

CLUB Breakout:

Building the Loyalty Club of the Future

Moderator: Deana Scott, Raving CEO

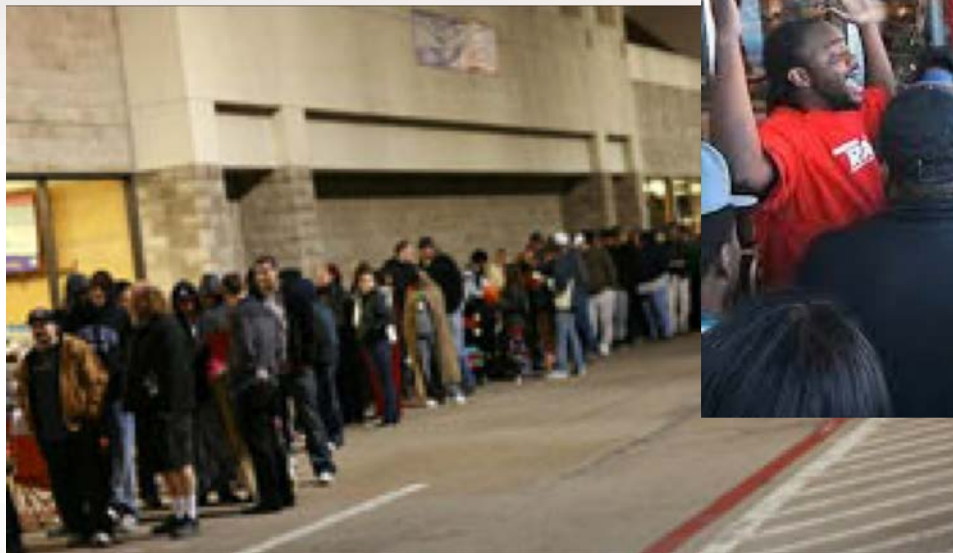
Presenters: Luisa Woods, Vice President of Marketing, Gaming and Entertainment,
Delaware North
Lee Simonson, Director of Loyalty Marketing, Northern Quest Resort &
Casino
Wendy Carter, Vice President of Marketing, Cache Creek Casino Resort

Monday, July 22, 2019
3:00 pm – 3:45 pm

Bet **Raving** Knows.™



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Loyalty Clubs as Lifestyles



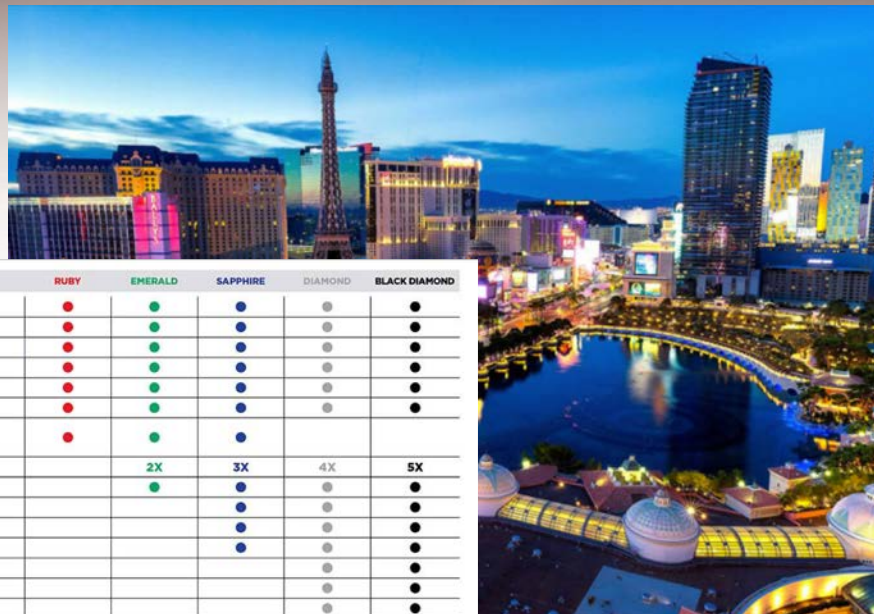
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Prime

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LUCKY NORTH® CLUB	RUBY	EMERALD	SAPPHIRE	DIAMOND	BLACK DIAMOND
Earn points for merchandise, food, drinks and more	●	●	●	●	●
Redeem points for Free Play	●	●	●	●	●
Access to great Members-only promotions	●	●	●	●	●
Exclusive email promotions/offers ¹	●	●	●	●	●
\$2 discount at Vineyard Buffet	●	●	●	●	●
Club 55+ Benefits	●	●	●	●	●
new 15% Discount - Lucky North® Club Destination <i>Call your destination directly to reserve using code LUCKYME</i>	●	●	●		
Bonus entries for drawings ²		2X	3X	4X	5X
Exclusive club anniversary offer ¹		●	●	●	●
Exclusive birthday offer ¹			●	●	●
Invitations to exclusive offers and events ²			●	●	●
Complimentary valet parking ²			●	●	●
Vineyard Buffet express line				●	●
Lucky North Club express line				●	●
Enhanced point value for beverage redemptions				●	●
Free check cashing					●
Personal ambassador					●
Private lounge access					●
new LUCKY NORTH® CLUB DESTINATIONS™ CALL TO BOOK: 1-877-290-8026					
Free Two Night Stays - Lucky North® Club Destinations				●	
Free 2x Two Night Stays - Lucky North® Club Destinations					●

¹Offers may vary
²Subject to availability

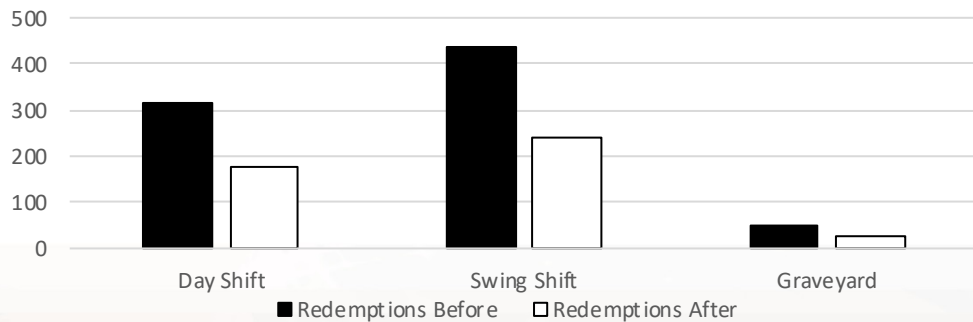


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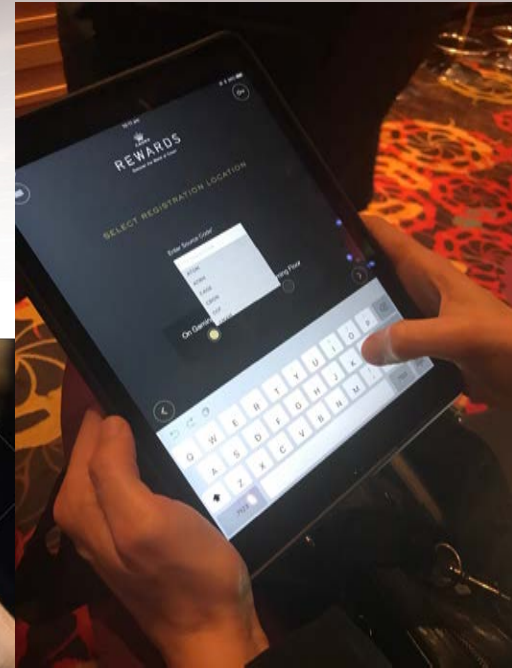
How is the Physical Structure Changing?

Player's Club Redemptions Before & After Kiosk Install



What should the loyalty club of the future include?

- Ability to share wins or experience
- Ability to build a personal profile
- Rewards for loyalty
- Ability to gain VIP level
- Website portal
- Mobile app
- Phone # identifier
- Player-facing rewards
- Gamification
- External partnerships



Q & A

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Questions? Contact Amy Hergenrother
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