



SCA Gaming

Solutions for
Casino Name

Universal Jackpot
\$1,000,000 Mega-prize Promotion

Presented by XXX
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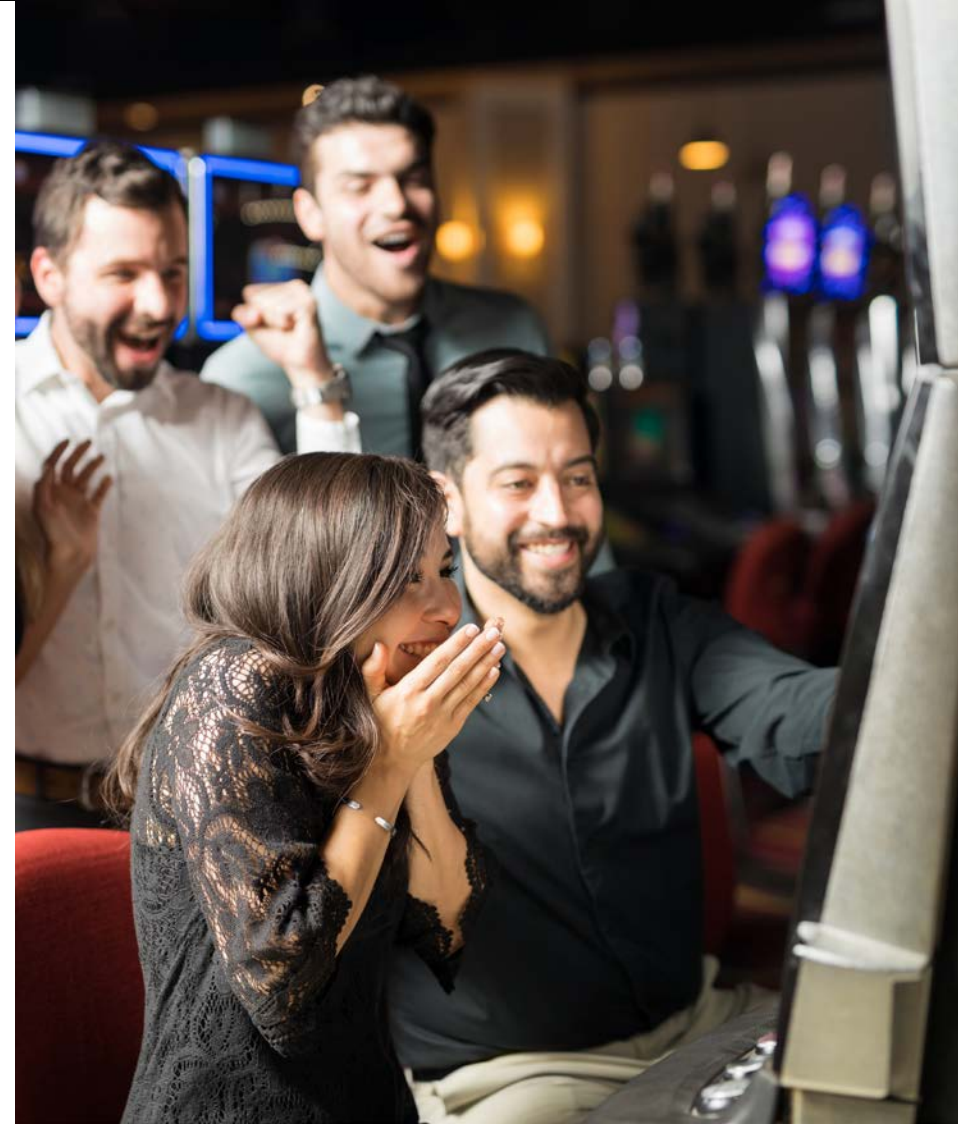


Universal Jackpot

- \$1 million promotional overlay to maximize your market share during reopening and create long-term player loyalty
- Flexible, economical, without budget risk or operational complexity
- Easy for players to understand

Three easy steps:

- Qualifying for the mega-prize draw
- Registering and receiving draw numbers
- Winner selection draw





Step 1: Qualifying

Your Property

- Decide upon start and end dates
- Decide how many qualifiers you want
- Decide on one or more promotion priorities to drive and keep players on site and have them focused where you want

Player Experience

- Mega-prize boosts attention to your property and the specific promotion
- Players know they can play to win now, with a mega-prize draw later
- Players focus on new qualifying chances during the entire promotional period



Step 2: Registration and Number Assignment

Your Property

- Provide qualifiers with online registration information
- Provide SCA with a qualifier list by the cutoff date
- SCA matches qualifiers who register against your list
- SCA provides 4-digit number to qualifiers, with no duplicates, and identifies the winner selection draw

Player Experience

- Players focus on your communication to learn how to qualify
- Players participate in the qualifying events and activities that you have identified
- Qualifiers get the chance to win \$1,000,000 if their numbers match the specified draw
- Qualifiers focus on the upcoming draw event, providing additional communication opportunities for your property



Step 3: Winner Selection

Your Property

- Remind qualifiers of the date, time, and viewing options for the draw
- If there is a winner, SCA verifies the win and pays the winner \$1,000,000
- If you prefer to pay the winner, SCA pays the \$1MM to you to cover that cost

Player Experience

- As the draw event approaches, all qualifiers will be highly focused on the date and time
- The players simply see if their numbers match the 4 digit draw. If it does, they win \$1,000,000 cash



Benefits of an External Draw

Your Property

- SCA's patented process reduces security and operational costs, permitting economical pricing of only \$5000 administrative set up and \$190 per qualifier, while providing your players a chance to win \$1,000,000 cash
- Auditable, verifiable, secure draw at a time when you may not be able to have an on-property event with large numbers of people
- Qualifiers can feed in from any type of qualifying event or activity that you choose. All qualifiers have that same \$190 cost
- With low cost, run mega-prize promotions every month or every quarter and still stay within budget





Example of Qualifying Activities and Events

	New Player Acquisition	Player Loyalty and Retention	Property Differentiation	Capacity Balancing
Example of How to Qualify	Join players club on property	Every hour of play gets you another chance to qualify	Play or visit multiple areas of the property	“Millionaire Mondays” or “Visit our sister property”
Benefit	Increase market share	Increase time on property	Show players all your property has to offer	Draw traffic on less crowded days or optimize capacity limitations



Next Steps

- Discuss your promotional objectives to determine best qualifying events or activities, number of qualifiers, and time frame for first promotional period
- SCA will provide a flow chart and example copy that can be utilized for internal training or external communication
- Communicate the exciting news to current and new players to build traffic and loyalty

Thank you.

Email

Phone