



Marketing Your Gaming Business with Universal Gaming Group

Raise awareness
Drive foot traffic
Increase revenue

THE RIGHT OPERATOR
IS EVERYTHING.



The Benefits of Universal Gaming Group's Marketing Services

One of the unique aspects of Illinois' video gaming industry is the ability of Terminal Operators to directly support their partners with high-quality and individualized marketing. Not only can Universal Gaming Group help you design and execute marketing plans for your gaming business, we can also share the cost in many cases!

**Get more foot traffic,
drive more revenue,
keep players excited!**

We offer:

- Eye-catching signage, window graphics, LED signs and more
- Optional branded promotional items and giveaways
- Social media marketing graphics
- Periodic sweepstakes
- Dedicated Account Manager Designated team of marketing specialists
- Years of industry knowledge and experience
- My Player Perks loyalty program

Our Marketing Efforts

Driving awareness and foot traffic for your business

Universal Gaming Group offers many promotional services at no cost to our partners*. We are committed to helping our partners grow and profit.

\$10 FREE PLAY SLOTS



How does it work?

Our team of gaming marketing experts work with you to plan the right promotions to help drive revenue for your business—from print publications to direct mailing campaigns and location based giveaways. We even assist in the process of design, print, and execution.

**“No Cost” promotional items are regulated by Illinois Gaming Board’s Rule 350, and no item can cost more than \$5.00. Items should prominently and exclusively display the logo, brand, or other identifying mark of the terminal operator; the signage shall not bear the name, logo or identifying mark of the video gaming location.*

OUTDOOR SIGNAGE

A simple yet effective way to gain foot traffic!

Flutter Flags, Yard Signs, Sidewalk Signs, Backlit LEDs, Window Graphics, Banners, Pole Banners, and Neon Signs

- Tried and true attention-grabber, beautifully designed to create excitement
- High-quality construction perfect for patios, beer gardens
- Highly visible, enticing casual visitors to try gaming



Flutter
Flags





**OUTDOOR
SIGNAGE**

INDOOR MARKETING

Compelling approach to direct attention!

Posters, Table Tents, Wall Graphics, Hang Tags, Redemption Terminal Graphics, Information Cards, and Rug Runners

- Visually striking materials draw attention toward the gaming area
- Different formats and locations reinforce messaging, making it more likely that individuals will remember and respond to it
- Regularly updated materials keep interest level high



DIGITAL MARKETING AND PROMOTIONS

Modern, efficient way to reach a large audience.

Social Graphics, New Game Announcements, Printable Gaming Coupons, Promotional Items and Giveaways

- Easily shareable, allowing users to spread the message virally across their networks
- Attracts new customers and keeps existing customers engaged
- Regularly updated and timely

Social Graphic



Gaming Coupon



New Game Social Graphic

Co-op Marketing

What is co-op marketing?

Co-op marketing refers to **shared cost marketing and advertising** for your gaming business. Many of our most successful partners use co-op marketing to consistently drive revenue, raise awareness, and increase foot traffic.

Our team of gaming marketing experts will work with you to create a **fully customized marketing strategy** for your gaming operation, including your own branded promotional materials like mailers, digital promotions, and unique sweepstakes.



LOCALLY TARGETED ADVERTISING

Reach your audience out in their community

Newspapers and Local Newsletters

- Trusted sources of information
- Support local economy and businesses
- Built-in and engaged audience

Valpak and Money Mailer

- Highly effective value driver
- Raises awareness in your community and beyond
- Customizable with deals and incentives for your establishment

Magazines: Clipper Magazine, SaveOn, and New Values

- Targeted brand visibility at a larger scale
- Bundled with other valuable local offers
- Enhanced features to further visibility and effectiveness

Local
Newsletter

PIZZA. PASTA. SANDWICHES. RIBS
ORDER ONLINE tammyspizzapasta.orderze.net

TAMMY'S PIZZA

Carry Out • Delivery

\$3 OFF
With Purchase of \$15 or More
TAKE OUT OR DELIVERY

\$5 OFF
With Purchase of \$25 or More
TAKE OUT OR DELIVERY

847-587-7408 • Spring Grove • 6817 State Park Rd • www.tammyspizzapasta.com

\$1.90 DOMESTIC BEERS

Valpak

\$5 MATCH PLAY
ON MACHINE OF YOUR CHOICE.
EXPIRES 3/13/24
PLAY \$5 AND WE WILL PLAY ANOTHER \$5 ON THE MACHINE OF YOUR CHOICE. SEE STAFF MEMBER TO WALK YOU THROUGH THE PROCESS.

WIN BIG

Mamma Maria's
Pizzeria & Ristorante

438 S. YORK RD.
BENSENVILLE

GAMING PROVIDED BY
UNIVERSAL GAMING GROUP

Money
Mailer

BEST
HAPPY HOUR
IN TOWN

ANNA'S INN
PREMIER GAMING EXPERIENCE

NEW GAME

**PLAY SLOTS HERE!
WIN BIG!
WIN CASH!**

**FREE COFFEE & BAGELS
EVERY MORNING
FOR GAMERS**

WESTCHESTER
10261 W. ROOSEVELT RD.

WESTMONT
15 W. OGDEN AVE

EVERY DOOR DIRECT MAIL

Time-tested and effective

- Customizable designs and messaging with personalized offers and incentives
- Trackable performance by monitoring response rates, coupon redemptions, and other indicators of customer engagement
- Geographically targeted to your community ensuring that materials are delivered to households without additional competition

SUN - MON: 11AM - 10PM | TUES - WED: 10AM - 10PM | THURS: 10AM - 11PM | FRI - SAT: 10AM - 1AM

Chances
BAR & VIDEO GAMING

455 S. ROUTE 45 | LINDENHURST, IL
1 MILE NORTH OF GRAND AVE

HAPPY HOUR!
MONDAY-FRIDAY
4PM - 6PM

Lucky 7's
CASH JACKPOT DRAWING
SPONSORED BY CHANCES BAR & VIDEO GAMING | UNIVERSAL GAMING GROUP

STOP IN AND ENTER ONCE PER DAY

JACKPOT STARTS AT \$277
EVERY TUESDAY AT 7PM ONE LUCKY
PERSON WILL GET THE CHANCE TO DRAW
THE 7 OF SPADES OR CLUBS.

JACKPOT INCREASES WEEKLY
IF NO ONE WINS!

PLAY SLOTS HERE! *Get Lucky Today!*

BLUE FISH
Liquor & Cigars

101 RUSHING DR. • HERRIN, IL
618.727.7172

THE KING OF FINE SPIRITS
BEST SELECTION OF FINE SPIRITS WITHIN 200 MILES!

GAMING PROVIDED BY
UNIVERSAL GAMING GROUP

TASTING SCHEDULE - 6PM

JANUARY 18TH	SCOTCH	MAY 2ND	TEQUILAS
FEBRUARY 1ST	RYE WHISKEY	MAY 23RD	EXCLUSIVE BOURBONS
FEBRUARY 15TH	BOURBON	JUNE 13TH	MIXED COCKTAILS - VARIETY
MARCH 14TH	IRISH WHISKEY	JUNE 27TH	BIG WHISKEY VARIETIES (BLIND TASTE TESTS)
MARCH 28TH	BRANDY	JULY 11TH	RUMS
APRIL 11TH	GIN		
APRIL 25TH	HONEY SPIRITS		

HORS D'OEUVRES SERVED • TASTING FEE APPLIES
LIMITED TICKETS SOLD • FREE INQUIRE @ STORE
DATES SUBJECT TO CHANGE

Brand New Games!
DOZENS OF GAMES TO PLAY!

HAPPY "OUR" LIQUOR & BAR
324 W. DEARBORN ST • HAVANA, IL

GAMING PROVIDED BY
UNIVERSAL GAMING GROUP

Valid March 14th - March 31st
Limited to the first 50 people.

HAPPY "OUR" LIQUOR & BAR
324 W. DEARBORN ST • HAVANA, IL 62644

324 W. DEARBORN ST
HAVANA, IL 62644

FLYERS

Promote your whole business

- Great for distributing door-to-door and at events
- Attach on to-go orders to build awareness and encourage return visits
- Highlight special offers and coupons

ROSAZZI'S
Authentic Chicago Pizzeria

801 6TH ST. • MENDOTA, IL 61860

SUN - THU 11AM - 10PM
FRI & SAT 11AM - 11PM

1530 COMMERCIAL
815.725.1234

\$5 MATCH PLAY OFF

MUST BE 21 OR OLDER TO GAME. NO PURCHASE NECESSARY. ONE COUPON PER PERSON PER DAY. NO CASHES ACCEPTED. REDEEM THIS COUPON TO RECEIVE \$5 IN MATCH PLAY AT ROSAZZI'S. \$5 MUST BE PLAYED IN VIDEO GAMING TERMINALS. MANAGEMENT RESERVES THE RIGHT TO DISCONTINUE THIS OFFER AT ANY TIME. IF YOU OR SOMEONE YOU KNOW HAS A GAMING PROBLEM, CRUISE AND RECREATION SERVICES CAN BE ACCESSED BY CALLING 1-800-434-0224. EXPIRES 07/17/21.

J. Fleming's
Absolutely Delicious

Eat, Drink and Spin to Win!

Live Music • Catering • Video Slots
Private Parties • Drink Specials

Kitchen Hours (Lounge Open Later)
Tuesday – Thursday: Lunch 11AM – 4PM / Dinner 4PM – 9PM
Friday – Saturday: Lunch 11AM – 4PM / Dinner 4PM – 10PM
Sunday – Monday: Closed

DOZENS OF GAMES TO ENJOY!

18 N. CASS AVE.
WESTMONT, IL 60559
630-434-0224
WILLBEYOURCHEF.COM

GAMING PROVIDED BY
UNIVERSAL GAMING GROUP

\$5 FREE PLAY ON ANY GAMING MACHINE
(WITH FOOD & BEVERAGE PURCHASE OF \$25 OR MORE)
SEE OUR STAFF FOR MORE DETAILS

\$10 OFF ANY PURCHASE OF \$50 OR MORE

MUST BE 21 OR OLDER TO GAME. MUST PRESENT THIS COUPON TO REDEEM. NO DUPLICATIONS ACCEPTED. NOT VALID WITH ANY OTHER OFFER, PROMOTION, OR PREVIOUS PURCHASE.

BILLBOARDS

Impossible to miss!

- Large canvas for creative and impactful designs with 24/7 visibility and the option of being localized to your community
- Strategically placed in high-traffic areas ensuring they are seen by many people
- Powerful platform to increase brand awareness and repeat exposure



BILLBOARDS

STRAIGHT AHEAD!

PLAY SLOTS!

GAMING PROVIDED BY
UNIVERSAL
GAMING GROUP

**West Frankfort
Bonnie Cafe
Nashville**

824 N. MILL ST • NASHVILLE, IL
TUES-SAT 6AM-10PM | SUN: 11:30AM-3PM | MONDAY CLOSED



A billboard advertisement for slots, featuring a dark blue background with falling green banknotes and gold coins. The main text is in large, bold, white letters with a blue outline. The background is decorated with several green banknotes and gold coins falling from the top. The billboard is mounted on a metal frame with a glass top, and it is illuminated by streetlights at night. The surrounding area includes a sidewalk, a road with a white fence, and buildings in the background.

WIN BIG! WIN CASH!
PLAY SLOTS HERE!

GAMING PROVIDED BY
UNIVERSAL GAMING GROUP

HERRIN, IL

BLUE BIRD
-Liquor & Cigars-

BILLBOARDS

SOCIAL MEDIA AND RADIO

Brand building demand generation

- Reaches a large and diverse audience to connect with a broad demographic range
- Cost-effective options offering a variety of pricing models that accommodate different budgets
- Assists in building brand awareness and recognition by consistently reaching a targeted audience over time

Social
Media



PROMOTIONS: PUNCH CARDS AND SPIN THE WHEEL

Reward your players!

- Creates business loyalty and repeat visitors
- Gives extended value to your customers
- Customizable with your most popular times

Punch Card

COSTA'S
PIZZERIA & RISTORANTE

133 E. Blackhawk Dr
Byron, IL 61010
815-234-4707

FREQUENT PLAYERS CARD

After 10 punches, you'll receive a **\$20 COSTA'S GIFT CARD**, during your next visit. Ask a staff member for assistance.



Limit 1 p
Not valid o
enrolled in the

AVAILABLE ONLY AT [LOCATION HERE]

SPIN TO WIN

ENTER FOR A CHANCE TO
WIN MONTHLY PRIZES!

REFER TO PRIZE BOARD FOR
ENTRY DATES AND PRIZES

Winner not need to be present on drawing day
Must be 21 or older to enter
One entry per day

BONUS SPIN FEATURE

ALL DAY EVERY TUESDAY
SPIN THE WHEEL FOR ADDITIONAL
ENTRIES, GAMING COUPONS, AND MORE!



Spin the
Wheel
Promotion

EVENT GIVEAWAYS

The ultimate customer advocacy!

Collaborate with our account managers to design and distribute high-quality, UGG-branded promotional items that will add a distinctive touch to your events.

- Creates strong business loyalty
- Cost saving marketing resource
- Enhanced customer engagement

**“No Cost” promotional items are regulated by Illinois Gaming Board’s Rule 350, and no item can cost more than \$5.00. Items should prominently and exclusively display the logo, brand, or other identifying mark of the terminal operator, can only be distributed to patrons and not to be used as an operational item.*



SWEEPSTAKES

Nothing drives excitement like sweepstakes!

One of the best ways to raise awareness and generate traffic for your business is by running sweepstakes and promotions. Universal Gaming Group is one of the few terminal operators who runs regular sweepstakes with our partner locations.

Large Scale Sweepstakes

Universal Gaming Group offers multiple large, multi-location sweepstakes every year with attractive jackpots. By participation in our sweepstakes you get the benefit of engaging with your players without the burden or cost of running your own promotion*



*Subject to the cost sharing provision required by IGB Rules 1800.350.

TAILORED GIVEAWAYS

Have a giveaway idea for your business? Universal Gaming Group can design unique sweepstakes promotions tailored to your goals and players, designed to help you stand out. Our team will set up your promotion and provide options for entry collection.*

**Subject to the cost sharing provision required by IGB Rules 1800.350.*



June 1st – September 30th

SUMMER

VISA GIFT CARD

Giveaway!

ENTER FOR A CHANCE TO WIN 1 OF 8
\$50 VISA GIFT CARDS

ONE WINNER ON THE 15TH AND ONE WINNER ON THE LAST DAY OF EACH MONTH

ENTER TO WIN AT THE KIOSK

GAMING PROVIDED BY
UNIVERSAL GAMING GROUP

One entry per person per day. Must be 21 or older to enter. Available only at this location.

SWEEPSTAKES PROMOTIONAL MATERIALS

Drive awareness and excitement during peak gaming times, like major sporting events, season changes, and local happenings!

- Posters
- Table tents
- Redemption Terminal Screen graphics
- Monitor graphics
- Social media content

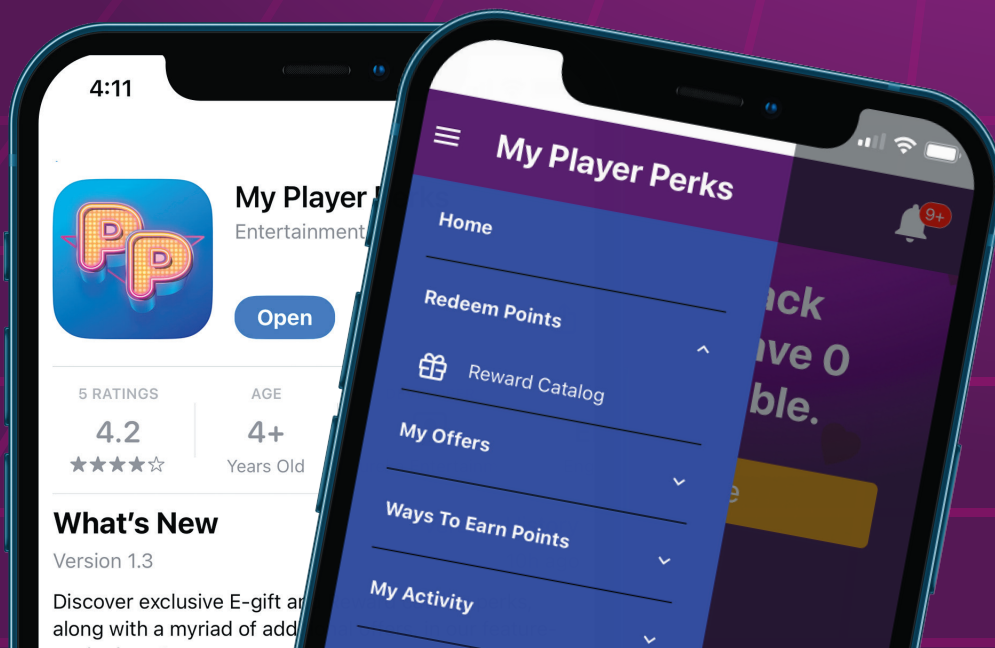




My Player Perks is Illinois' most valuable gaming loyalty program, and our way of saying thanks for being a Universal Gaming Group partner!

Nothing drives business like customer loyalty!

- **Higher revenue**—happy members play more, and play longer!
- **Increased foot traffic**—the promise of rewards brings new members.
- **Loyal customers**—Rewarded members keep coming back.
- **Fully managed**—Universal Gaming Group handles it all, from installation and service to prize fulfillment.



REAL REWARDS THAT MEMBERS WANT!

**E-gift cards that can be
redeemed for:**

- Electronics, Retail, Department Stores, Book Stores
- Home Improvement
- Travel & Vacations
- Grocery Delivery, Coffee
- Pet Supplies
- App Store Cards, Mastercard Gift Card
- Automotive



REAL REWARDS THAT MEMBERS WANT!

Merchandise that can include:

- Televisions, Cameras
- Stereo Systems, Personal Audio Devices
- Tablets, Smart Watches
- Vacuums
- Cookware, Knife Sets
- Coffee Makers, Grills, Smart Ovens
- Watches
- Dartboards



Here’s how
My Player Perks
compares to
other local
programs

	My Player Perks	Terminal Operator Loyalty Program A	Terminal Operator Loyalty Program B
Check-in process in-store and via mobile device			
Online membership profile maintenance	 		 
Reward points redeemable for prizes	 	 	
Complete prize catalog visible online and in mobile app			
Reward points do not expire every 3 months	 		
Personalized member journey and 1:1 communications			
Promotions and opportunities to receive free reward points			
Reward points per check-in increase as tier levels advance			
Reward points earned by visiting any participating location			



MARKETING

To help you promote My Player Perks, we provide its own lineup of marketing materials to build excitement and to make it easy for your customers to sign up and check in to start receiving rewards.

- Redemption terminal signage
- Info cards
- Table tents
- Posters
- Backlit LED signage
- Door decals
- Automated player communications
- Bonus birthday points, special promotions points and more!

INFO CARDS



RT SIGNAGE



DOOR DECALS



TABLE TENT INSERTS

**my
PLAYER
PERKS**

**Earn reward points
toward valuable prizes
every time you play!**

- 1 Check in at the kiosk or on the mobile app
- 2 Earn reward points every hour you play
- 3 Redeem points for valuable prizes



Scan now with your phone's camera to join for free


GAMING PROVIDED BY
UNIVERSAL GAMING GROUP

My Player Perks program terms & conditions may be located at www.MyPlayerPerks.com. Must be 21 or older to play.
If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-ADAMS, 800-421-4000 (AZ) or 1-800-528-3837.

**my
PLAYER
PERKS**

**Earn reward points
toward valuable prizes
every time you play!**

- 1 Check in at the kiosk or on the mobile app
- 2 Earn reward points every hour you play
- 3 Redeem points for valuable prizes



Scan now with your phone's camera to join for free

GAMING PROVIDED BY
UNIVERSAL GAMING GROUP

My Player Perks program terms & conditions may be located at www.MyPlayerPerks.com. Must be 21 or older to play.
If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-ADAMS, 800-421-4000 (AZ) or 1-800-528-3837.



THE RIGHT OPERATOR IS EVERYTHING.

We believe the right terminal operator can make or break your gaming business. That's why we put our partners' success at the forefront of everything we do—we succeed together in this business.

If you would like to further explore any of the great marketing options for your business, please contact your dedicated Account Manager, or [contact us here](#).

Thank you for being a valued partner!

Find more information about our marketing services at:

<https://ugaminggroup.com/marketing/>