



December 16, 2011

## **\$100K Gametime Big Win Bingo Ends on a High Note!**

The final **Gametime Big Win Bingo** \$100K event was held on December 3<sup>rd</sup> and marked a successful end to a successful initiative for the industry. There was a single jackpot winner – Mary Jellifo from Bingo World Richmond Hill. Congratulations to Mary, as well as the Bingo World staff and charity association.

Following, is a summary of the performance for both the December 3<sup>rd</sup> and all 2011 events.

### **December 3<sup>rd</sup> Performance**

- Attendance for the **Gametime Big Win Bingo** session was 6594, which represented a **+5%** increase vs. the same session in 2010.
- As always, there were some variances to the average increase:
  - Fourteen centres reported flat or decreased attendance vs. December 2010
  - Nine centres experienced attendance increases of +1% to +20%
  - Four centres reported growth between +21% and +40%
  - Three centres experienced growth between +41% and +100%.
- A total of 41,374 strips were played during the December game; the average number of strips played was 6.3, and ranged from a low of 3.7 to a high of 9.1.

### **2011 Performance**

The table below provides a summary of the 2011 Performance for **Gametime Big Win Bingo**; following, are highlights:

- Every event generated increased attendance vs. the same session in 2010. In fact, all 19 events since the game's launch in May 2010 have attracted more players than the comparable year ago sessions
- The increase in attendance for all 2011 events was +17%:
  - Four centres reported flat or decreased attendance vs. 2010
  - Sixteen centres experienced attendance increases of +1% to +20%
  - Eight centres reported growth between +21% and +40%
  - Four centres experienced growth between +41% and +100%

Note that not all centres participated in every 2011 event – number of participating centres is noted below the chart

- July was the strongest month from an attendance perspective, largely due to the fact that 40 member and non-member centres participated in this event. For members-only events, November delivered the strongest attendance numbers
- Compared with year ago, April represented the largest growth in attendance, at +74%
- Similar to attendance, strip sales were strongest for the July and November events
- With the exception of the February event – when there were three winners – all games delivered a single winner of the \$100K jackpot
- 11 different bingo centres hosted at least one winner during 2011. Since the game's launch, 20 centres have hosted at least one winner. Interestingly, winners have come from every region of the province

Month	Attendance*	Attendance vs. 2010	# of Strips Played	Avg Strips/ Attendance	# of Winners
February	5786	+45%	34,512	6.0	3x\$33,333
March	6254	+56%	37,824	6.0	1x\$100K
April	6508	+74%	38,078	5.9	1x\$100K
May	5752	+10%	34,571	6.0	1x\$100K
June	5850	+4%	35,706	6.1	1x\$100K
July	8325	+15%	46,591	5.6	1x\$100K
August	5748	+6%	33,985	5.9	1x\$100K
September	6223	+1%	36,984	5.9	1x\$100K
October	6924	+3%	40,917	5.9	1x\$100K
November	7098	+10%	42,356	6.0	1x\$100K
December	6594	+5%	41,374	6.3	1x\$100K
Total	71,062	+17%	422,898	5.95	

\* Number of Centres : Feb/Sept = 28, Mar = 26, Apr-June/August = 27, July = 40, Oct/Dec = 30, Nov = 29

### Return on Investment

As you know, all membership contributions for 2010 and 2011 have been used to finance the **Gametime Big Win Bingo** initiative. We have prepared the following analysis, therefore, to demonstrate the return that has been generated by these contributions. The analysis compares the contributions against the net revenue generated via increased attendance and **Gametime Big Win Bingo** strip sales (minus consolation prizes paid out). It should be noted that since not all cheques have been received yet for November and December 2011, the contribution levels for these months are based on historical averages.

The bottom line of this analysis is that, for the average centre, every \$1.00 that was contributed to the Fund in 2010-2011 generated a return of \$1.31. Following, are details:

2010-2011 Contributions	\$ 2,029,597.00
2010-2011 Revenue Generated Via Increased Attendance*	\$ 1,966,353.48
2010-2011 Revenue Generated Via Strip Sales	\$ 1,365,596.00
2010-2011 Consolation Prizes Paid by Centres	(\$ 682,798.00)
Total Net Revenue Generated	\$ 2,649,151.48
Contribution:Return Ratio	\$1.00:\$1.31

\* Based on Average Spend of \$69.48

As communicated previously, the Board has been working on some initiatives for the 2012 Fund. An update on this will be provided to all members within the next week.

As we bring this initiative to a close, we would like to take this opportunity to thank staff and charity associations in all participating centres for their efforts in making it so successful!

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**Board of Directors**