

Hospitality Network | April 6 to May 30, 2021

# PHEP BAD BEAT JACKPOT WINNER AWARENESS



## Awareness Campaign Details:

The Pacific Hold'Em Poker Bad Beat progressive jackpot is the #1 key sales driver for the brand.

**This campaign will feature the largest Bad Beat Jackpot winner since 2013 and the total Bad Beat Jackpot prizing awarded in 2020.**

Last year, the game launched two enhancements to help increase the Bad Beat Jackpot quicker which included raising the starting jackpot from \$500 to \$5,000 and increasing funding to the Bad Beat jackpot so it grows twice as fast once it reaches \$20,000.

## Tell Your Players:

- The Bad Beat Jackpot grows faster than ever before.
- Pacific Hold'Em Poker is just \$2 to play with a new draw every 6 minutes
- If the cards on their ticket are good, remind players of the option to raise their bet in \$2 increments for a chance to win more.
- The Bad Beat Jackpot is won if:
  - ✓ The player has a 4-of-a-kind or better;
  - ✓ Does not beat the table;
  - ✓ Uses at least one card on their ticket to make the winning hand.

## Sales Tips:

- The average Bad Beat Jackpot when won is **over \$26,000**
- Last year the Bad Beat jackpot was won **18 times** awarding **over \$498,000 in prizing back to players** (Jan to Dec 2020).
- In **December 2020**, the second largest ever Bad Beat Jackpot was won by a single player for **\$53,243**.



## Point of Sale:

- SST Topper
- SST Decal
- 11x17 & 17x22 Lightbox Posters

