

BINGO MANAGER HANDBOOK

Introduction

A BATTLE FOR PLAYERS

Bingo managers nationwide have experienced a gradual decline in attendance over the last several years. There are several factors that can be attributed to this decline. Casino gaming has had a significant impact with the proliferation of Native American and state sponsored casinos. The wide availability of slot machines, blackjack, and other gambling activities continually draws players away from bingo. It also reduces disposable income and reduces the frequency of play. State and local non smoking laws are also having a significant negative effect on attendance. Players seek alternative forms of entertainment where smoking is allowed or again reduce the number of visits to bingo. New players are not being attracted in sufficient numbers to offset the natural decline in bingo due to aging, immobility, and the “passing” of existing players. “On line” bingo and poker are also having an impact on attendance. Inflation, particularly transportation and gasoline costs, are forcing players to cut back on their “live” bingo activities. Electronic bingo is playing a role as well as players spend significantly more per session but ultimately play fewer sessions – they simply run out of money.

All of the above has created a challenge for managers to maintain existing attendance levels and an even bigger challenge to attract new players.

CREATING A BETTER BINGO GAME

Bingo managers today need access to a variety of tools in order to remain successful in a declining and highly competitive market. Bingo has become a true business activity and maintaining profitability can be difficult. Attracting new players is a challenge but should be a priority for all managers. Any person that can invent a method to create new players, and patent that idea, will become very wealthy and very quickly. In the meantime, providing information to managers to better manage and compete with other forms of entertainment is important.

The topics in this section of Cactusbingo.com are provided in an attempt to better equip operators to “create a better bingo game.” There is a wide variety of game ideas, promotional concepts, specific methods to increase attendance, and suggestions to increase the number of satisfied players. There are some basic bingo probabilities and average number of winners by pattern and many other topics of discussion.

Cactusbingo.com will update and add to this information frequently and your help is needed. Do you have any game ideas, promotions, or any activity that has worked well at your game? If so, please share this information and submit it from the "Contact Us" section of our web site. Ideas from any game, regardless of size are needed. Let's work together to improve the game by making ideas available to all managers.

Player Financed Jackpots

MONEYBALL JACKPOT (HOT BALL, FLASHBALL, LUCKY #)

Offer players the chance to win an additional prize amount on all main (Regular) games for \$1.00. A receipt or proof of purchase is necessary. The first ball called on Early Birds or Warm Ups is the Money Ball or Lucky Number. The jackpot is won when a player bingos ON THAT NUMBER and only during a main pack game. Both the jackpot and main pack game prize is awarded to the winner.

The jackpot is usually "seeded" (started) with some amount of "house money," maybe \$50 or \$100. It can be increased each time you play in a number of ways. The jackpot can be increased daily by a fixed amount. Some managers add a specific dollar amount (\$10 for example) each time the number is called during the session. Others add a percentage of sales and many operators add all sales to the pot.

A money ball jackpot should be won, on average, every 75 regular or main pack games that are played, one game for each of the 75 numbers used.

MEGA MONEYBALL JACKPOT

Establish a SEPARATE Lucky Number Jackpot for EACH regular or main pack game that is played in contrast to the customary single jackpot that is good on all regular games. For example, create 10 different jackpots if a 10 game pack is used.

The first 10 Bonanza or Early Bird numbers would be the Lucky Number for each game (jackpot). A cheat sheet or "player's aid should be provided so the customers can record the numbers for each game. This can easily be incorporated into a printed bingo program next to each Main Game with a circle or space. Only the jackpot that is won "resets" to the original starting amount and all others continue to grow. Charge accordingly to what is acceptable in your area but customary pricing is \$3 - \$5. This structure minimizes the "jackpot slump" that occurs when a single jackpot is won and allows for multiple jackpots to become quite large. Growth is obviously slower.

There is an alternative structure that is more practical for those games that are playing more than 10 Main Games. A game playing a 15 game pack could create 5 different Money Ball Jackpots, with each Lucky Number being used for 3 Regular games. One Number for games 1-3, another number for games 4-6, and so on. This structure can help keep the cost reasonable (\$3 - \$5), reduce exposure to re-seeding the jackpots, and allow for fewer and more rapidly growing pots.

POT O'GOLD (DREAMCATCHER)

Offer players the chance to win an additional prize by completing a SPECIFIED PATTERN PRIOR TO the pattern of the main pack game as it appears on your program. For example, any Hardway Bingo in 6 numbers or less while you are playing for a Block of Nine would win the jackpot. Only players that pay an additional \$1 are eligible for the jackpot and some type of receipt is necessary.

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 percent of sales to avoid the possibility of the game being won early before any profits are realized.

This type of jackpot should be researched and probabilities calculated to determine the feasibility. The pattern selected, the total cards in play, and the number of calls necessary to win must all be considered. Bingo distributors and manufacturers can be helpful in providing the information you will need.

PULL TAB LOTTO

A specified pull tab is designated as the "lotto" ticket. Customers purchase that particular tab, write their name on the back, and deposit the UNOPENED ticket in a raffle drum. There is no limit on the amount of tickets that can be purchased and placed in the drum. A drawing is conducted late in the session to determine the winner of all tabs in the drum. Some operators will add a cash prize in addition to the tabs purchased by players.

LOSER'S TAB LOTTO

A loser's lotto can be a good method to stimulate sales of a slow selling pull tab. All losing tickets are signed by the players and placed in a raffle drum. The drawing winner may be awarded a cash prize or additional pull tabs or both.

LAST NUMBER JACKPOT (BONUS JACKPOT)

Last Number cards can be sold at the Admissions Counter and/or on the floor. Some games include a single card in the Admissions Pack and sell multi-card sheets on the floor. These cards are played during the session by marking them with the last number called from all Main Pack games. The game may or may not be won at any particular session depending on the pattern required and management's desired frequency of wins. The jackpot amount is "rolled over" from session to session and increased by a percentage of sales. For example, assume a 10 game pack is used and the Last Number Jackpot pattern is a top row horizontal bingo. The jackpot will be won on average every 68 sessions with 1000 cards in play. Adding two numbers or increasing the cards in play to 3000 increases the average to every 22 sessions. Offer a last chance purchase and stimulate sales even more by calling a bonus number(s) after all regular games are complete for 25% of the jackpot. A significant advantage to this structure is multiple purchases are possible through card sales resulting in an increased average spend per person.

TRIPLE CHANCE JACKPOT

This jackpot is very similar to the Pot O' Gold format but differs in that 3 separate levels are offered. Create a Silver Jackpot for \$1, a Gold Jackpot for \$2, and a Platinum Jackpot for \$3. The player must complete a specified pattern PRIOR TO the pattern of the Main Pack game as it appears on your program. A Silver winner wins only that pot. A Gold winner wins both the Silver and Gold prizes and a Platinum winner is awarded all 3 jackpots. The jackpots can be increased daily by allocating a percentage of total sales such as 15% for Silver, 30% for Gold, and 40% for Platinum.

Build Goodwill – Create Lots of Winners

INTRODUCTION

Let's face it, bingo has some of the poorest odds of winning relative to all the various choices of gaming today. The larger the game, the worse the odds become. Players often complain that they never win at bingo and the majority of those players are right! Managers can use a variety of methods to increase the number of winners resulting in a larger number of satisfied players. This can be an important part of an overall strategy to put more "butts in the seats" and bring players back more often.

DRAWINGS / DOOR PRIZES

Drawings are obviously the most common method of creating additional winners but many games neglect to offer these. This is the easiest, most effective, and can be the least expensive way to create many additional winners. Nominal prize ideas are limitless from ink markers to novelty items such as bingo bags, key chains, ticket holders, or waiters, and of course, cash. Conduct several drawings throughout your session and on a regular basis. Players will talk about winning and talk about WHERE they won.

MULTIPLE WINS

Customers will never tell you that they enjoy splitting a prize with another player, however, multiple wins can be managed for your benefit. Allowing some multiple winners during Early Birds or Warm Up games is acceptable. This also effectively spreads some nominal prize money among several players that will likely be spent for additional specials or pull tab games. Just as important, they won! In general, the shorter the game and the more possible combinations of the pattern played, the more winners you will have. Good examples are any line, any line and 4 corners, any stamp, any corner stamp, and a six pack anywhere. Many games refer to a Regular Bingo (as the pattern name) which includes any line, stamp, or 4 corners, whichever occurs first. You can create several additional winners each session by including a few of these patterns in your early games.

GOOD NEIGHBOR GAMES

This is a great tool to double or triple the number of winners at your game. Any player seated to the left, right, or even both, of any player that bingos, is awarded a nominal prize. Some games provide inexpensive novelty items to all players seated at the entire table. Good neighbor games are commonly used on Main Pack games only where the number of multiple winners is usually low.

HARD LUCK GAMES (MONITOR BALL, CRY NUMBER)

Create additional winners by calling the next number after a valid bingo has occurred. Hard luck games are also played on Main Pack games only. There may or may not be a winner but there could also be several. Split the additional prize equally if there are multiple winners. If there is not a winner, add the prize amount to the additional prize of the next game. Any prize money "rolled over" to the last game should be guaranteed by calling numbers until there is an additional winner.

MULTI PART GAMES (CONTINUOUS, ONTO, OR ON THE WAY GAMES)

Playing 2 or 3 different games (patterns) on the same sheet is a great way to add winners to your session. The balls are not dropped back into the blower as you move from one pattern to the next. These games are good for specials and commonly used on coverall jackpots. Try to establish patterns with 10-12 calls required between each part to avoid the perception that the first winner has an advantage on the next part. For example, an Outside Line “into” a Letter L “into” a Large Picture Frame might be viewed as advantageous to a winner. A better choice might be an Outside Line “into” a Proper Letter C “into” a Coverall. Many games in the Northwest U.S. play these games on each and every game in the main pack with 30-40 winners per session on the main games alone.

2ND CONSOLATIONS

Once a jackpot consolation winner is verified, continue to call balls until another person(s) bingos. Award that winner a prize of approximately 25% of the previous consolation amount. This is also a good method to stimulate sales of that particular jackpot.

Player Participation Games

INTRODUCTION

Participation games can add an exciting and energized atmosphere to your session. The player is given the opportunity, after winning a game of bingo, to “challenge the odds” in an attempt to win a grand prize. This usually involves interacting with a manager or supervisor in an activity such as selecting from several unknown prizes or other “game of chance.”

PICK A PET

Place several stuffed animals on the stage. Each animal will have a numbered envelope which corresponds to each “stuffy” with a prize amount printed on the inside. One envelope will contain a grand prize and the balance will contain various smaller prizes (8 envelopes = 5 @ \$100, 1 @ \$250, 1 @ \$300, 1 @ \$500). The average payout is the sum of all 8 envelopes divided by the total number of envelopes. The payout example above is \$1550 divided by 8 = \$193.75 average payout per game played. Promote the prize as “Win from \$100 - \$500.”

Pick A Pet games are usually sold separately. Choose a pattern that is more likely to have single winners such as a Letter Z with a wild number, a Double or Triple Hardway, or an Odd or Even Coverall. The winner selects one of the

stuffed animals (which they keep) and the cash amount printed in the corresponding envelope. House Rules vary but many games allow multiple winners to each select a stuffed animal and decide on one of the envelopes which they split equally. Always open and reveal which envelope contains the grand prize.

Add to the excitement by attempting to purchase the unopened envelope from the winner with gradual, increasing amounts up to about ½ the top prize. The top prize can also be progressed by a fixed amount each time the top prize is not chosen.

PRIZE WHEELS (WHEEL OF FORTUNE, SPIN TO WIN)

Just about everyone is familiar with spinning a prize wheel for cash or merchandise. One drawback to wheels is the suspense is generally short lived. You can add some excitement by creating a wheel with several “spin again and add the prizes” or “spin again and advance” to a secondary level of higher prize amounts. The outer circle of the wheel may offer prizes from \$100 - \$250 with an inner circle with prizes from \$300 - \$500.

ENVELOPE GAME

The winner of this game selects from 3 horizontal rows of envelopes, each row having several envelopes. Each row is a different “level” of prizes with opportunities to advance to the higher level.

LEVEL III \$250, \$300, \$250, \$400, \$500, \$300, \$250, \$300

LEVEL II \$150, \$175, ADVANCE, \$225, \$150, \$175, \$200, \$150

LEVEL I \$50, \$75, \$100, ADVANCE, \$75, \$100, \$50, ADVANCE

CUT THE CARDS (BEAT THE HOUSE, WAR)

Ideally, use a deck of the giant sized specialty playing cards which are 10-12” long. The winner will select a card for the “House” and then select for themselves in an attempt to beat the House card. Double or pay an additional prize if they “Beat The House.”

ROLL THE BONES

Make a pair of dice from 12" foam cubes. The winner then rolls the dice and is paid according to their roll multiplied by a fixed dollar amount (point total X \$25). A bonus prize can be awarded or a jackpot created for rolling double sixes or snake eyes. Establish a minimum prize and consider allowing the player to roll until they exceed the minimum but additional rolls are not eligible for any jackpot or bonus prize.

TIC TAC DOE

This game requires a custom sign with a Tic-Tac-Toe design with removable X's, O's, and covers for each square on the board. Number each cover from 1-9 which will be used to conceal the X's and O's. Velcro attachments work well.

In this example, the game is a 48 number jackpot coverall. Any single consolation winner gets an additional opportunity to win the jackpot by completing a Tic-Tac-Toe as follows. The X's and O's are prearranged and covered. The player must select a number 1-9, one at a time, until he/she completes a Tic-Tac-Toe. A cash prize is won each time an X is selected and the player may stop at anytime and keep their winnings. The game ends when an O is selected and the player forfeits any additional prize money (from the X's selected), except for a pre-established minimum.

LUCKY NUMBER PLAYER

A Lucky Number Player is not a game but an activity that takes place during the entire session. A Player is selected by drawing and is given a kazoo or whistle. This drawing winner provides the caller with their lucky number and is paid \$5 or some small amount each time their number is called, excluding coverall games.

Increasing Average Spend

INTRODUCTION

Many methods used to increase the average spend per person are simply multi-purchase discounts which can backfire if not properly controlled. Given the opportunity, players will take advantage of discounts offered and simply share the discounted purchases with friends and family. Bingo programs commonly state in the House Rules that "No splitting or sharing of packs is allowed." Controls need to be established to eliminate any opportunity to share discounts that will actually result in a decrease in average spend. This requires a little extra

effort but is well worth the effort to avoid the situation of confronting a player that has “bent the rules.”

DISCOUNTED ADMISSION PACKS

There are a number of different methods to identify a discounted Main Pack when all extra packs purchased are discounted (1st pack = \$10, Extras = \$5). The method with the least control is to use a different series of cards. This requires your floor clerks to be able to identify the initial purchase as a 1-9000 series and extras as a 9001-18,000 series, for example. It works but you are limited by the capability of the floor clerks and inexperienced workers may not understand. A better and simple method is to cut off the upper corner of the discounted packs which makes visual identification easy. This method works well if a 3rd price level is used (1st = \$10, 2nd = \$5, 3rd = \$3). Cut both upper corners on the \$3 packs, one corner for the \$5 packs, and no cut for the \$10 pack. Using a hole punch accomplishes the same thing but is much more difficult to see. A third way to identify and control discounted packs is to use different styles or types of bingo paper for each item. Border colors can be sold for the initial non-discounted pack. Additional packs can be identified using screen/tint colors or striped colors. Shared packs are easily identified since each player should have a border colored pack in front of them. This method will require more inventory because you will need to purchase a different set (and series) of each paper type, however, there is no labor involved in cutting corners.

Any method from the above, combined with a purchase receipt, provides a very good deterrent for players from taking advantage of discounts and defeating your purpose of the discounts.

THREE FOR TWO

Offering 3 specials or jackpot games for the price of 2 works well to increase the total overall spend per person. The best control is to provide the discounted purchase on a single sheet to prevent sharing. Use a 9 card sheet if your specials are typically sold as a 3 on. A 9 card pack for Warm Ups using this discount works particularly well. Some games have combined all specials and jackpots in a single 9 card “Jackpot Pack” and experienced very good results. The number of sales clerks on the floor can be reduced if a Jackpot Pack is sold at the Admissions Counter, potentially reducing labor costs or volunteers needed.

BONUS PACKS

A bonus pack is defined here as an additional Main Pack sold for a price so inexpensively that a majority of players cannot resist purchasing extras. This is

more common at games which offer two or more prize levels with the Bonus Packs good for only the lowest prize level. This can be effective at any game where a large percentage of players are purchasing only one Main Pack.

PREMIUM PACKS

Premium packs are additional Main Packs that pay a higher prize amount (premium) than the initial Main Pack purchased. No discount is provided and Premium Packs typically have fewer cards per sheet than the Admission Pack. For example, the Main Pack may be a 9 card sheet and the Premium Pack is sold as a 6 card sheet.

DOUBLE FREE PACKS (STARBURST, LUCKY STAR)

All additional purchases of the Main Packs are offered on Starburst or Lucky Star paper which has a star or burst over one number on each card of the sheet. The star can be used as an extra free space which provides an advantage to win on all extra packs. The star can also be used in a variety of ways to pay a higher bonus prize if a bingo occurs on the number with a star. No discount is provided.

2 FOR 1 (MATCH YOUR PACK)

All Main Packs and occasionally all items sold at the sales area, are “matched” by the operator. This is simply a buy one, get one free.

Attendance Builders

FREE SQUARE

Players are given a single bingo card usually attached to their Admission Pack. These cards are saved by players for a free game played monthly or every two weeks depending on how often you play. Non Die Cut bingo cards that are about the thickness of post cards work best for durability and cannot be created by cutting cards from commonly used newsprint paper. Changing colors each time will discourage reusing previously issued cards.

The free game prize amount can be paid out in a number of ways. One large “Must Go” coverall is common. Creating a fixed (consolation) jackpot with a couple of “into games” and a large consolation can significantly increase attendance levels. Free cards can also be distributed on the designated session immediately before the game is played but this does not reward the frequent

players. A large game in New Mexico offers a free \$1000 game every Friday and gives players as many 3 card strips as they can play.

Many jurisdictions limit the prize amounts that can be paid. This game can be structured and promoted as a free sweepstakes without violating local laws (in most cases), however, three key criteria must be met.

1. There is no cost and absolutely no cards can be sold.
2. Each participant must have an equal chance of winning which means an identical quantity of bingo cards for each player.
3. No purchase is required meaning that anyone entering the hall, at any time, can play for the free game, even without purchasing an admission pack.

MUST GO JACKPOTS

Players “chase” large jackpot games as witnessed at many games when progressive jackpots are close to being won. New players or infrequent players show up for the big money. Designating a particular session as a “Must Go Jackpot” session either in advance or on a regular basis can significantly increase attendance. These sessions may be more beneficial late in the month when attendance normally declines due to payroll and monthly check dates. The session immediately before or after the Must Go date may need some minor promotions, particularly if you play daily. Players may opt to skip a session to be available for the “Big Game.”

BIRTHDAY SESSION

A special birthday discount or package of paper items is provided for the player's birthday. A driver's license 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 games offer this only the day or week of their 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 an ink marker 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 statistical fact. 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.

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.

ALL YOU CAN PLAY

Promote a session by allowing players as many Main Packs as they can play with a moderately increased admission price. There is usually a limit of 4 or 5 packs to prevent wasted paper the players simply cannot daub. If you are using electronic bingo, each set of 4 or 5 packs is considered a separate purchase and in addition to any paper purchase. A player cannot split their purchase and receive 2 paper packs and have the balance loaded in an electronic bingo unit.

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.

SUPER SESSION

Promote a session well in advance for Main Game prizes significantly more than your typical amount. Include increased payouts for Specials and Jackpots also. Set the Admission Price so that the estimated number of players attending multiplied by the price will "cover" all prize money paid. Selling seats in advance will allow you to gauge the potential attendance and respond accordingly. You will know in advance if you are successful and sell out or if you need to do some additional promoting. Profits will be generated by a larger number of players purchasing additional Main Packs, Warm – Ups, Specials, Intermission Games,

and Jackpots. Snack bar sales will be significantly higher also. A special food or meal can be a beneficial feature.

CASH OR LARGE MERCHANDISE DRAWING

Attach drawing tickets to the Admission package for a large cash drawing or “big ticket” item such a big screen television etc. Players deposit the drawing tickets in a raffle drum each time they attend over an extended period of time. Set a future date for the drawing that is appropriate for your situation.

MARATHON SESSIONS

Used exclusively on weekends or holidays, double or triple the number of Main Pack games normally played. Admission prices can be set accordingly and if allowed, sell seats in advance. Add a couple of 10 minute breaks beyond the traditional intermission and insert some intermission type games. A few additional Specials should be added as well. Promote a value meal due to the length of the session and many times a caterer is utilized so you can focus on managing the session

DOUBLE OR TRIPLE CONSOLATION SESSION

Double or triple all Special and Jackpot consolation prizes not only to increase attendance but also to stimulate sales on those games.

PULL TAB MANIA

Use pull tabs as a promotional item throughout the session. Include a dollar amount or quantity of tabs with the Admission Pack and utilize the “Good Neighbor” format with Tabs on all regular games, regardless the amount of multiple winners. Add pull tabs to each special and jackpot game or consolation. Have several drawings for free tabs during the session. The cost of the free pull tabs is approximately 70% of the face value and tab sales will increase significantly.

ODD OR EVEN SESSION

Pay a higher prize amount on all Regular Games when a bingo occurs on an even number. Pay your customary amount on all games that end on an odd number.

ROULETTE SESSION

Base your Regular Game prizes on the letter or row of the last ball called. All rows (B-I-N-G-O) have an equal chance of winning (21%) except the "N" row which is 16%. Set the "N" row prize as the highest amount. For example:

B row pays \$100
I row pays \$150
N row pays \$250
G row pays \$150
O row pays \$100

The average prize per game is the sum of $\$100 \times 2 \times 21\%$, $\$150 \times 2 \times 21\%$ and $\$250 \times 1 \times 16\% = \145 per game.

LUCKY SEVENS SESSION

Promote the entire session around a "7's" theme. Create an Admission Pack for \$17 or a number ending in 7. Increase all prizes and with an amount ending with \$7 or \$77 including consolations. Any bingo on the number 7 pays a jackpot and any bingo on another number ending in 7 (17, 27, etc) pays a bonus prize.

Game Ideas

ROULETTE JACKPOT (B-I-N-G-O BINGO)

Played as a coverall in 51 numbers or less, this game's consolation is determined by the letter of the last number called. The jackpot can be fixed or progressed depending on legalities and your preference. An example follows with probabilities and the total average payout.

Coverall in 51# or less pays \$1000
Consolation: B row - \$100
 I row - \$150
 N row - \$250
 G row - \$150
 O row - \$100

There is 21% chance of a bingo on any row except the "N" row, which occurs less often at 16% (N row has only 4 numbers). The average consolation prize is determined as follows:

$21\% \times \$100 \times 2 \text{ rows} + 21\% \times \$150 \times 2 \text{ rows} + 16\% \times \$250 \times 1 \text{ row} = \$145.$

The probability of a bingo in 51# with 3000 total cards in play is 2.64%. This means the jackpot will be won 2.64 percent of the time and the consolation won 97.36 percent.

The total average payout is determined by adding the two together. $2.64\% \times \$1000 = \26.40 (jackpot average) + $97.36\% \times \$145 = \141.17 (consolation average) = $\$167.57$ average payout per game played.

MUSICAL STAMPS

Played as a Special, this game is any two Postage Stamps from the Corners. Pay a higher prize to any winner who bingos with either the top or bottom two corners. Pay a smaller prize for any other combination of two stamps. There are 6 possible combinations of two stamps so an additional prize will be paid 1/3 of the time.

MUSICAL KITES

Play this special just like the Musical Stamps above using a Large or Small Crazy Kite pattern. Select one of the four possible combinations for a bonus prize.

BONUS CRAZY T OR L

Play an ordinary Crazy T or L pattern but create a progressive jackpot for a bingo on an upright Letter L, if it occurs first. The average number of calls for an upright letter L with 3000 cards in play is 32 numbers. A Crazy T is won on average in 26 numbers.

DOUBLE FRAMES JACKPOT

This game is a 2 – part jackpot beginning with an inside (small) Picture Frame and continuing on to an Outside (large) Frame. Each part is a jackpot with a consolation prize. Start with the Inside Frame in 24 numbers or less (10.1% probability or one game in every 10 with 3000 cards in play). Continue with a larger Jackpot for an Outside Frame in 42 numbers or less (5.68% probability or 1 in every 5.68 games).

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

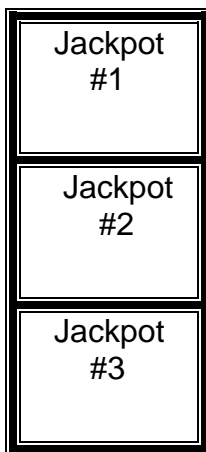
SUPER LETTER X

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 similar to the Double Frames Jackpot. The first part is a Letter X on any card and part two is a giant Letter X which crosses all 4 cards. The first X can be played as a jackpot in 19 numbers or less and the probability is 8.9% with 3000 cards in play or 1 in every 11 games played. The Super X in 34 numbers or less will be won 6.73% of the time or 1 in every 15 games played.

TRIPLE JACKPOT BONANZA

Bonanza has historically been immensely successful due to the unique format of posting 45 numbers in advance and allowing sales for an extended period of time. Sales in some market areas that have played Bonanza for years began to stagnate as players lost interest in the customary 48 number or less coverall. In the mid 1990's, a tribal game in Oklahoma “hit” on a new variation that immediately renewed interest in the game. They changed from a single bingo card and one large jackpot sold for \$1, to a 3 card sheet sold for \$2. Each card on the 3 card sheet became an independent jackpot, offering 3 different jackpots simultaneously. The beauty behind this idea is that if any jackpot is won, only that card or jackpot resets to the starting prize amount. The other 2 jackpots continue to grow avoiding the typical “jackpot slump” in attendance and the immediate decreased sales volume. This jackpot structure has since been expanded beyond Bonanza and implemented for Specials and Super Jackpots.

BONANZA COVERALL IN 50 NUMBERS OR LESS:
(ADD 1 NUMBER EA. SESSION TIL WON)
CONSOLATION PAYS \$200



TOP CARD PAYS \$250 & GROWS \$10 PER SESSION

MIDDLE CARD PAYS \$500 & GROWS \$25 PER SESSION

BOTTOM CARD PAYS \$1000 & GROWS \$50 PER SESSION

The Bonanza game shown above progresses the number and the prize money each session played. One of these jackpots will be won on the 7th session played (on average). The top jackpot will be worth \$320, the middle will be at \$650, and the bottom jackpot will have grown to \$1350. Assume the middle jackpot is won. The number of calls needed to win resets to 51 numbers on all three jackpots and the middle jackpot resets to the starting amount of \$500. The top and bottom jackpots remain at \$320 and \$1350, 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 or to conform to local and state laws. Consolations could be different for each card increasing from #1 to #3, \$50 for the top, \$100 for the middle, and \$150 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. The jackpot prizes can be "fixed" (constant prize amounts) if the amount of any single prize is in your area has a strict limit such as no prize over \$500 per game.

TIC TAC DOUGH – 3 IN A ROW

Using a 9 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 9 on sheet, 8 of which form a straight line. The jackpot will be won on average every 10 games played.

TRIPLE PLAY STARBURST

This Special is played on Starburst (Lucky Star) bingo paper which has a star or burst over one number on each card. The game has typically been played as a jackpot when a bingo occurs on the number with the burst. The probability of this format is approximately 3%. A different and possibly more interesting method of play is to create 3 different prize levels playing a Double Hardway Bingo.

1. Any bingo with the star outside of the pattern (not part of a line) pays the smallest prize which happens 58% of the time.
2. Any bingo with the star within or part of either Hardway pays an intermediate prize and this occurs 25% of games played.

3. Any bingo on the star or burst, about 3.4% of all wins, pays a jackpot. Promote additional sales by progressing the dollar amount of the jackpot if allowed by local laws.

The balance of wins (14%) will be splits among the 3 levels with 11% between levels 1 and 2. The Triple Play Starburst will be won in 25 balls called on average, a relatively short time for a Special. The same game played as a Triple Hardway will be won in 35 numbers but the percentage of wins at levels 1 and 2 become relatively equal at 42% each.

TRIPLE / TRIPLE JACKPOT

Three wild numbers are announced and posted prior to the start of Early Birds. Players purchase 3 card sheets that should have a cover sheet such as “Surprise”, “Bullseye”, or “Treasure Chest” Bingo paper. “Bonanza” or “Tear – Open” cards can also be used. Players immediately begin marking their wild numbers and the game is continued late in the session (like Bonanza). The objective is to form three straight lines on EACH card on the sheet in 20 or 21 numbers or less. The wild numbers count as 3 numbers called and 17 or 18 additional NON WILD NUMBERS are called for the Jackpot. The probability of the jackpot being won is 2 – 3%.

WILD N CRAZY

This unique game is played as an Indian Star formed by combining a Letter X and a Large Cross. It was created as a promotional game and could easily have been categorized in the Build Goodwill section of our website. Surprisingly, a large majority of players enjoy this game and that is why we have included it in our Ideas Section. Every number called is a wild number. Wild N Crazy needs only 7 – 8 numbers called for a bingo and will average 4 – 5 winners per game.

SPEEDY COVERALL JACKPOT

Increase participation and sales of your Speed Game by adding a jackpot in 54 numbers or less. Allow an additional couple of seconds so players can play at least two single cards. Due to the limited amount of cards in play, usually less than 500 at most games,, the jackpot will be won approximately 1 in every 25 games played (4%).

MYSTERY MONEY

Mystery Money Games are commonly played as a 2 or 3 part game on the same sheet. The sheets are typically sold for at least \$1 per part. The prize amount is determined by multiplying the number of last ball called by a pre – determined dollar amount. For example, part 1 is any straight line for \$2 multiplied by the last number, part 2 is a Small Frame for \$4 times the last number, and part 3 is a Large Solid Diamond for \$5 times the last number. The balls are not dropped back into the bingo blower until part 3 is declared “closed”. Although there can be a wide variance in the prize payouts, the overall average multiplier (last number) is 37.5 or the midpoint of all 75 balls. Establish a minimum prize amount for each part of the game.

QUICK SHOT BONANZA

Quick shot Bonanza can be played on any sealed or covered single bingo card. The game is played by calling and displaying exactly 24 numbers. Balls are drawn until there are five B balls, five I balls, four (4) N balls, five G balls, and five O balls. A tray or deck of 1000 cards is opened and sold to the players. A player marks their cards using the 24 numbers displayed and a prize is awarded for completing any of the pre specified patterns. The same 24 numbers are used for all 1000 cards or until the end of the session.

PATTERN	AVERAGE NUMBER OF 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	\$1000	\$500	\$250	\$250
Small Frame	0.24	\$500	\$250	\$250	\$100
Crazy T	0.39	\$300	\$250	\$100	\$100
Lg. 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
Sm. 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	\$.50
No Numbers	0.10	\$25	\$25	\$25	\$10
Avg. Payout		\$6161.60	\$5840.60	\$2930.90	\$1965.70
Avg. Profit		\$2838.40	\$3159.40	\$1569.10	\$1034.30
Avg. % Profit		31.5%	35.1%	34.8%	34.4%
Win Ratio		4.32	4.32	4.32	4.32

Quick Shot plays very similar to a pull tab game and the tables above have been designed with a low win ratio (1 win for every 4.32 cards sold) to maintain interest and sales. The payout and profit figures are average figures since there will be variations due to a new set of 24 numbers being drawn for each set of 1000 cards. The averages are based on several thousand simulated games. A top tier winner will occur approximately 75% of the time (per 1000 cards), therefore, the larger the top tier prize, the larger the variation in payouts and profit.

Managing Multiple Winners

INTRODUCTION

Multiple winners or split pots are a natural occurrence in bingo and cannot be completely eliminated. Multiple winners may occur at anytime when two different players are playing DIFFERENT bingo cards and win on the SAME BALL called. Duplicate winners, which can be prevented with proper paper handling, occur when IDENTICAL bingo cards are in play during the SAME GAME. Several factors influence the amount of multiple winners that can be expected to occur, a few of which can be managed to your benefit.

GAME PATTERNS

The most important factor determining how many winners you will have, on average, is the game pattern being used. In general, there is a greater chance of multiple winners when playing games that have several possible combinations and that require a relatively small number of balls called to win. Patterns such as any line, Regular Bingo (line or 4 corners), Corner Stamps will have a much larger number of winners, on average, than a Letter T or Coverall. The table below shows the average number of winners for some representative patterns.

PATTERN	1500 CARDS IN PLAY	3000 CARDS IN PLAY	6000 CARDS IN PLAY
ANY LINE	1.72	2.21	3.25
REGULAR BINGO	1.61	1.96	3.11
ANY 6 PACK	1.51	1.67	1.92
CORNER STAMP	1.88	2.52	3.95
LETTER T	1.34	1.39	1.44
CRAZY T	1.27	1.32	1.36
COVERALL	1.32	1.34	1.35

Notice that the patterns requiring fewer balls called and having several possible combinations can result in nearly twice as many winners, ON AVERAGE. All managers should be aware that occasionally the number of winners will be at least 3 times the average number of winners for any particular pattern. This means it is reasonable to expect 10, 12, or more winners (occasionally) when playing any line or a Corner Stamp with a large number of cards in play. The Crazy T pattern shown in the table demonstrates that rotating or "Crazy" patterns have only minimal effect on multiple wins. They simply shorten the game by reducing the number of calls necessary to win.

SIZE OF GAME

The number of winners per game will increase as the number of cards in play increases. There is simply more players competing for the same pattern or possible combinations of a pattern. This is important when considering patterns used for different bingo programs. A game that uses the same patterns for a small weekday program and a much larger weekend program can encounter serious problems with multiple winners. The smaller session may have only a few games with split pots, however, that same program may have a significant number of multiple wins when used at a larger session. This can result in many dissatisfied customers and lengthen the time necessary to complete your session due to a large increase in verifications of winning cards.

SKEWED CALLS

You have done your homework and carefully considered the patterns in your program and the size of your game, but there are still a few games with several winners. Why? The balls called are “skewed” which means the numbers are not evenly distributed across the B, I, N, G, and O rows. For example, assume you are playing a straight line bingo and three B’s, three I’s, three N’s, and three G’s have been called. There will be a large number of players needing only an O row number to win. This can easily result in dozens of winners depending on the size of your game.

Skewed calls will occur approximately one in every four games played on average and can have an increased impact on patterns needing only several calls such as a Regular Bingo, any Horizontal, Hardway, or Diagonal. If your bingo session has several of these patterns throughout, expect several winners on 25% of the games played.

SUMMARY

Simply put, you cannot eliminate all multiple winners at your game. You also cannot reasonably expect to eliminate all problem patterns without significantly increasing the length of the session, but you can properly place patterns throughout your bingo program.

Multiple winners can be advantageous during Warm Ups and Early Birds. The winners and prize money can be “spread” throughout the crowd encouraging additional spend (with “House Money”) on Specials and Pull Tabs. More winners can also create more satisfied players – They won!

Advertising / Marketing

INTRODUCTION

The days of “build it and they will come” are long gone. Bingo has become a bona fide business that requires a great deal of planning and effort to be successful. Even mid size communities may have multiple organizations playing bingo not only on the same day but at the same time. Many times they are located within just a few miles of each other and aggressively competing for the same pool of customers. The advertising and marketing of your game has become a critical component for success and is more effective utilizing several different approaches or methods.

IN HOUSE ANNOUNCEMENTS

The easiest and most simple advertising is announcements made during the session... and it's free. The information which is passed from a regular customer to a POTENTIAL customer is generally regarded as reliable and valuable. Repeated announcements for upcoming specials and events can be invaluable when performed in a way whereby you get the audience's attention.

A caller at a large game in California demonstrated how ineffective announcements can be without proper timing and emphasis. Immediately following the customary reading of the house rules, the caller casually announced that the first 10 players to the caller's stand would each receive \$5. Three players walked to the stage within seconds, leaving nearly 200 players seated or roaming around that simply were not paying attention.

PRINTED FLYERS

Promotional flyers as a supplement to announcements are an absolute necessity. Make these available at multiple locations throughout the bingo hall, particularly the sales area. Emphasize the date and primary offering or and include a brief description of the details. Make the flyer easy to read with large print and plenty of spacing.

MONTHLY CALENDAR

Provide a monthly calendar of events, if appropriate for the number of sessions played. List any special promotions as well as your regular offerings by day of week for the entire month. Prominently display your name, address, phone number, and consider a map of your location. You can print your regular offering and game info on the back and even include a food menu with prices.

SIGNAGE

Signs and posters naturally grab the visual attention of all customers, particularly as players wait in line. Signs may initiate discussions among customers and prompt questions to your staff, exactly what you want. Signage is a great supplement to the printed flyers and will usually get customers to ask for additional printed information.

ANNUAL CALENDARS

A custom imprinted calendar can be used to promote regular annual events and holiday specials. Adding coupons that expire each month to the bottom of each page can be a great marketing tool for repeat business. The “Calendar Giveaway” sessions can be promoted and result in a significant increase in attendance, essentially paying for the expense of the calendars.

DIRECT MAIL

Direct mail is an effective tool for reaching players that attend your game infrequently or have stopped coming entirely. Drawings are the best method of developing and maintaining a mail list, however, suggestion forms can also be effective. Direct mail can be labor intensive and relatively expensive but well worth the investment for sessions in which increased attendance is critical.

BINGO NEWSPAPERS

Most managers are familiar with the “Bingo Bugle” and there are many similar independent publishers. Currently, these papers are the most effective advertising for managers today. Bingo newspapers are delivered early each month, to a majority of games, and are a free publication for the players. The advertisements range from a simple listing to full page color ads. They are widely read and are a valuable resource for both managers and players.

INTERNET ADVERTISING

The electronic age arrived for bingo several years ago in the form of computerized bingo and portable hand held units. The proliferation of the internet is changing all forms of advertising and bingo is no exception. According to “Business Week” magazine, 71% of adults age 50 – 64 are online and regularly active on the internet. Internet advertising is readily available to a majority of the players, 24/7, and from the comfort of each potential customer’s home. Ads can be updated easily and continuously, providing “Real Time” information for your

game. Cactus Bingo has and continues to build a huge following of players from across the United States and abroad. Our rates are incredibly cost effective and you can reach an audience of potential customers not offered by any other method. Through our extensive data base of players, we can perform specialty e-mail advertising direct to players by zip code, mileage from your location, and by state or region. The power of the internet is here.