

HOLIDAY GREETINGS FROM THE OBDF BOARD

December 19, 2011



NEW OBDF Initiatives Coming for 2012

The OBDF Board of Directors is structuring an exciting 2012 program for the current participants in the Fund. **Approved are two quarter million dollar (\$250K) Gametime Big Win Bingo games** – one to be held in the Spring and one to be held in the early Fall. These games will be structured similar to the familiar \$100,000 games with supporting radio advertising in local communities and in centre promotional materials.

In order to offer some additional excitement in the weeks leading up to the two *mega games*, the OBDF is partnering with the Break Open Ticket Development Fund (BOTDF) to add a creative Break Open Ticket element to the program. The partnership with the BOTDF will provide an opportunity to jointly offer Bingo and BOT games that drive traffic into bingo centres increasing awareness of the Gametime Bingo brand and providing broader exposure and engagement to Break Open Tickets. Funds from the BOTDF will support the BOT portion of the program. The Break Open Ticket element will have a promotional component and will offer prizing not typical of the traditional Break Open Ticket. E.g. up to \$25,000.

The specific details of these exciting 2012 program initiatives will be made available to participants in the middle of January and at that time you will be asked to confirm your participation for 2012.

The Board firmly believes that by bringing the bingo and break open ticket experiences together and offering some *mega games* that we will continue to build awareness and interest across the province for charitable gaming. We would ask that you complete your committed contributions for November and December 2011 on a timely basis.

Gametime Big Win Bingo December 3rd Game Results

The final \$100,000 Gametime Big Win Bingo was held on December 3rd with 30 locations participating. A detailed report is attached.

- It was a very successful game with one winner of the \$100K jackpot – Mary Jellifo from Bingo World, Richmond Hill. Congratulations to Mary and to the staff and charities of Bingo World!
- Attendance for the December Gametime Big Win Bingo was 6,594, which represented a 5% increase vs. December 2010. A total of 41,374 strips were sold, for an average of 6.3 strips per attendee.
- The 11 events held in 2011 generated attendance of 71,062 which represented 10,312 more visits (a **17% increase**) than for the comparable sessions in 2010. A total of 422,898 strips were sold in 2011.
- The 19 events staged over 2010-2011 have generated an **attendance increase of 28%** - 126,020 – or 28,419 more visits than the previous year's comparable sessions. **Importantly, all 19 events have driven increased attendance**
- On a consolidated basis, every single Gametime Big Win Bingo event generated increased attendance compared with the same session in the previous year.

We would like to thank all Commercial operators, managers and charities for making Gametime Big Win Bingo such a tremendous success. Your contributions and your support are greatly appreciated.

The Board would also like to thank our *fantastic* Project Manager Marian Magrane for a wonderful job on this initiative.

In closing, we wish everyone a very Happy Holiday season, a Merry Christmas and the all the best in the New Year. We look forward to working with you to make the next iteration of Gametime Big Win Bingo & BOTs a terrific success in 2012.

Board of Directors
Ontario Bingo Development Fund

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