebook, Twitter, LinkedIn, and RSS, along with a Facebook Like button showing 4625 likes. The footer contains links for Help, Tutorials, Answers & FAQs, and Contact Support, along with a language selector set to English.

CONDUCTING SURVEYS {cont'd}

SurveyMonkey offers a basic plan that is free to get you started and their PRO plans are relatively inexpensive for the benefits you get.

The tool is very easy to use and allows you to design your own surveys, post them for your players to complete and then analyze the results.

You could set up a computer right in your bingo hall, connect it to the Internet and let your players complete the survey right in the bingo hall. Perhaps consider offering a free coffee as an incentive for players to complete the survey online.

For those players that are not too savvy with computers and the Internet, SurveyMonkey will let you print a paper-based version of your survey and the players can still complete it by hand. SurveyMonkey has a manual data entry feature which will let you enter paper-based surveys in a few clicks so the results can be analyzed along with all online responses.

Player surveys are an increasingly important tool for charities and bingo halls to ensure they are tailoring their offerings to meet their players' needs. Online survey tools like SurveyMonkey are a great way to automate the data collection and analysis work and make the process even more efficient and fun for your players.



BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO

Social media – Facebook, Twitter, MySpace, etc. – is all around us and is increasingly being used by large and small businesses to market their products and services. If you look at advertisements from large companies and organizations, many are promoting their Facebook pages in addition to their corporate websites.

The reason companies and organizations are doing this is simple – they want to get the attention of the 500 million + users of Facebook and the 200 million + users of Twitter and have them buy their products and services.

Interestingly enough, studies have shown that small and medium-sized businesses and organizations have benefited the most from the use of social media tools. The reason for this success is most likely the fact that these companies and organizations don't have large marketing budgets or dedicated marketing resources and have chosen to focus their efforts on social media tools. Sound familiar?

Charitable bingo often lacks both the financial resources and human resources to be able to effectively market its gaming and entertainment experience to a wider audience of potential players. This Playbook update will provide practical examples and some best practices for charitable bingo to effectively use three social media tools:



Text Messaging



Twitter



Facebook

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Text Messaging

Text messaging is the simplest and one of the most effective forms of social media marketing.

Text messaging involves sending short messages to your players with cell phones to encourage them to visit your bingo facility, alert them to key information about your bingo event such as jackpots and tonight's caller, and inform them of any specials you might be offering.

This is a very effective form of contacting your players for several reasons:

1. At the end of December 2010, there were 24.5 million cell phones in use in Canada;
2. 75% of Canadian households have a cell phone; and
3. Canadians send 186 million text messages each day.

What these statistics tell us is that the vast majority of your players likely have a cell phone and they are probably used to receiving text messages from family and friends.

The great part about text messaging is that players do not need a computer or internet access to get your messages thus making it a more effective way to quickly reach more players. A similar campaign is possible using e-mail, however, not all players have a computer and internet access and not all players will have cell phones with e-mail capability. The most basic cell phone can receive text messages.

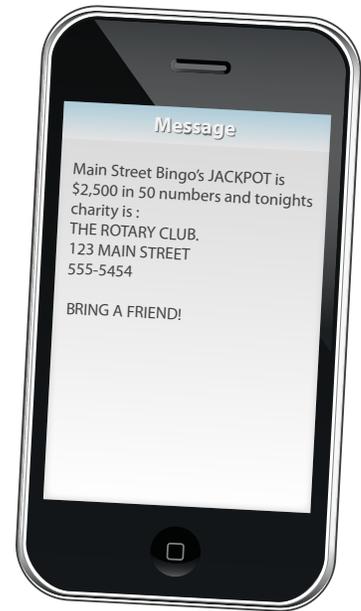
The other challenge with e-mail is that players may only have e-mail access at home and may not get your messages in time to respond to your invitation. E-mail campaigns are also more susceptible to spam filters that target what appear to be mass e-mails and unless your players have specifically added you to their "Safe Sender" list, your e-mails may not get through to your audience.

What are some Best Practices for Text Messaging?

1. You need to determine who will send the text messages? Such messages should always come from the same cell number so players will instantly recognize the sender of the message and not delete it thinking it is spam.

Ideally, the person you select should have a Blackberry, iPhone or other smart phone that includes a keyboard making it easy to type messages. Such devices generally include the ability to setup a distribution list of numbers so that you only have to type the text message once and it is automatically sent to all of the cell phone numbers on your distribution list.

The person coordinating the text messaging campaign should also have an unlimited text messaging plan on their phone to avoid any excessive charges.



(con't)

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Text Messaging

What are some Best Practices for Text Messaging? (con't)

2. You need to collect the cell phone numbers from your players. It is important to make sure you have their permission to send them text messages.

You can collect the cell phone numbers in three ways:

1. Use your player tracking software to request the cell phone numbers.
2. If you don't use player tracking software, we've included a form that you can use to request cell phone numbers (see page 68 of this section). Be sure to keep a copy of the form for your records.
3. Create a form on your website to collect cell phone numbers from players.

Advertise the fact that you are collecting cell phone numbers through your staff, charity volunteers, posters in your bingo hall, promotions on your website and announcements by your caller. Give players an incentive to give you their cell number such as a free dabber or free coffee to everyone who signs up.

3. Text messages are limited to 140 characters so you need to keep your messages short and to the point keeping the following in mind:
 - Immediately identify who you are in the text message so the player knows it is from you. If you don't identify yourself right up front, the player may think the message is spam and delete without reading.
 - Limit your messages to two key points that you want to convey such as the jackpot amount and the name of tonight's charity.
 - Include your address or telephone number in case the player wants more info or if the player forwards the text message to friends, your full info is there.

Here are some sample text messages:

Main Street Bingo's jackpot is \$2,500 in 50 numbers and tonight's charity is the Rotary Club. 123 Main Street, 555-5454. Bring a friend!

Lions Club Bingo caller is Joe. Doors open tonight at 6. Half price hamburgers. 10 Elm Street, 547-7485. See you there!

Fire Department is Bingo introducing Hot Balls tonight. Doors open at 6 at the Fire Hall. First 20 players get a free ticket. Don't miss out!

Our Town Bingo opens at 5:30 tonight with free buffet dinner for all players. 45 Spruce Street. Bingo starts at 7. Bring your friends!

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Text Messaging

What are some Best Practices for Text Messaging? (con't)

4. Give your players at least 8 hours notice of your bingo event so they have time to plan and make other arrangements if necessary. Avoid sending text messages after 10:00 P.M. and before 8:00 A.M.
5. If a player asks to be removed from your text message alert, promptly remove them, thank them for their patronage and let them know that they can always be added to the list in the future if they want. Not quickly removing someone who has asked to be removed from a list is a sure way to annoy players and potential players.
6. Do not send your players too many messages. Limit to one message per bingo event, make sure there is relevant content and information to them. If you inundate them with messages, they will begin to ignore them.
7. From time to time, offer a special prize or gift to players on your cell phone list only. This creates the "membership has its privileges" feeling amongst the players on your list and gives an incentive to others to share their cell phone number.

If you don't have the ability to implement a text messaging campaign, the same best practices can be used for an e-mail campaign with one exception. E-mails should be sent at least 24 hours prior to your event as this will give players with at home e-mail access only sufficient time to get your message and make arrangements to attend.

If you are going to use an e-mail campaign, be sure to send the email to yourself and blind copy (BCC) those in your distribution list so you are not publicly sharing the e-mail addresses of all the players in your list. You will need to remind players to add your bingo hall's e-mail address to their safe sender's list to ensure that your promotional messages don't get caught in their spam filter.



BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Twitter

Twitter is an information network. Millions of people, organizations, and businesses use it to discover and share new information.

On Twitter, anyone can read, write and share messages of up to 140 characters. These messages, or Tweets, are public and available to anyone interested in them.

Twitter users subscribe to your messages by following your account. Followers receive every one of your messages in their timeline, a feed of all the accounts they have subscribed to.

When you combine messages that are quick to write, easy to read, public, opt-in, and accessible anywhere, you have a powerful, real-time way of communicating.

As a charitable bingo, you can use Twitter to quickly share information about your bingo event, gather information about your players and hear what they think about your bingo event.

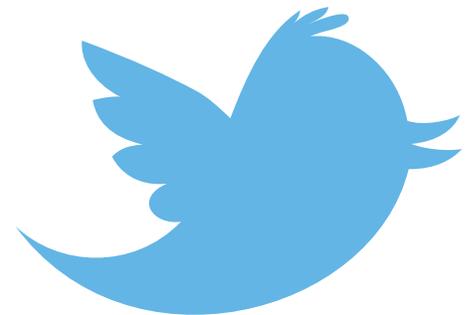
Twitter is somewhat similar to text messaging in that you use the short messages; however, there are many more positive attributes to using Twitter:

1. You can customize your Twitter page with your logo and other information related to your bingo event.
2. Players have an opportunity to post Tweets about their experience with your bingo hall and let others connected to them know about the great fun you can have at bingo.
3. You can post photos of events and players can upload photos to share with others.

What are some Best Practices for Twitter?

1. Take the time to carefully design your Twitter page providing as much information as you can about your bingo event, what you do with the funds that you raise, how much you have raised, your location, your website, telephone number, your food service, your logo, and a few photos of your location as well as your players having fun.
2. Use the resources on the Twitter website to help construct your Twitter page. Visit <http://business.twitter.com/>
3. Assign one person to update your Twitter page. This is a relatively easy task once your page is setup and once you get players following your Twitter page, you need to keep them engaged. There is nothing worse than setting up the page, getting players to follow you and then you never update the page. Don't set up a Twitter page unless you have the resources to update it regularly.
4. The same person who is updating the Twitter page should also monitor the "Tweets" from players and identify any issues that may need to be addressed directly with

(con't)



BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO

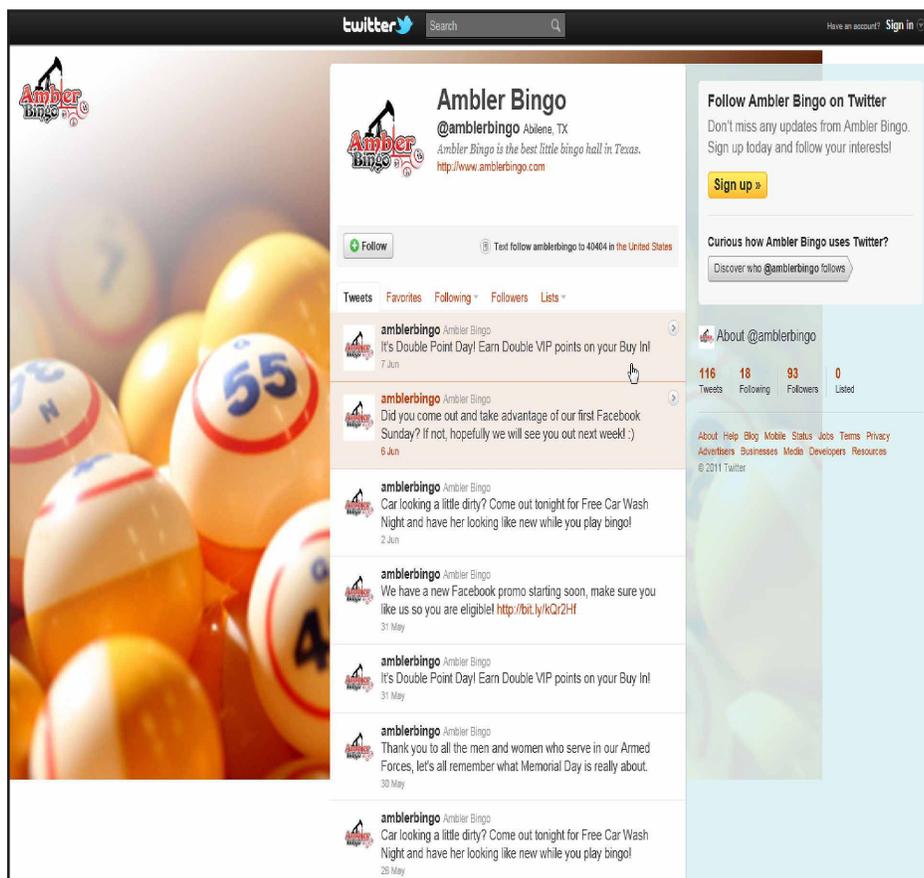


Twitter (con't)

players. While Twitter is great for promoting your bingo, a disgruntled player can also use Twitter to raise their issues in a public way. You need to be ready to respond. We have all heard and read the stories about disgruntled customers using social media to launch campaigns against companies over perceived bad service.

5. Your Twitter page should be updated at least 8 hours in advance of your bingo event to give your players time to review the Tweets and re-arrange their schedule if necessary in order to attend.
6. Advertise your Twitter page via your staff and volunteers, a link from your website, with posters in your bingo hall and through announcements from your caller. Encourage players to “Follow” your Twitter page and provide those who do with an opportunity to win a special prize.

Following are some examples of bingo halls using Twitter to get information about their bingo event to players and potential players.

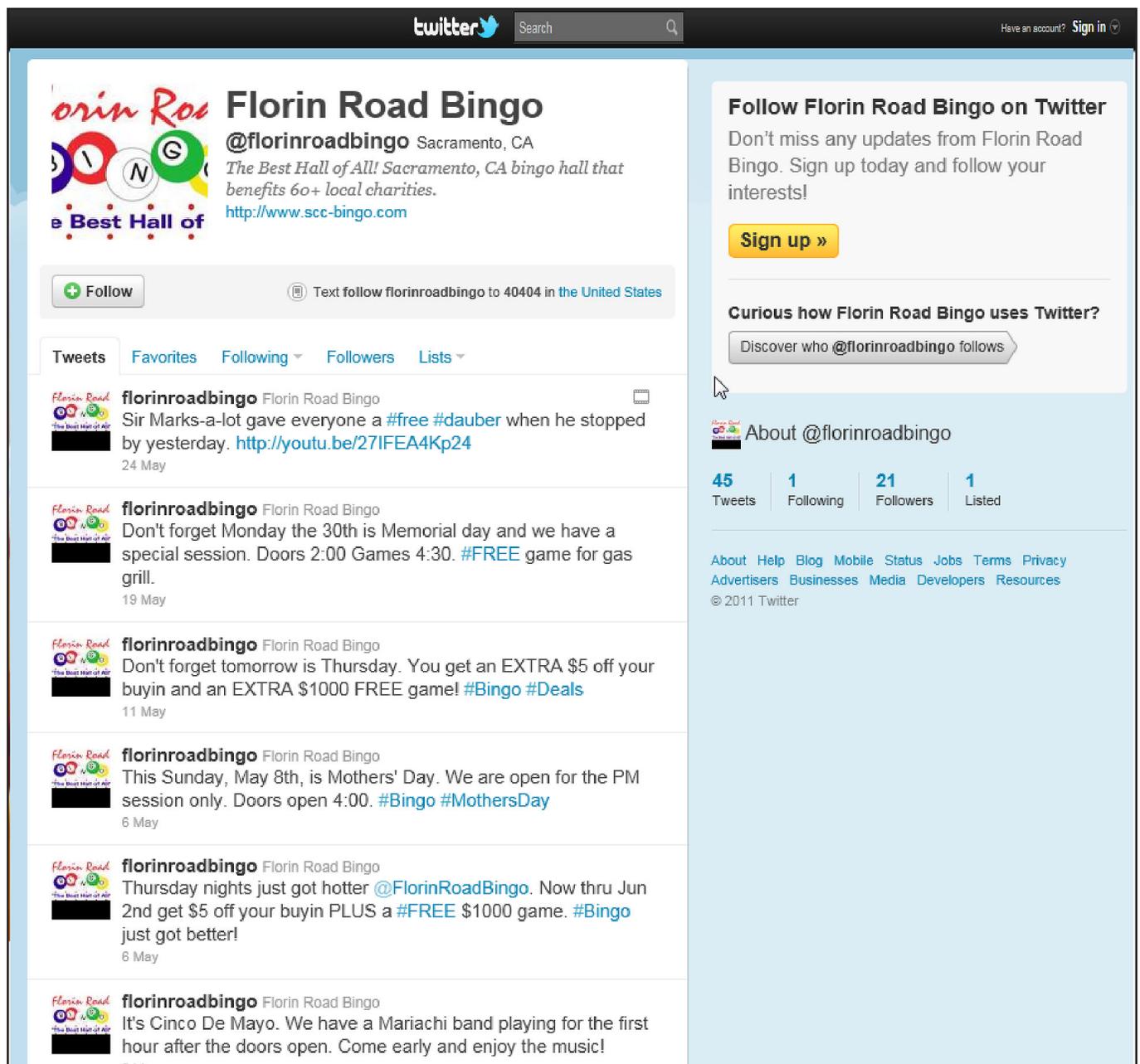


Visit <http://twitter.com/#!/amlerbingo> for more information

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Twitter Page Examples (con't)



Florin Road Bingo @florinroadbingo Sacramento, CA
The Best Hall of All! Sacramento, CA bingo hall that benefits 60+ local charities.
<http://www.scc-bingo.com>

Follow Text follow florinroadbingo to 40404 in the United States

Tweets Favorites Following Followers Lists

florinroadbingo Florin Road Bingo
Sir Marks-a-lot gave everyone a #free #dauber when he stopped by yesterday. <http://youtu.be/27IFEA4Kp24>
24 May

florinroadbingo Florin Road Bingo
Don't forget Monday the 30th is Memorial day and we have a special session. Doors 2:00 Games 4:30. #FREE game for gas grill.
19 May

florinroadbingo Florin Road Bingo
Don't forget tomorrow is Thursday. You get an EXTRA \$5 off your buyin and an EXTRA \$1000 FREE game! #Bingo #Deals
11 May

florinroadbingo Florin Road Bingo
This Sunday, May 8th, is Mothers' Day. We are open for the PM session only. Doors open 4:00. #Bingo #MothersDay
6 May

florinroadbingo Florin Road Bingo
Thursday nights just got hotter @FlorinRoadBingo. Now thru Jun 2nd get \$5 off your buyin PLUS a #FREE \$1000 game. #Bingo just got better!
6 May

florinroadbingo Florin Road Bingo
It's Cinco De Mayo. We have a Mariachi band playing for the first hour after the doors open. Come early and enjoy the music!
6 May

Follow Florin Road Bingo on Twitter
Don't miss any updates from Florin Road Bingo. Sign up today and follow your interests!

Sign up »

Curious how Florin Road Bingo uses Twitter?
Discover who @florinroadbingo follows

About @florinroadbingo

45	1	21	1
Tweets	Following	Followers	Listed

About Help Blog Mobile Status Jobs Terms Privacy Advertisers Businesses Media Developers Resources
© 2011 Twitter

Visit <http://twitter.com/#!/florinroadbingo> for more information

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Twitter Page Examples (con't)



The screenshot shows the Twitter profile for NCS Bingo (@NCSBingo). The profile header includes a red egg-shaped profile picture, the name "NCS Bingo", the handle "@NCSBingo", location "Norwalk, Oh, USA", and website "http://ncsbingo.com". Below the header is a "Follow" button and a text follow link. The main content area displays a list of tweets from the account, including announcements about bingo events, cancellations, and a memorial notice. The right sidebar features a "Follow NCS Bingo on Twitter" section with a "Sign up" button, a "Curious how NCS Bingo uses Twitter?" section with a "Discover who @NCSBingo follows" button, and an "About @NCSBingo" section showing 39 tweets, 2 following, 15 followers, and 0 listed.

Visit <http://twitter.com/#!/NCSBingo> for more information

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



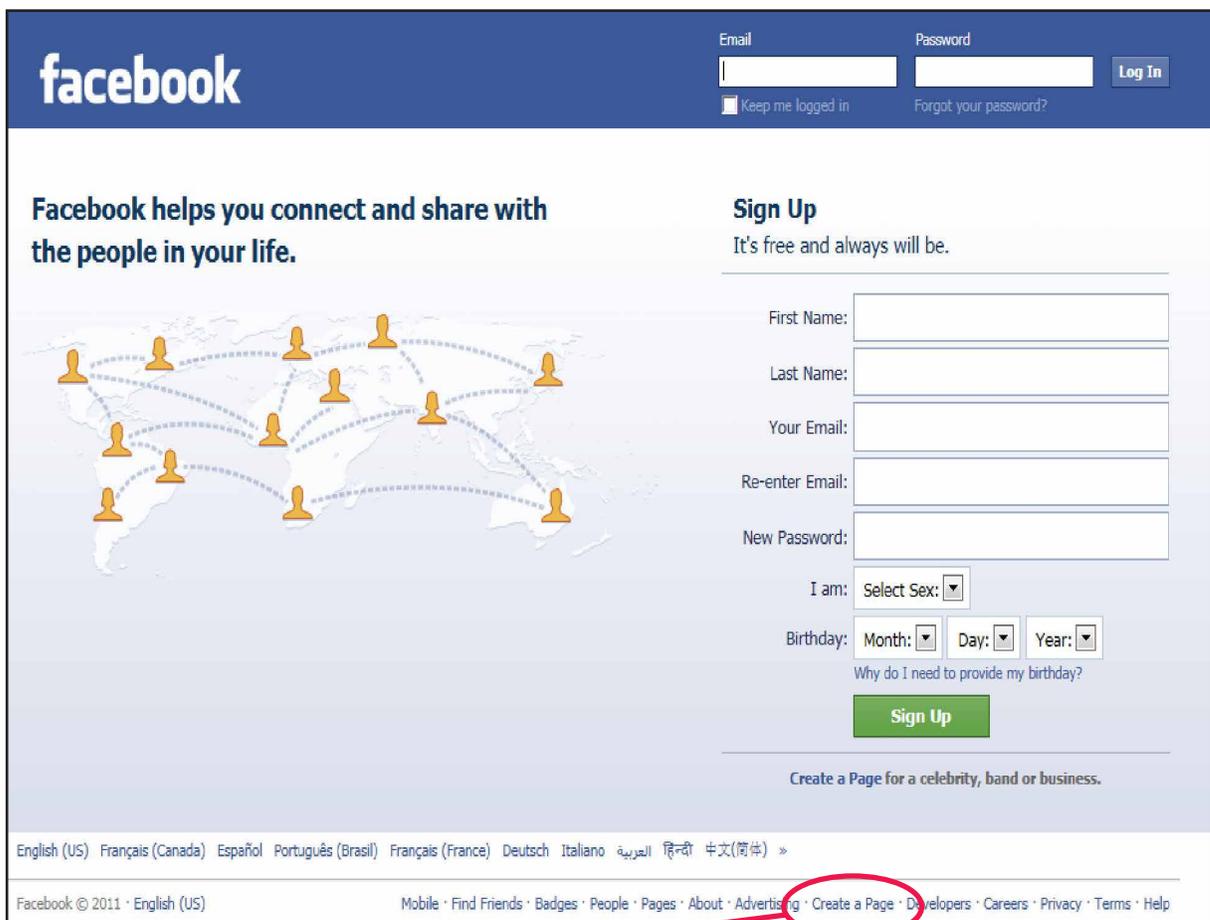
Facebook

With 500 million + users, Facebook boasts a user base bigger than the population of almost every country in the world with the exception of China and has become the social media tool.

Facebook is relatively easy for any charitable bingo organization to setup a page and begin interacting with your players and attracting potential new players.

There is an interactive tool on Facebook at www.facebook.com to help you setup your page:

*NOTE: You will need to have a Facebook account in order to login and create your page.



facebook

Email Password [Log In](#)

Keep me logged in [Forgot your password?](#)

Facebook helps you connect and share with the people in your life.

Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthday:

[Why do I need to provide my birthday?](#)

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)

English (US) Français (Canada) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体) »

Facebook © 2011 · English (US) [Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

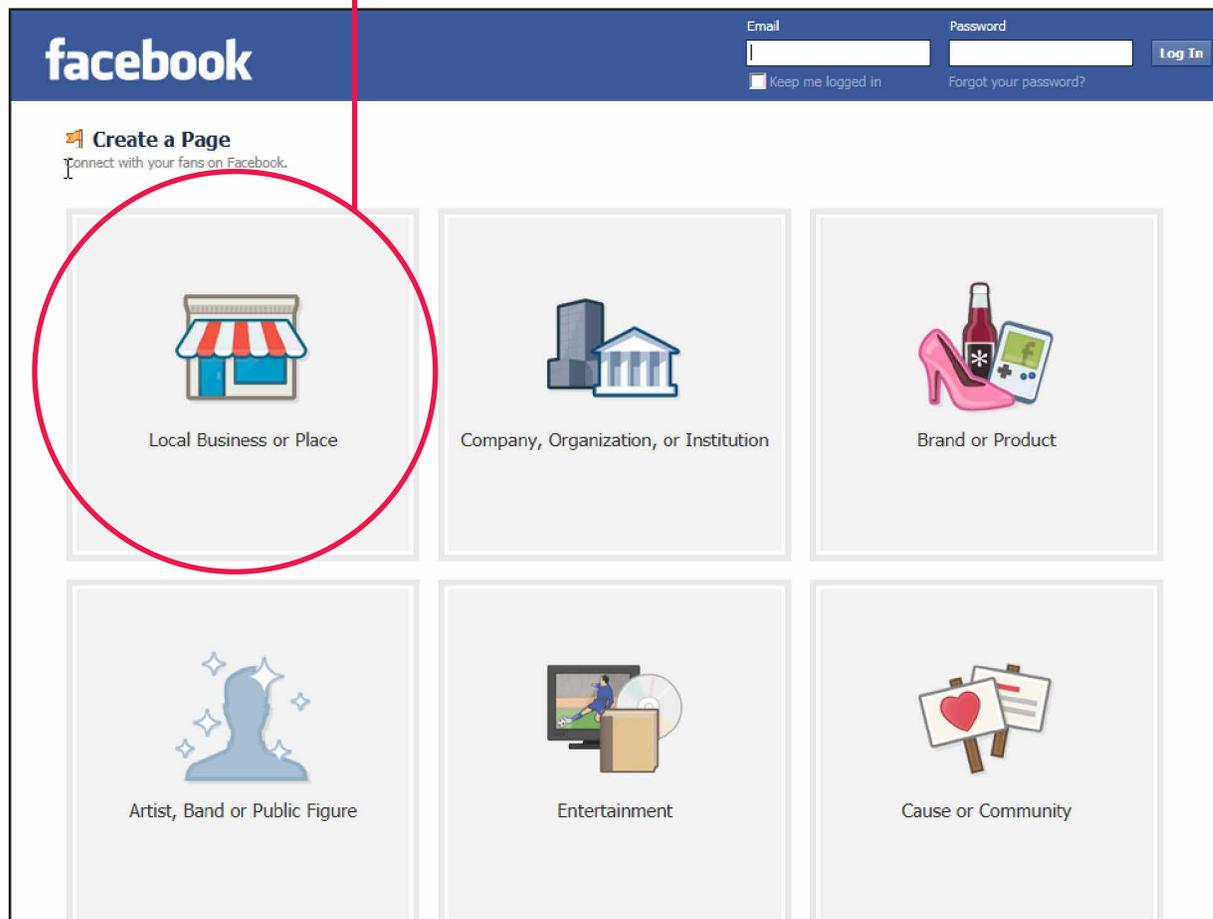
Click the link to “Create a Page” which opens up a tool to help you create your Facebook page.

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Facebook (con't)

Click on the link to “Local Business or Place” and begin creating your Facebook page.



The following pages contain the detailed information on creating a Facebook page.

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



facebook

Pages Manual

Facebook Pages

More than 20 million people connect with Pages every day. Make sure they are connecting with you.

Facebook Pages are a free product for organizations and public figures to connect with people on Facebook in an official, public manner. With over 400 million global users on the site every month, Pages have created more than 5.3 billion connections.

The following guide provides step-by-step instructions to create a basic Facebook Page. Before you get started, below are some key definitions to understand how Facebook Pages work.

Key Definitions

Facebook Page: Pages are for organizations, businesses, celebrities, and bands to broadcast great information to fans in an official, public manner.

Profile/User Account: A Facebook profile is intended to represent an individual person to connect with their friends and share information about their interests.

Administrator: A page administrator, or admin, controls the content and settings of a group and must administer the page via a personal profile.

Applications: A set of Facebook or third-party developed applications that can be added to a profile or page to increase engagement and enhance content.

News Feed: Top News aggregates the most interesting content that your friends are posting, while the Most Recent filter shows you all the actions your friends are making in real-time.

Wall: The Wall is a central location for recent information posted by you and about you. It's where you keep your up-to-date content, and where Fans can contribute.

Publisher: The Publisher lets you share content on Facebook and is located at the top of both your home page and on your profile.

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



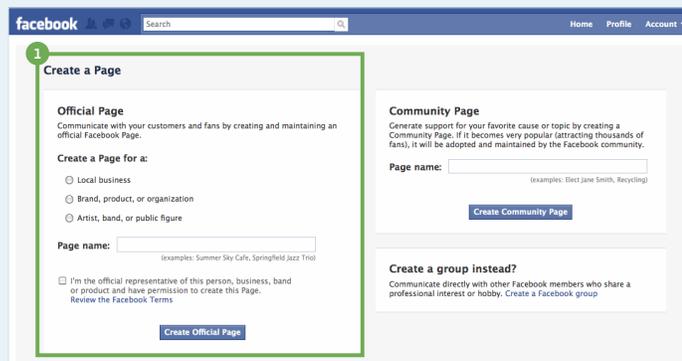
facebook

Pages Manual



Build a Page: Get Started

- 1 If You Already Have a Profile
Go to www.facebook.com/page to get started.
- 2 If You Do Not Have a Profile
Click the Create a Page link to create a Profile and Page together.
The Profile you create will automatically be the Administrator of the Page.



www.facebook.com/Pages



Create a Page - www.facebook.com

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



facebook
Pages Manual

Build a Page: Adding Content

- 1 Add a Page Photo and adjust the thumbnail. Wave over the top right corner of the picture box and click the Pencil.
- 2 Add some text here that tells users a little info about your organization or public figure. Double click inside the box to edit this section.
- 3 This section is an important summary of your organization or public figure. Click this tab and then the Edit Information link.

facebook
Home Profile Account

1

Edit Page
Promote with an Ad
Add to My Page's Favorites
Suggest to Friends
View Pulse

2 Write something about your organization or Public Figure.

Insights See All

0 Post Quality
0 Interactions This Week

Insights are visible to page admins only.

Facebook Pages Guide Like

Wall **Info** Photos Discussions Reviews

What's on your mind?

Attach:

Facebook Pages Guide + Fans Facebook Pages Guide Just Fans Settings

RECENT ACTIVITY

Facebook Pages Guide Joined Facebook.

Facebook Pages Guide Thanks for checking out our Page!

2 seconds ago • Comment • Like
84,973 Impressions • 0.13% Feedback

35 people like this.
View all 73 Comments.

Write a comment...

Edit your Profile Picture

Upload a Picture
Take a Picture
Choose from Album
Edit Thumbnail
Remove your Picture

Edit your Profile Picture
Add a new page photo

Edit Thumbnail

Thumbnail Version

Drag the image to adjust.

We use this version of your picture around the site.

Save Cancel

Portion of Page Photo
Make sure you edit the thumbnail to a viewable portion of your photo.

Edit Information

Edit your Page Information

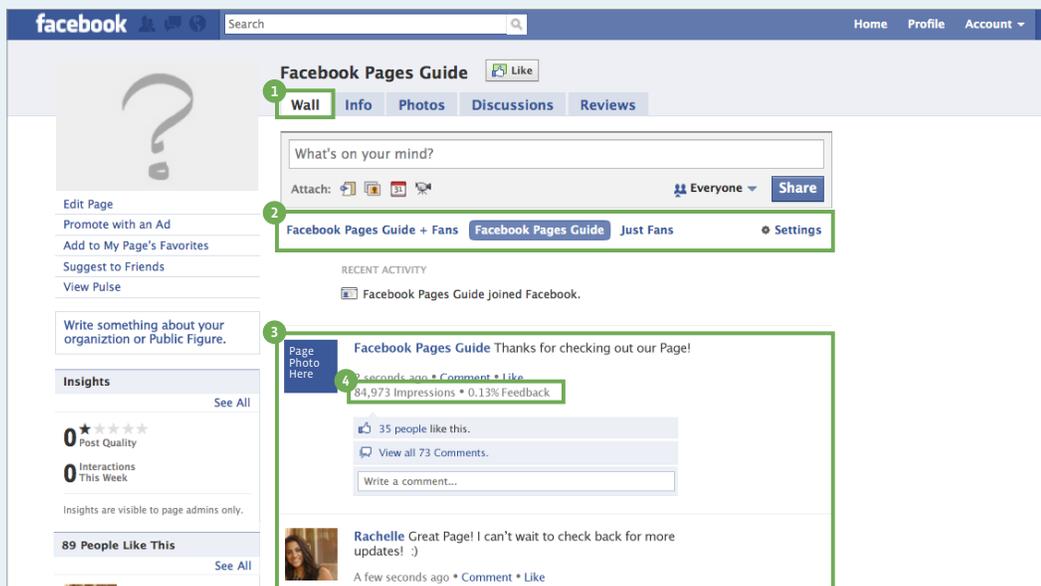
To get started, visit <http://www.facebook.com/page> Pages Manual | 3

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Build a Page: The Wall

- 1 The Wall is the place where your Updates are displayed in chronological order, with the latest Updates at the top.
- 2 You can adjust how your Wall appears to viewers of your Page. This will allow you to display just your posts or your posts mixed with fan posts.
- 3 This is the space where all of your activity will show. When you make a Status Update or share a photo, it will display here in chronological order.
- 4 Wave your cursor over these stats to see what they mean.



The screenshot shows the Facebook Pages Guide interface. A green box labeled '1' highlights the 'Wall' tab in the navigation menu. A green box labeled '2' highlights the 'Facebook Pages Guide + Fans' dropdown menu. A green box labeled '3' highlights the main post area. A green box labeled '4' highlights the statistics for a post: '64,973 Impressions • 0.13% Feedback'.

Number of Comments and Likes per impression
0.17% Feedback

Raw number of times this story has been seen on your Wall and in the News Feed of your Fans
1,314,585 Impressions - 0.17% Feedback

Stats
Waving your cursor over Feedback and Impressions will show you what each stat means

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



facebook
Pages Manual

Build a Page: Understand the Features

- 1 The Like button is how users connect to your Page. When a person clicks “Like”, a News Feed story is generated and shared with their friends, “Sally likes Your Page.”
- 2 These are your Page tabs. The pre populated tabs may vary depending on your Page Category but every Page has Wall and Info. You can move a tab, delete a tab, and add a tab.
- 3 This is the Publisher. Use this box to create an update to your fans. Type the text in the box and click “Share”. This message will show up on the Page Wall and in users’ News Feeds.

Page Tabs

Move a Tab

Delete a Tab (none of these actions can be taken on the Wall or Info Tabs)

Add a tab

Publisher

Use these shortcuts to add content to your Update

Customize your post to display to certain Languages or Locations

To get started, visit <http://www.facebook.com/page> Pages Manual | 5

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



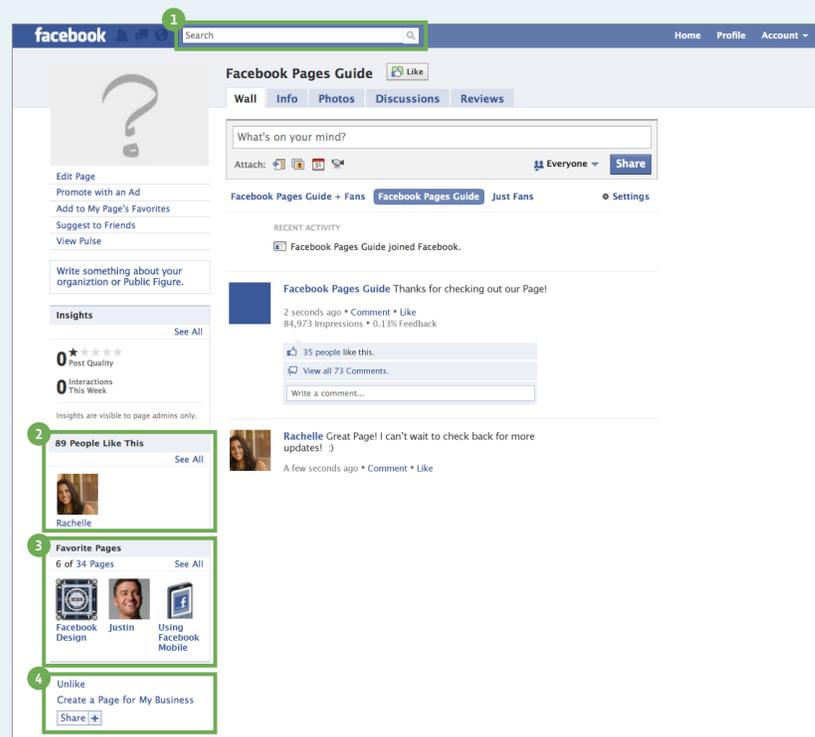
facebook

Pages Manual



Build a Page: More Features

- 1 You can always find your Page by typing the Page Name into the Search Box.
- 2 "People Who Like This" box shows the number of people connected to your Page as well as 6 random thumbnails photos of your connections.
- 3 "Favorite Pages" box shows other Pages you would like to cross promote. They could be organizations or public figures you are affiliated with or other Pages you just like. To add Pages, click the **Add to My Page's Favorites** link on the Pages you would like to add.
- 4 These features allow people connected to your Page to remove themselves, create their own Page and share your Page with their Friends.



BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



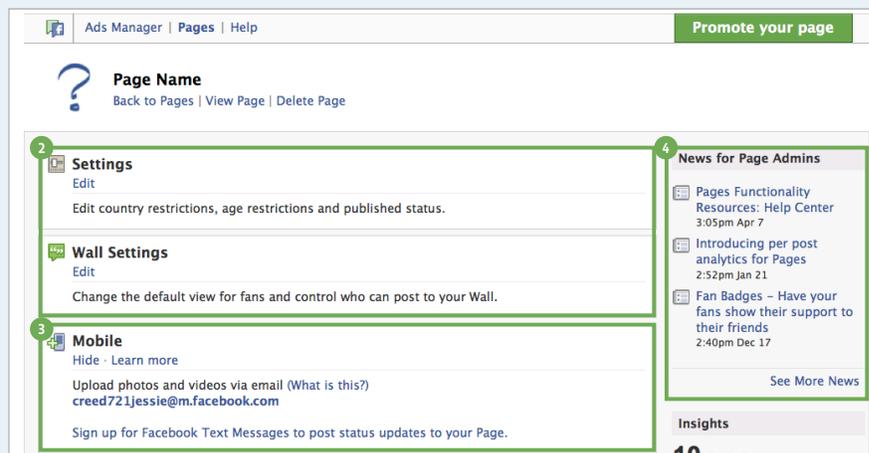
facebook

Pages Manual



Edit Settings: The Basics

- 1 Click the Edit Page link underneath the Page photo to open up your Settings Page.
- 2 Open up each of these three sections to set-up your Page settings for your needs.
- 3 Link your Page with your Mobile device. Add the Page's unique email address to your mobile device to send mobile photos straight to your Page Wall. You can also add your Mobile device to your Page for Status Updates by texting "f" to 32665 (FBOOK). After the Page is linked with your mobile number, send a text to 32665 (FBOOK) to post an Update to your Wall.
- 4 This window displays news and product updates for all Page admins directly from Facebook.



BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



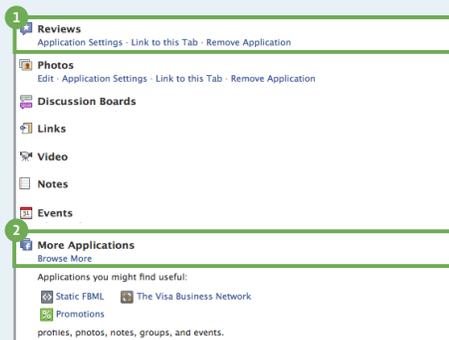
facebook

Pages Manual



Edit Settings: Applications and Admins

- 1 These are the applications are added to your Page when you first create it. From click on the links below each app to take further actions.
- 2 Facebook is an open platform and allows third party developers to build applications that could be useful for you Page. Here you can browse through the Application Directory and check out applications Facebook thinks you may find useful.
- 3 You are able to add more admins here. Once another person confirms your request to become an admin on your Page, their name and thumbnail photo will show here. You can remove an admin from this section as well.

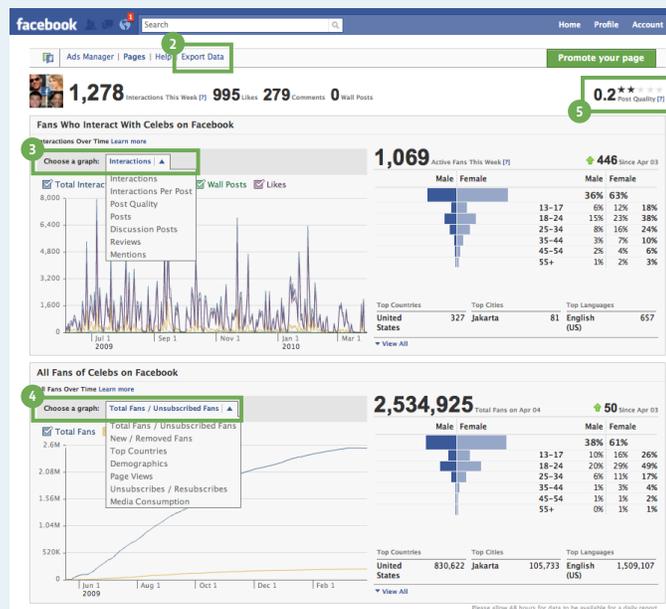


BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Get Insights: People Connectin

- 1 This snapshot shows key insights on your Page. Click "See All" for an in-depth look. Note, this information cannot be seen by users, only admins.
- 2 Page Admins can export most of these insights to an Excel or CSV file.
- 3 Check out the different ways in which people interact with your Page.
- 4 Understand what type of people are connected to your Page.
- 5 Post Quality ratings show the quality of your posts in driving interaction from users.



BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



facebook

Pages Manual



Resources

From your Page Manager you can view all of the Facebook Pages that you created or administer. You can always access your Page Manager by visiting:

<http://www.facebook.com/pages/manage/>

Visit these Pages and the “Resources” tab on each Page to learn how to optimize your Page.

- facebook.com/influencers
- facebook.com/nonprofits
- facebook.com/marketing
- facebook.com/education
- facebook.com/government

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Once you have setup your Facebook page, you need to promote it to your players and encourage them to “friend” you and follow the page. Here are some possible strategies:

1. Add a link to your Facebook page on your website.
2. Include your Facebook page address in all of your external advertising.
3. Put up posters in your bingo hall advertising your page and encouraging players to “friend” you.
4. Have your staff, volunteers and players make announcements in the hall.
5. Organize a promotion to encourage players to “friend” your Facebook page and give them a reason to do so.
6. If possible, have a computer running during your bingo event with your Facebook page to let players look at the content, immediately “friend” you and qualify for any contests you might have.

Facebook Best Practices

1. Assign one person to update your Facebook page. This is a relatively easy task once your page is setup and once you get players following your Facebook page, you need to keep them engaged. There is nothing worse than setting up the page, getting players to follow you and then you never update the page. Don't set up a Facebook page unless you have the resources to update it regularly.
2. The same person who is updating the Facebook page should also monitor the posts from players and identify any issues that may need to be addressed directly with players. While Facebook is great for promoting your bingo, a disgruntled player can also use Facebook to raise their issues in a public way. You need to be ready to respond. We have all heard and read the stories about disgruntled customers using social media to launch campaigns against companies over perceived bad service.
3. Your Facebook page should be updated at least 8 hours in advance of your bingo event to give your players time to review the Facebook and re-arrange their schedule if necessary in order to attend.

Following pages contain examples of bingo halls using Facebook

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



The screenshot shows the Facebook interface for the "Belleville Lions Bingo Hall" page. At the top, there is a navigation bar with the Facebook logo, a search bar, and login options for Email and Password. Below the navigation bar, a green "Sign Up" button is visible. The main content area features the page's profile picture (the Lions International logo) and a "Wall" tab. The wall displays several posts: a post from the organization about a "VICTORIA DAY WEEKEND!!" event on May 21, 22, and 23; a comment from Linda Brant; a comment from Ashley Shattraw; and a post from Donna Hughes. A "RECENT ACTIVITY" section shows that the page joined Facebook. The footer contains copyright information and various utility links.

facebook

Email Password [Log In](#)

Keep me logged in [Forgot your password?](#)

[Sign Up](#) Facebook helps you connect and share with the people in your life.

 **Belleville Lions Bingo Hall** [Like](#)

Organization

Wall Belleville Lions Bingo Hall · [Top Posts](#)

 **Belleville Lions Bingo Hall** [Victoria Day WEEKEND!!](#) [X](#)

MAY 21,22,23...

King or Queen WEEKEND!! one lucky customer will become the King or Queen of the bingo session!! giving them a chance at winning bingo hall gift certificates :)
May 18 at 3:43pm · [Like](#) · [Comment](#)

[Like](#) Linda Brant likes this.

 **Ashley Shattraw** aww man i gotta call on monday night.... lets hope i dont forget ha
May 20 at 7:58am · [Like](#) · [1 person](#)

 **Donna Hughes**
are you going to be using this to post comming events for the Bingo..
May 10 at 6:47am · [Like](#) · [Comment](#)

 **Belleville Lions Bingo Hall** yes
May 10 at 7:28am

RECENT ACTIVITY

 Belleville Lions Bingo Hall joined Facebook.

There are no more posts to show.

Facebook © 2011 · English (US) [Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



The screenshot shows the Facebook interface for the 'Angel Gate Bingo Hall' group. At the top, there is a navigation bar with the Facebook logo, a search bar, and login options for Email and Password. Below the navigation bar, there is a 'Sign Up' button and a message: 'Angel Gate Bingo Hall is on Facebook. Sign up for Facebook to connect with Angel Gate Bingo Hall.'

The main content area features a cover photo of bingo balls with the text 'Angel Gate BINGO!'. Below the cover photo, there is an 'Information' section with the following details:

- Category: Organizations - Clubs & Societies
- Description: This group is for the friends and staff of the Angel Gate Bingo Hall in Penetang, Ontario, Canada.
- Privacy Type: Open: All content is public.

Below the information section, there is an 'Admins' section with one admin listed: Deb. The 'Members' section shows 6 of 67 members, with a 'See All' link. Below the members section, there is a 'Report Group' link.

The main content area displays a list of posts from the group. The posts are:

- Justin Ishibashi** w00t! helloooo...oooo...ooo...oo...o
March 27, 2010 at 12:09am · Like · Comment
- Tia Volta** I'm Loving This Game. Soooo Sweet, Love It
£25 Free for New Bingo Players
In your first 48 hours of online play at William Hill Bingo, any bingo tickets or strips bought count towards your target. Spend £10 in this period and you'll get a bingo bonus of £25!
...
See More
- William HILL BINGO** Join William Hill Bingo
January 19, 2010 at 7:13am · ·
- Natasha Ward** really eh..lol,i can almost hear an eco its so dead...lol
September 19, 2009 at 6:07pm · Like · Comment
- Justin Ishibashi** nobody says nuffin here? WTF!!!!???? c'mon pfft
September 10, 2009 at 6:04pm · Like · Comment
- Justin Ishibashi** wat up..lol :o)
October 6, 2008 at 10:29pm · Like · Comment
- Natasha Ward** yooo....
whats up
June 4, 2008 at 1:18pm · Like · Comment
- Amanda Crippin** Haha Nicole!!
December 13, 2007 at 9:01pm · Like · Comment
- Nicole May Marie Pilon** THE RUNNER PRINCESS? WTH? hahaha
December 4, 2007 at 9:39am · Like · Comment

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



facebook

Email

Password

Login

Keep me logged in

Sign Up

Facebook helps you connect and share with the people in your life.

Wall

- [Info](#)
- [Photos](#)
- [Discussions](#)
- [Reviews](#)

About

Playing Bingo 5 days a week.
Wednesday FOP Early Birds @ 6
Regular 6:30 T...

[More](#)

3 check-ins

343 people like this

[Create a Page](#)

[Report Page](#)

[Share](#)

Redmen Bingo Hall Like

Local Business · Huntington, West Virginia

CUSTOMER APPRECIATION NIGHT				
0,000 Plus Payc				

Wall
Redmen Bingo Hall · Top Posts ▾

Redmen Bingo Hall

Don't forget we will be playing bingo tomorrow, regular game starts at 6:30

December 24, 2010 at 12:17pm via iPhone · Like · Comment

Trevia Mc Donald Williams

we will be there this weekend from Rushville In.

March 1 at 3:20pm · Like · Comment

Redmen Bingo Hall

Tonights special, all games doubled, except add em up and block of nine.

December 23, 2010 at 7:34am via iPhone · Like · Comment

Phyllis Boyce likes this.

RECENT ACTIVITY

✎ Redmen Bingo Hall edited their [Phone](#) and [About](#).

Redmen Bingo Hall

\$4000 jackpot on the 4 leaf clover tonight

December 22, 2010 at 9:37am via iPhone · Like · Comment

Redmen Bingo Hall

Block of nine

December 22, 2010 at 10:35am

Redmen Bingo Hall

Only 2 more days till the big special.

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Reminders for Use of Social Media

A recent article in the Spring 2011 edition of Canadian Gaming Business entitled “Increasing Customer Loyalty Through Social Media” by Brett Bell gives us three tips for using social media like Facebook, Twitter, or text messaging to build greater loyalty amongst your players:

1. Social media is a great way to engage your players directly by running your in-house promotions on your website, via your Facebook page, through your Twitter account or using text messaging.
2. You need to create a sense of “community” with your online presence by joining conversations with players online and by allowing players to upload content for contests, chat with other players and share their experiences at your game.
3. Give your players a reason to interact by offering something exclusive to players who connect with you via your Facebook page, Twitter or text messaging.

Don't Think You Have Anyone to Manage your Facebook or Twitter Activities?

Try checking with a local high school or community college for students who may be willing to setup and maintain your Facebook page or Twitter page in return for a small honourarium or for credit towards volunteer hour requirements. Many local high schools or college programs have volunteer hour requirements for their programs and who better to get to set up your social media presence than the very age groups that are the major users of social media.

You could even ask the business school at your local college to consider a project to see if they could drive new traffic to your bingo event through social media such as Facebook and Twitter. The results could be very interesting and build a strong social media presence for your organization!

If you have sufficient marketing and promotional funds, consider outsourcing the creation and maintenance of your social media presence. There are many advertising and marketing firms that can develop and execute a professional social media marketing plan for you.

BEST PRACTICES FOR THE USE OF SOCIAL MEDIA TOOLS FOR CHARITABLE BINGO



Consent Form for Text Messages

I, _____, consent to text
(NAME OF PLAYER)

messages being sent to my cell phone # _____
(PLAYER CELLPHONE)

by _____ to provide me with
(BINGO HALL)

information regarding this bingo facility only.

_____ agrees not to disclose
(BINGO HALL)

my cell phone number to any other party without my express written consent.

I acknowledge that I am responsible for any charges that may be levied by my cell phone provider and may request at any time to stop receiving text messages.

PLAYER SIGNATURE

DATE

WHAT HAPPENS WHEN IT GETS TOO EXPENSIVE TO PLAY?

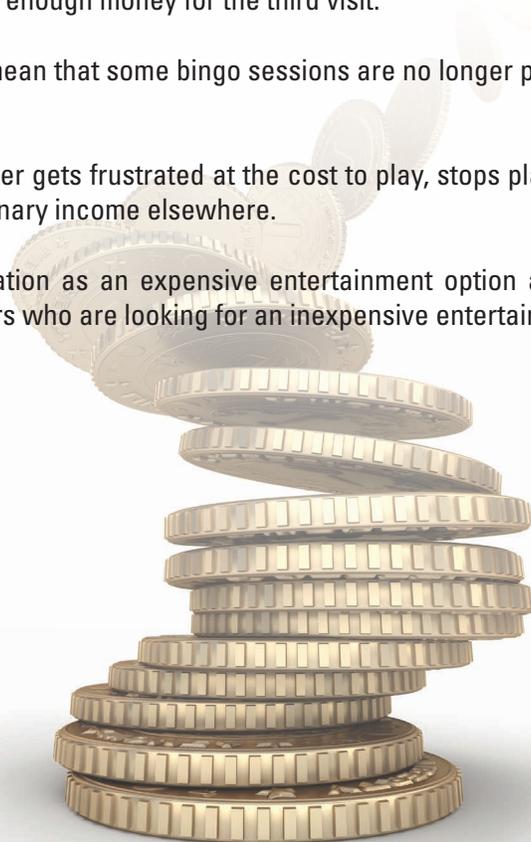
Across Canada, the cost to play bingo has increased significantly in the last five years. Players are responding positively to many new games being offered including:

- Higher fixed prizes
- Progressive bingo games
- Electronic bingo verifier handsets
- Bingo event games/seal card games
- Progressive bingo event games/seal card games

All of these new games and initiatives have combined to make it more expensive for the average player to come out for an evening of entertainment and fun at bingo events. As all players want to have a chance to win, they are trying all of the different games available and their spend naturally increases.

What happens when it gets too expensive to play?

- Frequency of play drops – the player who came three times a week is only coming twice a week as he/she doesn't have enough money for the third visit.
- Fewer visits might mean that some bingo sessions are no longer profitable and jackpots take longer to grow.
- The occasional player gets frustrated at the cost to play, stops playing all together and spends his/her limited discretionary income elsewhere.
- Bingo gets a reputation as an expensive entertainment option and it becomes harder to attract potential new players who are looking for an inexpensive entertainment experience.



WHAT CAN WE DO?

There are several steps that licensees and bingo hall operators should take:

1. Track total average player spend by session, day, week and month. Compare it and analyze it weekly looking for trends and identify why the trends are happening. Know what is happening in your bingo hall, why it is happening and be prepared to act.
2. If you can track individual player spend through player tracking cards or other loyalty programs, look for the individual trends and try to figure out what is driving the spend.
3. Manage your program effectively. You need to offer a wide variety of games to keep all players engaged but also consider the following opportunities to manage the spend:
 - i) Don't let progressive jackpots on bingo games, bingo event games or seal card games get too high. High jackpots can increase the spend as players chase the larger prizes. Paying out jackpots more frequently, at lower levels, has the added benefit of sending more players home as winners.
 - ii) Limit the number of progressive games you have in your program.
 - iii) Introduce a few bingo ODDS style games (such as Triangle Bingo) that offers the larger prize but only a one in ten chance of winning – it the perceived value by the customer... the opportunity to win big!
 - iv) Limit the number of bingo event games or seal card games you sell in a session. Identify the ideal spend that you want to achieve per session that gives your players the entertainment they looking for and achieves your revenue goals, monitor the crowd size and adjust the number of games you sell to achieve the ideal spend. Players will complain initially, however, they will adjust eventually.
 - v) Consider only playing one or two games of progressive bingo event game or seal card game during a session and then play stand-alone games for the rest of the session. This gives the players a chance to win a higher jackpot but also limits the growth of the jackpot and can help manage the spend.
 - vi) Consider running two jackpots at the same time on a progressive bingo event game or seal card game, awarded at different times (a primary jackpot and a builder jackpot). This helps limit the growth of the jackpots and also evens out the sales as we all know that once the jackpot is won, sales tend to drop off until the progressive jackpot builds again.

WHAT CAN WE DO? {cont'd}

- vii) If you can use cash board games in your market, consider using these games in place of a progressive bingo event game or seal card game. Cash board games have the attraction of a higher prize than a traditional stand alone game without the potential for a large jackpot to grow and really drive up the spend.
 - viii) Have a limited number of electronic bingo verifier handsets available and limit the number of card faces that a player can buy. This will help address the spend. Also, consider some bingo sessions with no handsets available to make for a less expensive evening.
4. Some licensees and bingo hall operators are also offering a low cost session where they don't offer electronic bingo verifier handsets or jackpot games and simply offer a basic bingo program ("Back to Basic Bingo" or "Old Fashion Bingo").

SHORT-TERM GAIN VS. LONG-TERM CONSEQUENCES

It is a challenge to manage the spend when we have players that want to spend their money on the games we offer, and especially on new games such as bingo event games which do have a significant impact on the spend. It is tough to turn down money from players that want to give it freely and of course it helps everyone's bottom line immediately.

As an industry, we have to think long-term and recognize that if frequency of play continues to drop and/or we lose players entirely, we'll have an even bigger challenge on our hands. Finding new players is a challenge and we need to keep the ones we have and keep them coming back regularly.

Taking more money out of an increasingly smaller number of players is not a prescription for long term success.

Your Arrow Games/Bazaar & Novelty representative will work with you to design effective bingo programs to keep your players entertained, create more winners and help manage the spend.



VS.



THE BINGO CUSTOMER EXPERIENCE

In 2012, the Commercial Gaming Association Ontario (CGAO), the association of bingo centre operators in Ontario, presented “The Customer Experience: What You Need to Know” about the bingo player and their experience.

CGAO has kindly allowed Arrow Games/Bazaar & Novelty to include a summary of the material as part of our Play Book. A complete copy of the presentation of this material can be downloaded from CGAO’s website at http://www.cgao.ca/docs/Communications/2012/The_Customer_Experience.pdf.

“The Customer Experience: What You Need to Know” identified the best customer prospects for bingo as:

- Women aged 18-44
- Average education
- Employed on a full or part-time basis
- Socially active
- Enjoy games of chance

While this does not suggest ignoring the existing customer base, the future success of charitable bingo lies in its ability to attract, and retain these best prospects.

The presentation identifies the concept of “Social Me Time” – the time when women can leave the pressures of daily life behind and indulge themselves. When they can have time to themselves, but feel part of a community of like-minded individuals. When they can kick back with friends in a comfortable environment, have some fun, have a bite to eat, and participate in the games of chance that they love. And, when they leave, they feel that they have indeed treated themselves to an afternoon/evening out and have received good value for their money.

Here are some suggested ways to attract this group of potential bingo players.

1. Bingo centres should use their marketing dollars to promote a visit to their centre as a social outing.

Consider the following ideas:

- Focusing on the benefit to the customer and targeting a complete afternoon/evening out (food, fun, friends, and gaming)
- A “weekly girls night out”
- Consider promotions that involve multiple players



THE BINGO CUSTOMER EXPERIENCE {cont'd}

2. From the moment customers arrive at the entrance, they want to feel welcomed and comfortable.

Consider the following ideas:

- Well-maintained exterior of the building
- Well-lit parking lot
- No smoking at the entrance
- Good signage in female appealing colours (pink/pastel hues)
- Someone greeting players as they enter
- Point-of-sale materials using non-bingo lingo
- Clear signage to direct players to where they buy their cards, their bingo event games, food, etc.
- Comfortable seating
- Good sound system
- An area where players don't have to be totally quiet
- Spotlessly clean, appealing and well-stocked washrooms



3. A major part of 'going out' is not having to prepare a meal – these women cook (for themselves and/or family) every day so having someone cook for them is truly a treat – and part of indulging oneself.



Consider the following ideas:

- Tasty food offerings with some health-conscious options
- A signature item that your bingo centre is "famous" for and highlight it in promotions
- Appetizers and other foods that are conducive to sharing promote sociability
- Good presentation of all food items
- Comfortable seating in the food area

THE BINGO CUSTOMER EXPERIENCE {cont'd}

4. Impeccable customer service is an essential ingredient for repeat business.



Consider the following ideas:

- All staff and volunteers must be focused on the customer experience
- Staff and volunteers should wear some type of uniform or other clothing that clearly identifies them
- Staff and volunteers should be well-trained to answer all questions related to the operation of the bingo centre
- The caller is the “host” of the centre – make sure he/she is well-trained, engaging and knowledgeable
- Consider some form of incentive for staff and volunteers who perform well
- You can’t always get customer service right so be prepared to offer coupons and vouchers when required

5. While the session bingo will be the primary form of gaming in the near term, bingo event games and cash board games will add some variety for the customer and enable them to ‘drop in’ to the centre.

Consider the following ideas:

- Have a mini session for “girls night out”
- Position new games as improving the overall experience
- Do not discount gaming products unless part of a ‘package deal’ (if allowed in your market)
- Ensure that House Rules do not require customers to make a minimum bingo book purchase in order to remain in the centre (if allowed in your market)



THE BINGO CUSTOMER EXPERIENCE {cont'd}

6. Repeat business will rest on the quality of the experience. Having said that, reminding customers that the proceeds of their visit support local charities is valuable.

Consider the following ideas:

- Dedicated section in the bingo centre to promote your charity or charities if a pooling bingo centre
- Remind all players through announcements and other promotional opportunities of the name of the charity benefiting from the bingo event

These are just some ideas that you can consider to attract this ideal target market to your bingo centre.



PREPARING FOR THE CUSTOMERS OF THE FUTURE

Jim Carroll (www.jimcarroll.com) is one of the world's leading global futurists, trends and innovation experts with a massive global blue chip client list. He helps transform growth-oriented organizations into high-velocity innovation heroes. He offers advice and guidance on what the customers of the future will look like and how world class innovators prepare for the customer of the future across any industry.

Three observations that illustrate the pace of change:

1. 65% of pre-school kids today will work in jobs that do not exist today;
2. Half of what a student learns in a first-year college program will be obsolete by the time the student completes the program; and
3. The average digital camera has a 3 – 6 month product life.



Here's seven key items for companies and organizations wanting to be world class innovators and be successful with the customer of the future.

1. *Be relentless despite uncertainty.*
Don't let uncertainty hold you back from key decisions for your business or organization. 10% of companies become true innovators during a recession as they are relentless despite the uncertainty.
2. *Be prepared to think long term.*
Today's competitors won't exist in the future and you need to look at the trends and who will be your competitor in the future.
3. *Check your speed.*
Recognize how quickly things change and be prepared to adapt. Look at BlackBerry...
4. *What could be really big in 5 years?*
Dream ahead and figure out where the market will go.
5. *Align yourself to fast consumer shift.*
Consumers have a short attention span and there is minimal ability to grab their attention. TV is everywhere - use it effectively to grab their attention.

PREPARING FOR THE CUSTOMERS OF THE FUTURE {cont'd}

6. *Align yourself to generational acceleration.*
Do so by not doing the same thing you have been doing. The next generation has no aversion to change, they are open to innovation and are easily bored. Half the global population is under 25.
7. *Don't suffer from organizational "sclerosis".*
Some people wake up in the morning and think about how they can kill innovation. Ignore these attitudes. Some see a trend as a threat; the innovators see it as an opportunity and exploit it.



10 Things to Do to be Successful

1. Observe trends
2. Think about what the trends mean
3. Figure out what needs to change in your organization
4. Dare to take on things that you have not done before
5. Banish those who have the attitude "We tried that and it didn't work"
6. Figure out what to try
7. Don't question
8. Grow
9. Do it now – no aggressive indecision
10. Enjoy what you do

While some of this content may not be directly applicable for charitable gaming, the message is clear – we need to understand the customer of the future. They are very different from the customer of today and future success depends on marketing to them and meeting their needs. Think about how these points can be used in your business or organization.

This content was obtained from attending a Jim Carroll presentation and his website at www.jimcarroll.com.

SHUTTER BOARD / SPEED BINGO

There are many halls that have installed Shutter Board machines in their facility and play them during an intermission or during a down time before and after a bingo session. The attraction to this game, compared to traditional bingo, is the speed at which the numbers are called with prizes calculated based on the number of participants. Numbers are called at a rate of 1 number every 8 to 24 seconds when playing traditional bingo, depending on the game. This allows players to play anywhere from 6 to 24 individual bingo cards for each game. However, in Shutter Board Bingo, numbers are called at a rate of 1 number every 1.5 seconds. Due to the fast call rate, players typically can only play 1 to 4 cards.

In addition to playing bingo on shutter boards or traditional bingo paper, cards in play can be displayed using a computer screen. If the computer screen has touch screen capability, then the cards displayed can be marked as each number is called simply by touching the corresponding number.

Each player station consists of a computer screen which always displays the same bingo cards, exactly like a standard shutter board station used in many halls. Additionally, paper bingo cards are available at each station displaying the exact same bingo cards as the computer screens for players who prefer to use the traditional style card. The paper cards can also be used to continue play in the event of a power failure or computer screen failure.

For halls that don't have Shutter Board or computer screen equipment and want to offer this style of play to their customers, an alternate method of play could be speed bingo. Single face books for the number of games that you would like to offer your players are available in addition to your regular program books. Players enjoy the same benefits as the shutter board games using traditional bingo paper. For example: You may decide to play 10 games of speed bingo during your intermission at a 65% payout. Offer a Single Face 10 page book to your players for \$5 and quickly calculate your prizes after sales based on the number of participants. If you have 40 players, prizes would be calculated as $40 \times \$5 \times 65\%$ divided by 10 games. Therefore, each game would cost a player 50 cents and the prizes for each game would be \$13.

Legality

Shutter Board bingo or computer screen bingo may not be permitted in all jurisdictions. Check with your local regulator.



PROMOTIONAL SESSIONS

WINNER'S CIRCLE

Designate a session as the Winner's Circle every 4 – 6 weeks. All players that have won certain specials and jackpots may return on that night for a discount or free basic admission package. A drawing for 2-3 players (on a regular basis) for the Winner's Circle session can significantly increase the impact on attendance.

SENIOR SESSION

Offer a discount for all players 55 and older. Discounted meals will help in boosting attendance even more. Senior sessions are more effective on weekdays and for matinee (daytime) play.

COUPON SESSION

Offer a valuable coupon(s) for discounts or free plays on a particular session during the month. Attach them to the Admission Packs and these should have a relatively short expiration date. If possible, the coupons should be valid only during weekday sessions. Coupons due to expire provide a good reason to attend bingo.

BIRTHDAY SESSION

A special birthday discount or package of paper items is provided for the player's birthday. A driver's licence is required for verification. Players will take advantage of this discount if offered and will typically end up spending their usual amount.

Birthday Sessions provide a good incentive for players to show up for bingo that might not otherwise be there. Some organizations offer this promotion only on the day or week of the player's birthday. Games that play multiple sessions per week may offer this on a particular day (with mediocre attendance) and the discount is valid for the entire month, every Tuesday for example.

A package of Warm Ups, select Specials, Late Nights, and a dabber can be offered after the Admission Package is purchased. You can also provide a basic Admission Package and rely on additional purchases of Warm Ups and Specials.

Consider the following stat - although there are 365 days in the year, 1 in every 28 people will have the exact same birth date, excluding the year! This means a game with a little over 100 players could attract 4 players each week (not including friends or family) which is 200 per year representing several thousand dollars.

PROMOTING YOUR BINGO EVENT

10 SIMPLE AND COST EFFECTIVE WAYS TO PROMOTE YOUR BINGO EVENT

1. Most local cable television stations have a public service or community calendar feature where groups and organizations in the community can post information on their events free of charge. Check their website – they may have an online form you can use to submit the information.
2. Most local radio stations have a community event calendar where you can call in and post information on your events. Check their website – they may have an online form you can use to submit your information.
3. Many local retail businesses (ie the grocery store or a convenience store) have a community bulletin board in their store where you can post a flyer about your bingo event.
4. Check your local municipality's website – they often have a local events calendar for use by local organizations.
5. Some municipalities have external bulletin boards at their municipal offices, the local arena or other municipal buildings that can be used for community events.
6. The local arena or curling club in your community will almost certainly have a bulletin board for community information. Check and see if you can post your bingo event information on their boards.
7. There are many tourism marketing agencies that help promote our local communities. They often have an events calendar on their websites to show visitors there are lots of things to do in the community.
8. Reach out to local service clubs in your community and provide them with the information on your bingo event. Quite often they produce their own calendars and newsletters for their members. Ask them to include information on your bingo event.
9. Use free services like Facebook or Google+ to create a simple page for your organization's bingo event where you can post information.
10. Many businesses in your community have internal bulletin boards for their staff. See if you can get a staff member to post something on their internal bulletin board.



PROMOTING YOUR BINGO EVENT {cont'd}

DOS AND DON'TS

When considering using these promotional tools:

1. Make sure you have permission to post information on any community or municipal bulletin board or facility.
2. If you are asked to remove any promotional material, do so immediately.
3. Make sure you adhere to any advertising guidelines set by your regulator. For example, many regulators require you to include your bingo licence number on any advertisements.
4. Make sure you clearly state what the funds from your bingo event are used for.
5. Make sure you include the complete address of your bingo event, start time and contact information.



GENERAL INFORMATION



CUSTOMER SERVICE

Customer Service Facts

- Every time you come into contact with a player you have an opportunity to:

DISAPPOINT – SATISFY – OR IMPRESS

- Surveys consistently show that 70-80% of players change bingo halls due to the Attitude or Indifference Shown by Bingo Staff
- Only 5% of dissatisfied customers, 1 in 20, ever complain
- 95% just Disappear



CUSTOMER SERVICE

What you need to do?

- Consistent customer service
- Pay attention to customer needs
- Consider all exchanges – value, attitude, behavior, non-verbal cues and responses
- When introducing something new – be positive!
- Acknowledge workers for outstanding customer service

How do we do it?

- We have identified five simple strategies for effective customer service
 1. Focus on your workers - staff and /or volunteers
 2. The Caller
 3. Welcoming players
 4. Player appreciation
 5. The golden rules

CUSTOMER SERVICE

1. Focus on your workers

- Workers (staff and/or volunteers) are critical
 - Need to stand out from everyone else
 - Helps build a team environment, sense of pride
 - Positive, cohesive look
- There is no second first impression
- Consider dress guidelines
 - Example: Employees at Walmart wear blue smocks and are easy to identify

Can you identify the workers?



CUSTOMER SERVICE

Who's the worker?

- Consider clothing that identifies the charity
 - Can be as simple as school colours
 - Just a bright orange shirt that has “How Can I Help?” on it
 - The workers really stand out
- Easily identified by players
- Help build player confidence
 - Organized
 - Easily identify workers
 - Professional image



Recruiting, Training and Retaining Workers

Your workers are your most important asset

- List the duties and skills required
- Post need for workers around college campuses
- Adjust duties to match assets
- Make the job attractive
- Provide shifts

CUSTOMER SERVICE

Recruiting, Training and Retaining Workers (cont.)

- Teach volunteers about the cause
- Teach workers about the bingo products and games played - they need to be able to answer any and all questions
- Thank workers regularly
- Communicate openly
- Feed workers
- Offer a ride
- Look out for their safety when leaving evening events

2. The Caller

- Your caller is the most important part of your bingo team
 - He/she must be outgoing and friendly
 - Have a clear and calm voice
 - Have the ability to effectively deal with unexpected situations
- Caller must be well-trained and understand how each and every game is played including promotions and bingo event games

CUSTOMER SERVICE

3. Welcoming Players

- Always greet players in friendly and welcoming manner
- Smile, it goes a long way
- Be polite and respectful to everyone
- Make it fun!
- Don't make promises you can't keep
- Listening shows your customers you value them
- Maintain a positive attitude
- If you don't know the answer, find someone who does
- Cater to the players' needs
- Walk around and talk to players
- Encourage players - cheer them on
- At the end of the sessions, thank players as they exit
- Hand out event calendars
- Ensure all walkways and parking lots are well lit
- Ensure handicap accessibility



CUSTOMER SERVICE

4. Player Appreciation

- Ways to show appreciation
 - Talk to players
 - Know their names
 - Know their likes/dislikes
 - Take photos of winners
 - Use on calendars for next month
 - Create a wall of winners
 - Use features on electronic bingo consoles to display messages
 - Display photos
 - Recognize players
 - Birthdays/Anniversaries/Special Events
 - Get player feedback
 - Use standard forms and hand them out regularly
 - Think carefully about your questions
 - Chairperson should review carefully
 - Hold specific customer appreciation events
 - “Learn Bingo” lessons an hour before bingo starts
 - Special presentations to recognize players
 - Pre-bingo dinners to thank players for patronage
 - Thank players every chance you get!



CUSTOMER SERVICE

5. The Golden Rules

- Welcome players and treat them well
- Thank your players and engage in as many one-on-one conversions as possible
- Listen carefully to any concerns from your players
- Give your players what they want, not what you think they need

ONTARIO PILOTS THE USE OF DEBIT CARDS FOR BREAK OPEN TICKET AND BINGO PAPER PURCHASES

In August 2013, the Alcohol and Gaming Commission of Ontario announced a pilot project to allow purchasers of charitable gaming products, including break open tickets and bingo paper, to use their debit cards for the purchase. Until now, purchases of charitable gaming products was limited to purchases by cash only.

The one year pilot project, which was initiated at the request of charities, operators and suppliers in Ontario, is intended to provide greater flexibility for the charitable gaming industry to respond the ever-increasing use of debit cards in all retail venues. Statistics show that in excess of 40% of all point-of-sale transactions are by debit card and growing.

The pilot project will be reviewed by the AGCO and the industry looking at the following items:

- Timelines for payment of lottery proceeds by third party retailers to charities when debit cards are used as a form of payment to ensure they are made in a timely manner;
- A report from the industry evaluating the frequency with which debit cards are used as opposed to cash;
- Stakeholder feedback on how transaction fees for the use of debit cards are being administered; and
- Sales figures to determine the impact of the pilot and the effect debit cards have had on the industry.

The change was announced via AGCO Information Bulletin 73 issued August 26, 2013, and applies to all charitable gaming markets in Ontario including bingo halls, charities operating bingo and break open ticket events in their own premises and in retail locations selling break open tickets on behalf of a charity.



PACKAGE PRICING

ADVANTAGES

Package pricing has a lot of advantages.

- Package pricing means faster lines.
- Package pricing allows easier up-selling by your cashiers.
- Package pricing helps you achieve your desired player spend.

ADVICE

- Keep your packages simple, but throw in some of your slow-selling games.
- If it's legal in your area, include free single level cards with higher priced packages to encourage your players to buy.
- Again if legal in your area, you could also include bonus points with those higher priced packages.
- You can also find your average player-spend on machines, for example it may be \$55.00. Suggestion, award bonus points for players spending \$60.00 or more.
- Please keep in mind, points are easy to give away however you have to treat them as money and make sure you also take them away from your players. This will be discussed later in this booklet.
- Allow additional a' la carte sales to your packages.
- Set package pricing at odd numbers, for example \$42.00, \$55.00 or \$65.00. This way your players will not pull out 2 or 3 twenty dollar bills, then have your clerks ask players if they would like an extra Bonanza or special game if it is getting high.
- Another idea is to have a \$33.00 package with quantities of 3. The number 3 is very lucky in some cultures.
- Also you may wish to use a \$77.00 package, for 7's are certainly on numerous slot machines.
- Have fun with naming your packs, your players will enjoy them.
- And most important...remember to blend those double and triple levels with several single levels... you want to ensure you still have lots of single levels on the floor. It is simple math, you want players to purchase doubles and triples, but you would sooner pay out more single levels, so you must blend them into packages.

PACKAGE PRICING {cont'd}

EXAMPLES OF ELECTRONIC BUY-IN PACKAGES:



ST. JUDE PACK

3 - 12 up Single Level
3 - 3 up Super Jackpot

\$33.00



Big Brothers Big Sisters

BROTHERS & SISTERS PACK

1 - 12 up Single Level
2 - 12 up Double Level
3 - 3 up Super Jackpot
3 - 3 up Bonanza

\$56.00



KID'S PACK

2 - 12 up Single Level
1 - 12 up Double Level
1 - 12 up Triple Level
4 - 3 up Super Jackpot
3 - 3 up Bonanza

\$77.00



**NOKID
HUNGRY®**
SHARE OUR STRENGTH

FOOD PACK

2 - 12 up Single Level
2 - 12 up Double Level
2 - 12 up Triple Level
4 - 3 up Super Jackpot
4 - 3 up Bonanza
1 - 12 up Single Level FREE

\$128.00

Don't Forget Our Half Time 60% Off Electronics Packages

BINGO CONCEPTS

SUPER SAVER

This idea has worked well everywhere it has been tried. It is designed to accomplish four goals:

- Increase player spend
- Lower prize payouts (it floods the floor with 1/2 level payouts)
- Increase electronic usage
- Convert paper players to electronics

Create this package by lowering the price of your lowest buy-in package by at least \$5. Give the player twice as many cards as that lowest level buy-in package. Create a new prize payout for this level which is half of your single level payout.

Example with \$100 payouts:

Trout Pack	
3 – 12 up Single Level	\$30.00
3 – 3 up Super Jackpot	\$ 3.00
Total	\$33.00
PAYS	\$100.00

New Super Saver Package	
3 – 12 up Super Saver	\$15.00
PAYS	\$50.00

This seems to work well for two reasons. First, it makes electronics very affordable, and second, players love to win. How much they win doesn't seem nearly as important as simply winning.

LUCKY'S PORTABLE

This works well when implementing electronic units for the first time, or for adding an element of fun any time thereafter. Have each player draw a ticket with their buy-in. Load one portable machine with a single level package. Have the caller draw the winning ticket. The ticket holder gets the machine for that particular game. Before the next game, the caller draws another ticket to identify the person who will have the "Lucky" electronic dauber for the next game. It works well to tie some balloons to this machine to make sure the portable unit is noticed wherever it is in the hall. Non electronic players will certainly keep their eyes on the machine to see if they win, and usually purchase a machine the next time they are in playing.



BINGO CONCEPTS {cont'd}

QUARTER GAMES

This game can be played with both paper and machines. It is designed to provide fast action similar to that of a slot machine, paying winners every 3 to 6 minutes.

It's easy. Sell 4 cards for \$1.00. Have your floor workers pick up the dollars from the tables - create a carnival bingo atmosphere. If floor workers do this in a high-energy sort of way, it will generate more excitement. Have your electronic players purchase 8 cards for \$2.00. Electronic units can be preloaded with 100 games, so loading extra games won't be a problem. Play quick, one-line games daubing either 3 or 5 numbers in a straight line format. If your crowd is small to begin with, pay the winners on a 50% split of generated revenue. With a larger crowd, cap the prize at \$50.00. With 200 or more players, you could throw in a second chance \$50.00 prize.

\$10 PORTABLE UNITS

This idea comes from a bingo manager who is aggressively marketing his electronics. "My players always say machines cost too much and they can't afford to play them. So I didn't give them that excuse, I created the \$10 portable. I sold out the very first session. Players wanted to buy 2 or even 3 units. I thought this might be too low a price, so the next week I offered the first portable at \$10.00 and the second portable at \$18.00. It happened again. I ran out of portable units every single session during the week. I make up for the lower margins on my machines with volume. When players know they can come here and get very affordable portables, I fill the house. Other managers don't realize these affordable portables bring players into my hall who end up buying a ton of other specials on the floor with the extra cash they have in their pockets."



This hall was one of the last halls in his area to offer electronic daubers. He started with 50 portables and an average attendance of 220 in his evening sessions. 6 months later, he has 200 portables and still sells out of them during evening sessions.

ALL ELECTRONIC SESSION

Try an all-electronic session strategically run between regular sessions. Numbers can be called every 3 seconds so a session can be completed in 45 minutes. You could sell 300 faces to each player as a buy-in, which creates a very exciting game. Since all players have a high number of faces, most players are "on" each game. Your room will be as quiet as a library; the room is full of excitement with everyone ready to win.



BINGO CONCEPTS {cont'd}

SHARED ELECTRONIC AND PAPER SESSIONS

A bingo director listens to his players...paper players told him they felt that electronic players had an unfair advantage. He created a new 12 game session with two prizes per game, one for his paper players and one for his electronic players. When a player wins on an electronic unit, or a paper player wins, that group is done. They wait while the other group plays until a valid bingo is achieved. It only takes an extra two or three minutes, then they're all on to the next game. He says the variation has pleased everyone, especially the paper players. Prize boards certainly need to be adjusted accordingly.

Players feel there are more prizes to be won. You'll probably want to decrease the total number of games offered for that session, however, so you can keep your prize board in balance with your buy-ins.

RESERVATIONS, PLEASE!

"Reservations, Please!" is another concept from a Tribal Bingo Director. Some stationary electronic players couldn't get to the hall early enough to get their favorite machine, so he borrowed an idea from the NFL and introduced a Personal Seat License (PSL).

It works like this:

A week prior to the day they would like to play, players can pay a \$10.00 per day fee to reserve a stationary unit, with a minimum of a three-day reservation. The fee reserves a specific machine for a specific day.

As an incentive, players with PSLs get as much a discount when they come into play on their reservation day. The result is increased profit for the hall plus it ensures players do come for the reservations they have made. The fee is per session, and players are allowed to reserve entire weeks if they wish. The PSL players get a couple of extra perks as well. They don't have to stand in line; instead they give their money to a special hall employee who accomplishes their purchase. They also don't have to get to the hall hours early to get their favorite machine. They do, however, have to show up before a given deadline or their reservation will expire and their PSL fee is non-refundable.



PLAY BOOK SURVEY



TELL US WHAT YOU THINK

Arrow Games/Bazaar & Novelty released its inaugural version of its Play Book in May 2007 with the intent to provide licensees and bingo centres with new, innovative game ideas, tips and tools, regulatory information, and other helpful information and resources to improve their bingo events. Since then, there have been regular updates to each section of the Play Book in an effort to assist you when developing new programs and ideas to possibly improve player experiences.

As the key user of the Play Book, we would like to hear from you if you think the Play Book resources are helpful and if there are other resources we could provide. Essentially, we would like a report card of how we are doing and what we can do differently to make the Play Book an even better resource for you?

We are asking you to please take a few minutes to answer the series of questions below with the most accurate answer to each question and fax to us at 1-877-983-7301.

You may also complete the survey online at www.surveymonkey.com/s/arrowplaybook.

Customer: _____ City: _____

Your Name: _____ Date: _____

I receive my Play Book and updates

By mail By courier From my sales representative

An Arrow Games/Bazaar & Novelty representative offers to review the materials with me and answers specific questions related to each release

Always Usually Never

I find the Play Book materials and the updates

Very helpful Somewhat helpful Not helpful at all

I refer to or use the Play Book materials or game ideas

Often Sometimes Never

I would like future updates to be

Released more often Released less often Continue the same Stopped

I would like future updates to contain

More total material Less total material Continue the same Stopped

I would like future updates to focus on

More game ideas More regulatory materials More tools & tips All three

I refer to the online version of the Play Book on our website (www.arrowgames.com)

Often Sometimes Never

