



THE ROYAL CANADIAN LEGION ALBERTA-N.W.T. COMMAND

SALES TIP #3 — RUNNING A BINGO? TRY BINGO EVENT GAMES!

Bingo event games are another form of pull tickets approved by the Alberta Gaming and Liquor Commission and are a new and exciting way to increase your Branch's revenues from pull ticket sales during your bingo event. A complete description of one of our approved bingo event games, Hot Balls, can be found on the reverse of this flyer and we have included some questions and answers below.

Questions and Answers

Q: What's the different between a bingo event game and our regular pull ticket games?

A: Bingo event games are small count games (Hot Balls is 420 tickets) that are played in conjunction with your bingo event that give your players two ways to win – instant wins (as with your regular tickets) and special hold tickets that give a limited number of players a chance to win the large prize. Your Branch must sell the entire 420 tickets during the bingo event before you can play the game and award the extra prize.

Q: How does it work?

A: There are 25 hold tickets available that have 3 bingo numbers (1 number per window). If a player gets one of these tickets, they hold onto it until all tickets are sold and caller announces that you will play Hot Balls. During the designated bingo game, the first player to dab all three numbers on his/her ticket yells 'BALLS' and win a \$200 prize.

Q: What's the attraction for players?

A: Players love bingo event games because there are a limited number of special hold tickets that give them a chance to win the larger prize. They realize that if they get a hold ticket, they have a good chance of winning the prize and will 'chase' the hold tickets. Players also like the fact that they will see someone win the large prize.

Q: Do we need a dedicated seller to sell bingo event games?

A: Initially, you will need to have a dedicated seller to explain the game to your players and answer their questions. Once the game is rolling, you may be able to sell tickets from a permanent location.

Q: Do bingo event games replace the regular instant win games?

A: No. Bingo event games do not replace your regular instant win games which should continue to be sold. Bingo event games complement existing games.

Q: How do I get started?

A: Call your Arrow Games/Bazaar & Novelty sales representative who can provide you with more information and will help you get started by helping your Branch sell the tickets for the first time

**For more effective pull ticket sales tips, contact your
Arrow Games/Bazaar & Novelty
sales representative at 1.800.567.5606
www.arrowgames.com/albertanwt**



what is a BINGO EVENT GAME?

1

Bingo event games are another form of pull tickets with as few as 420 tickets in a unit and two different ways to win.

2

Players can win an instant prize just like they do with their regular pull ticket games.

3

In addition to the instant win prizes, 25 tickets out of the 420 tickets have a bingo number in all three ticket windows. The bingo balls range from B1-075. Players hold these special hold tickets until all 420 tickets are sold for a chance to win an extra prize.

4

Once all 420 tickets are sold, Hot Balls will be played along with one of the bingo games. The caller will announce which bingo series Hot Balls will be played along with. During that game, players will dab their bingo paper as usual and if they have a ticket with 3 bingo balls, they will dab the numbers on their ticket if called.

5

The first person to dab all 3 numbers on one ticket yells "BALLS!" and wins \$200.

