

THREE MARKETING IDEAS TO BOOST YOUR SLOT MACHINE BUSINESS





THREE **MARKETING IDEAS** TO HELP BOOST YOUR SLOT MACHINE BUSINESS

Since the enactment of the Illinois Video Gaming Act in 2009, licensed establishments have been allowed to operate up to five video gaming terminals (VGTs) per location. The Illinois Gaming Board (IGB) oversees the licensing, regulation and tax collection of the video gaming industry.

Last year alone, an average month of video gambling in Illinois produced \$123 million in gaming revenue, and competition for players is fierce.

How can you make your location stand out from the crowd? Included in this guide are three strategies you could implement to help boost your slot machine business.

Our Relationship Managers at Universal Gaming Group work closely with all our current establishments to identify, plan and execute marketing concepts such as these. We encourage you to work with your current Terminal Operator if you see something you like, or contact us to Switch to More.

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HOLD A SWEEPSTAKES

Sweepstakes generate excitement, reward and encourage customers, and provide a great opportunity to collect customer information. Illinois gaming regulation allows video gaming establishments to hold sweepstakes, in which something of value is awarded to a winner chosen randomly. There are some things you need to keep in mind when planning and running that big giveaway.

- You'll need to specify entry dates, times, and procedures.
- **No purchase necessary.** You cannot require any entrant to play or buy anything, and all sweepstakes documentation should clearly reflect that.
- **Drawing details.** Tell people when and where the drawing will take place and who will do the drawing. Also specify whether entrants must be present to win.
- Can anybody enter? If not, who's excluded? Employees? Family members? Are there age restrictions? Spell it all out here.
- The event rules must say who's sponsoring the sweepstakes.
- Specify what you're giving away, estimate its value, give the odds of winning, and explain how winners collect their prizes. It's also a good idea to clarify who's responsible for shipping and handling if prizes are being delivered.
- **Use of Disclosed Information.** Entrants must be informed that their disclosed information will not be treated as confidential. Explain why and how the information will be put to use. If you leave out this part, you are then legally required to treat their information as confidential.
- **Facebook and social media disclosures.** Your Illinois slot machine business very likely has a Facebook or other social media presence. This section must detail social media confidentiality and disclosures while also making it clear that the respective social media platforms have no legal association with the sweepstakes.
- If there's anything important you have yet to include, additional rules, for example, be sure to put them in a final section. Also state that the sponsor and participants are bound to comply with all applicable regulations.

[CLICK TO LEARN MORE ABOUT HOW TO HOLD A SWEEPSTAKES](#)



MAXIMIZE CASHOUT VOUCHERS

When players cash out on a slot machine, they receive a printed cashout voucher that allows them to collect their winnings from the redemption terminal. Savvy slot machine operators have figured out that, if leveraged creatively, these vouchers can be so much more. Here are some tips on how you can use cashout vouchers to supplement your employee tips, generate goodwill for your business, and even draw in new customers.

Put Up a “Ticket Tips” Bucket for Customers Who Don’t Cash Out

Some customers don't bother to cash their slot machine winnings if the amount is modest, as it can often be. Enabling them to conveniently tip your employees instead makes them feel good about themselves and helps to establish a bond with your personnel and establishment. Naturally, it benefits your employees as well. They divide up the tips at shift's end based on the number of hours each of them worked.

Put Up a “Ticket Donation” Bucket for Cashout Vouchers

As the Ticket Tips Bucket encourages patrons to tip the staff, the Ticket Donation Bucket makes it easy for them to donate their winnings to charitable causes. Ticket Donation Buckets often go up around the holiday season.

Collecting money for charity is a worthwhile endeavor for its own sake, but once again, you'll reap the side benefit of helping players feel good about themselves, which in turn will foster goodwill for your slot machine business. Meanwhile, the knowledge that you're supporting a good cause is likely to draw in some new patrons.

Post Photos & Videos of Cashout Vouchers on Social Media

Post images of happy winners displaying their cashout vouchers for big sums of money. If that's impractical for any reason, then images of the cashout vouchers alone can also draw in new customers to your slot games business. As with any social media endeavor, persistence and consistency are important. You should aim to post fresh and relevant social media content daily.

Just remember that not everyone wants to be on social media. Always respect customers' wishes if they're reluctant. Include your company logo and a caption urging others to play and win.

Make a Wall of Big Winnings

Don't throw out redeemed vouchers once the players have collected substantial winnings. Put the vouchers on the wall to show everyone just how often people win big at your slot machine business. You can create this inexpensively with just corkboard and pins, and the display will encourage old players and entice new ones who may have simply come in to visit your bar or restaurant.

[CLICK TO LEARN MORE ABOUT HOW TO USE CASHOUT VOUCHERS](#)



HOLD A CHARITABLE RAFFLE

In Illinois, gambling is tightly regulated. The Criminal Code forbids all forms of gambling except for the ones it specifically allows. It permits video gaming as per the provisions of the Video Gaming Act, riverboat gambling as per the provisions of the Riverboat Gambling Act, and the State-run lottery as per the provisions of the Illinois Lottery Law.

Similarly, it allows raffles and poker runs, but only if conducted as per the provisions of the Raffles and Poker Run Act. This means that your raffle or poker run, even if conducted for charity, must operate according to the rules the Act sets forth. Otherwise you're breaking the law. Here's what you need to know about the Raffles and Poker Run Act.

You Need a License For Your Raffle

Every Illinois raffle must be licensed. If it isn't, it's automatically illegal. Generally speaking, only the following groups are eligible to organize a raffle or poker run: nonprofit charitable, religious, fraternal, veterans, educational, business, or labor groups.

State law authorizes local government to issue the licenses for raffles and to establish its own ordinances controlling how they operate. So while everyone must adhere to the strictures of the Raffles and Poker Run Act, additional procedures and stipulations may vary depending on where you live.

The Raffle and the License Application Process

When you apply for a raffle license, you'll have to meet certain basic requirements. One is that the entire net proceeds of the raffle must go to the lawful purposes of the nonprofit entity receiving the license. Another is a sworn statement signed by the presiding officer and secretary of the applicant vouching for the nonprofit nature of the group.

Your Illinois Raffle: Caveats

Some businesses allow third parties to conduct raffles and poker runs on their premises. Should you choose to allow a third party raffle, always verify proper licenses are in order.

By the same token, make sure that any raffle is being conducted in accordance with all requirements, whether State or local.

You especially don't want to get caught in noncompliance if the Illinois Gaming Board has licensed your establishment to be a slot machine business, as you could lose your Illinois gaming license.

[CLICK TO LEARN MORE ABOUT THE RAFFLE AND POKER RUN ACT](#)