

Creating a LUCKY BINGO syndicate

These notes are offered for information only. They reflect what we do at newsXpress Forest Hill for our LUCKY BINGO syndicate. They do not constitute advice. They are not provided on behalf of Intralot. You should do your own research and determine your own approach to creating syndicates for Intralot and other product.

We run one weekly LUCKY BINGO syndicate for \$10 per share that includes 30 bingo tickets (90 games). (It's actually \$9.90 per share, but we round up - customers don't mind).

To operate the syndicate you will need:

1. **Marketing collateral.** This is a laminated A4 or A3 poster promoting the Syndicate and showing the total prize value for this week. This poster is placed in a prominent place like the front window or behind the counter. The key is to have it in the same place each week. By using a laminated poster, you can write in the jackpot value for each week.
2. **Customer sign-up sheet.** This is best created using spreadsheet software such as Microsoft Excel. The columns should be:
 - a. Share number.
 - b. Customer name.
 - c. Address.
 - d. Contact phone number
 - e. Signature.
 - f. Date sold.
 - g. Staff member initials who sold the share.
 - h. Date prize (if any) collected.
 - i. Customer signature confirming payment of the prize.
3. **Syndicate rules sheet.** Create a rules sheet which outlines the rules for syndicates run in your business. Place this in public display so your customers know the rules associated with your syndicate.
4. **Syndicate share form.** This is an A4 sheet with a place to write the customer's name and their share number. It should include a copy of the numbers (if they can fit) but not the ticket numbers or barcodes.

MAKING THE SYNDICATE

We make the LUCKY BINGO syndicate every Monday morning. We do this by purchasing the tickets and storing them in a fireproof safe, creating the poster and placing the sign up sheet in our syndicate sales book.

It is important to have the new syndicate running before customers come in to check or collect on the old syndicate as this provides you with something to sell with any prize from the previous draw.

The most difficult part is photocopying 30 tickets onto the customer handout. We fold each ticket so only the games are showing and squeeze them onto an A3 page (10 tickets on one side, leaving the top of the page blank and 20 tickets on the other side). Once reduced, we have a header from the attached template which we place over the blank top half of page one before making 10 double-sided photocopies for the 10 customers who sign up.

It is essential that customers are able to see the numbers for the syndicate.

PROCESSING THE SALES

We track syndicate sales separately from regular Intralot ticket sales. We track syndicate payouts separately from Intralot payouts. These steps enable us to manage cash and track success otherwise of syndicates.

CHECKING THE RESULTS

Scan all tickets to check the results after the draw by Intralot. Write the results on the Customer sign up sheet. Staple a copy of the payout docket.

If the syndicate has won a major prize you might want to call the customers.

Be sure to keep the non winning tickets so that you can show customers the results if there are any questions.

Based on our other syndicate experience, we know that promoting the LUCKY BINGO syndicate will help your regular LUCKY BINGO sales.

Take our notes here as an idea. If you start a LUCK BINGO syndicate, make it your own.

MARKETING COLLATERAL

Here is a photo of the poster we display in-store to promote the syndicate.



A key benefit of this poster is that it can be changed without reprinting. We are modifying the poster to include the text – terms and conditions apply.

This poster also works at the counter.

Once a syndicate is sold out, write across the poster but leave it up – this creates a sense of success around the syndicate.

CUSTOMER SIGN-UP SHEET

LUCKY BINGO SYNDICATE NO ___ DRAW NUMBER: DATE OF DRAW:

| SHARE | CUSTOMER NAME | ADDRESS | PHONE NUMBER | SIGNATURE | DATE SOLD | SOLD BY | PRIZE PAID DATE | CUSTOMER SIGNATURE FOR PRIZE |
|-------|---------------|---------|--------------|-----------|-----------|---------|-----------------|------------------------------|
| 1 | | | | | | | | |
| 2 | | | | | | | | |
| 3 | | | | | | | | |
| 4 | | | | | | | | |
| 5 | | | | | | | | |
| 6 | | | | | | | | |
| 7 | | | | | | | | |
| 8 | | | | | | | | |
| 9 | | | | | | | | |
| 10 | | | | | | | | |

Please see in-store for terms and conditions.

SAMPLE SYNDICATE SHARE FORM

This is a sample of the form we hand to customers when they purchase their share in the syndicate.

newsXpress Forest Hill Lucky Bingo Syndicate #1

DRAW DATE:

SHARE NUMBER:

CUSTOMER NAME:

SOLD BY:

[insert copies of tickets here]

Store contact details: 03 9878 2515.