



Mychoice Summer Drawing

Promotion Period

- ★ Fridays in July – 7/5, 7/12, 7/19, 7/26
 - 7pm-10pm
- ★ Fridays in August – 8/2, 8/9, 8/16, 8/23, 8/30
 - 7pm-10pm

Promotion Eligibility

- ★ Must be a players card member
- ★ Bonus entries mailed out by Dayton, Columbus and Lawrenceburg
 - Owner – 10,000
 - Elite – 5,000
 - Preferred – 2,500
 - Advantage – 1,000
- ★ Additional entries earned from 7/1-8/30
 - 1 tier point=1 entry
 - Tuesdays are entry multipliers
 - Owner – 5x
 - Elite – 4x
 - Preferred – 3x
 - Advantage – 2x
 - Entries are only valid at local properties

Location

- ★ Drawing will take place at promotions area
- ★ Guest must swipe card at kiosk to enter

Selling Point

- ★ Mychoice Summer makes Hot Friday nights! Win up to \$5,000 in Free SlotPlay and \$5,000 in cash. Join us on the last Friday of August for a chance to win a brand new Mercedes or \$20,000 CASH, because it's your choice at Hollywood Casino!
- ★ Regional event – 3 casinos, 3 cars, 3 choices – Mychoice Summer take your bonus entries to all three properties during their Mychoice summer drawing and have a chance to win 3 Mercedes.
- ★ Dayton Event: Friday July 26
- ★ Lawrenceburg Event: Friday August 30
- ★ Columbus Event: Friday Sep 27

Details



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- ★ Guests will start entering the drawing at 6pm each day
- ★ Fridays in July and First 4 Fridays in August
 - (2) guests will win Free SlotPlay from 7pm-9:30pm
 - (1) guest will win \$5,000 FSP and \$5,000 CASH at 10pm!

Time	# of Winners	FSP	Cash	Total Spend
7pm	2	500		1000
7:30pm	2	500		1000
8pm	2	500		1000
8:30pm	2	500		1000
9pm	2	500		1000
9:30pm	2	500		1000
10pm	1	5000	5000	10000
		\$11,000	\$5,000	\$16,000

- ★ Last Friday in August
 - (2) guests will win Free SlotPlay from 7pm-9:30pm
 - (3) guests will be called to play a game at 10pm
 - (1) Guest will win \$2,500 FSP
 - (1) Guest will win \$2,500 CASH
 - (1) Guest will win a new Mercedes or \$20,000 in CASH

Time	# of Winners	FSP	Cash	Total Spend
7pm	2	500		1000
7:30pm	2	500		1000
8pm	2	500		1000
8:30pm	2	500		1000
9pm	2	500		1000
9:30pm	2	500		1000
10pm	1	2500		2500
10pm	1		2500	2500
10pm	1		20,000	20000
		\$8,500	\$22,500	\$31,000



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Criteria

- ★ Retail

Mailer

- ★ Core

Email

- ★ Weekly reminder

Expenses

- ★ Décor – 1500 Car Display
- ★ F&B – N/A
- ★ FSP – 96,500
- ★ Cash – \$62,500 (assuming guest takes cash option)
- ★ Gifts – N/A
- ★ DM – N/A

Advertising

- ★ Core
- ★ BAS
- ★ Speedmedia
- ★ Plasma
- ★ ATM Plasma
- ★ Turnstiles
- ★ TV – August only
- ★ Radio
- ★ Digital Display
- ★ Facebook paid

Execution

- ★ 1 Marketing specialists will be scheduled to handle 7-9:30pm drawings
- ★ 2nd specialists will be scheduled to assist starting at 9:30pm for the 10pm drawing
- ★ MGT Build – Entries will carry over from week to week so we will not empty the drum just clear check in and put tickets back in
- ★ Promo needs built in MGT based on tier for bonus entries



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- ★ All cash winners over \$500 will be escorted to the cage and asked if they want check or cash
- ★ Car Display should be bright, eye catching and scream mychoice
- ★ Roger from purchasing will be in charge of getting Mercedes for display
- ★ Game will be prizes in silver cases at HOTR