



# BIG \$KY BONUS

## PROGRESSIVE

**2017 NASPL ANNUAL CONFERENCE**

*Montana Lottery - Best New Draw Game Entry*



**MONTANA  
LOTTERY**

# MONTANANS WANT...

**A simple, winnable bonus game.  
Designed for many daily wins.**

**Fast-growing,  
Progressive jackpot.**

*Below: Terminal Decal*



# THE BIG SKY BONUS **BEGINNING...**



Existing daily  
game not  
performing.

**We knew we  
could do better.**



Research.  
More research.  
Trial and error.  
Setbacks.

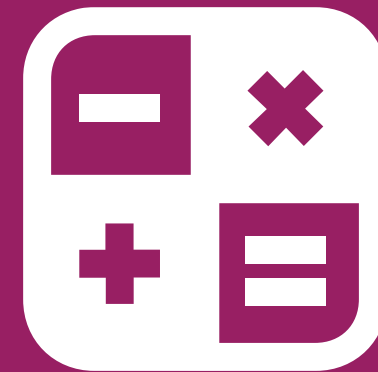
**But we got there.**

# THE BIG SKY BONUS **BEGINNING...**



We went  
looking for  
wins.

**Because we  
knew our players  
do, too.**



A progressive game  
needs a workable  
game matrix.

**We put our  
mathematician to  
work.**



# THE GAME COMES TO LIFE...

## PRIZES AND ODDS

PRIZE	ODDS
JACKPOT	1:20,475
\$20	1:213
\$2	1:12
BIG \$KY BONUS \$10	1:17



Above: Ticket Art Sample



# BIG \$KY BONUS

## PROGRESSIVE

03 14 19 28 **BONUS 12**

WINNING NUMBERS • SEPTEMBER 14

Nickels Gaming Parlor	Helena	Sep 11	\$19,550
TJ's #586	Great Falls	Sep 3	\$22,454
Town Pump #2350	Havre	Aug 31	\$15,978
Lucky Lil's	Livingston	Aug 22	\$17,453
Town Pump of MT	Butte	Aug 14	\$10,101

### PAST WINNERS

# \$10,987.65

SEPTEMBER 15

## DRAWS DAILY AT 7:30 PM

# WHY THE LOOK?

Progressive jackpots where  
**Big Sky is the limit...**



**BIG \$KY BONUS**  
**PROGRESSIVE**

Two chances to Win per Game • Each Play Costs \$2  
Drawings held at 7:30 P.M. daily

**PLAY A Play both panels**

**PANEL 1**  
Pick 4 numbers  
1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28

**PANEL 2 - BONUS NUMBER**  
Pick 1 number  
1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17

Quick Pick ☐ VOID ☐

**PLAY B Play both panels**

**PANEL 1**  
Pick 4 numbers  
1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28

**PANEL 2 - BONUS NUMBER**  
Pick 1 number  
1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17

Quick Pick ☐ VOID ☐

**PLAY C Play both panels**

**PANEL 1**  
Pick 4 numbers  
1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28

**PANEL 2 - BONUS NUMBER**  
Pick 1 number  
1 2 3 4 5 6 7  
8 9 10 11 12 13 14  
15 16 17

Quick Pick ☐ VOID ☐

Left: DreamTouch Graphic  
Right: Big Sky Bonus Play Slip



**PLAY TODAY!**

# BIG \$KY BONUS

**PROGRESSIVE**

## RECORD BREAKING JACKPOT!

**AND COUNTING...**

MAY 5 • DAILY DRAWINGS AT 7:30 PM

 MONTANA LOTTERY

# BIG \$KY BONUS

**PROGRESSIVE**

03 14 19 28 **BONUS 12**

**WINNING NUMBERS**  
**MAY 4**  
DAILY DRAWINGS AT 7:30 PM

# BIG \$KY BONUS

**PROGRESSIVE**

**MAY 5**

# \$23,672

**DRAWS DAILY AT 7:30 PM**



**MORE WINNERS.  
BIGGER JACKPOTS.  
INCREASED REVENUE.**

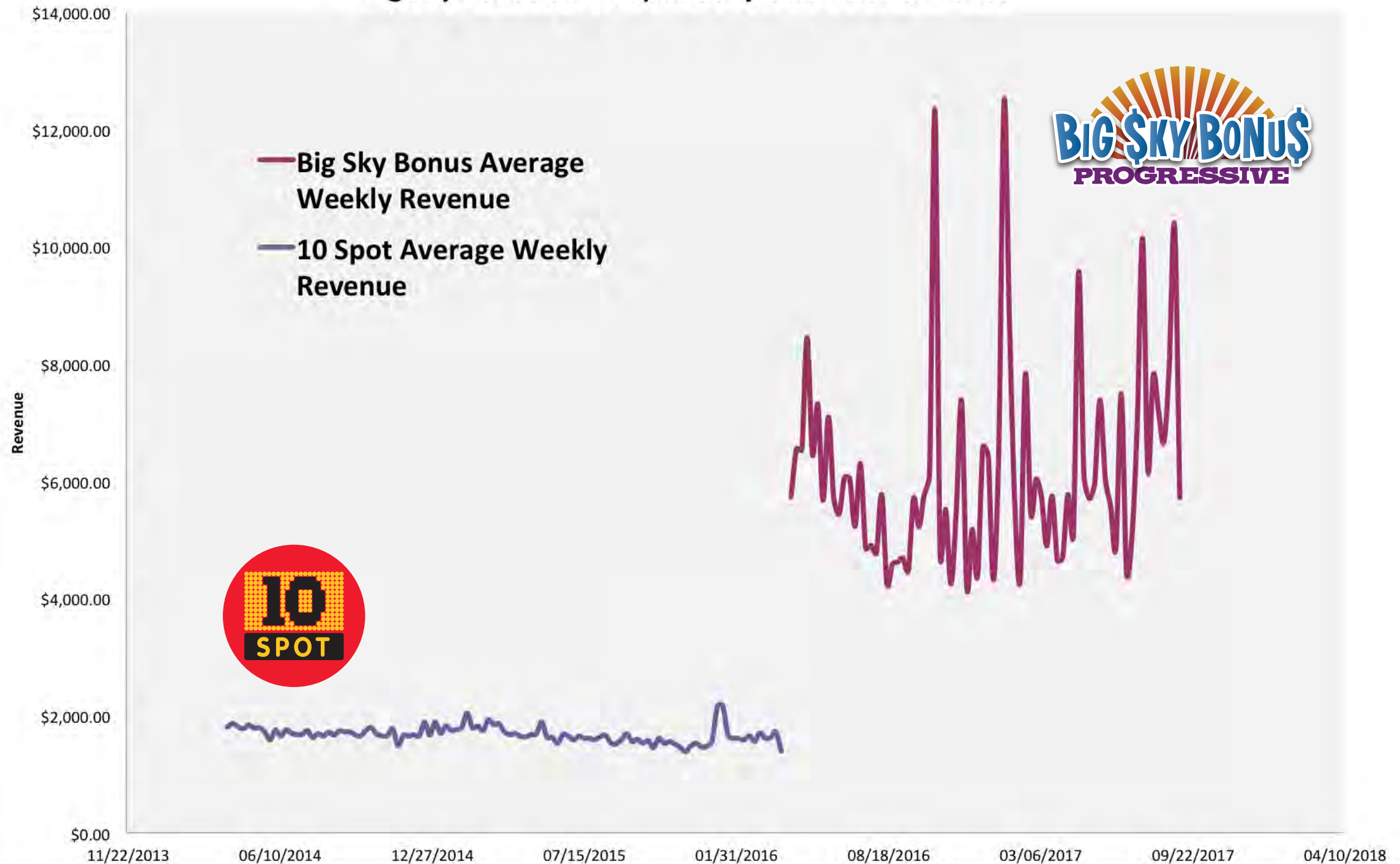


*Above: Winner Awareness for Digital Screen*

Revenue increased by  
**340 percent.**

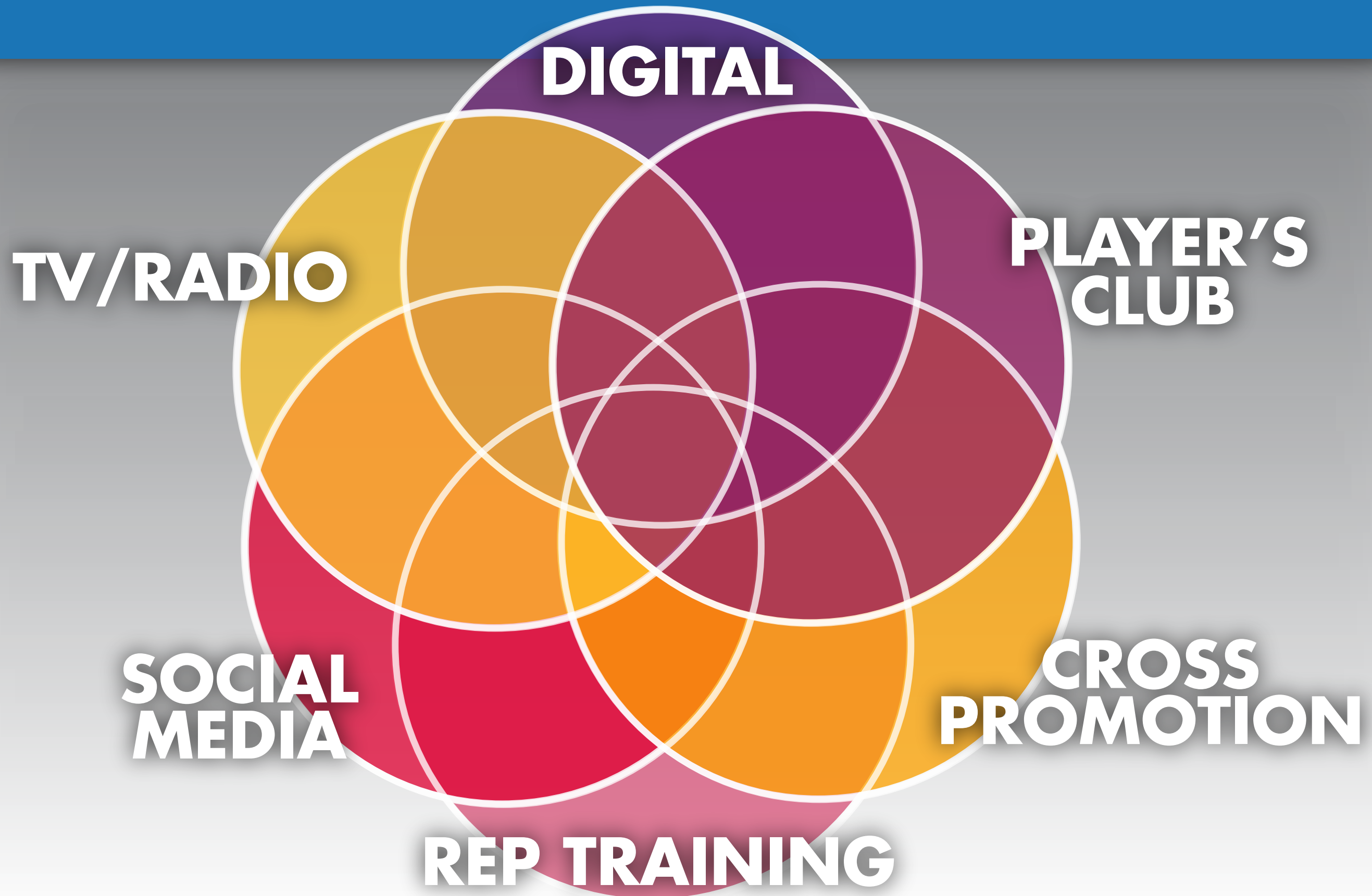


## Big Sky Bonus vs. 10 Spot Daily Game Performance



Daily game market share  
**nearly quadrupled.**

# MONTANA MARKETING





## DAILY GAME AT-A-GLANCE

\$2 PER PLAY

MATCH 4 FOR PROGRESSIVE JACKPOT

MATCH THE BONUS AND WIN \$10

LAST WINNER INFORMATION WILL  
POPULATE TICKET BELOW PLAY AREA

DRAWN ONCE A DAY: 7:30 PM MST

MULTI DRAWS AVAILABLE: 7 (1 WEEK)

COMBINED PAYOUT: 66.91%



Start: May-26-17 End: May-26-17

**Ticket Valid for 1 Draw(s)**

02448 42496 00007 86432 27624 84077  
61741 40698 23116 17337 83496

A. 09 10 21 26

**BIG \$KY BONUS** **06**

QP

QP

B. 02 11 13 23

**BIG \$KY BONUS** **11**

QP

QP

C. 11 15 18 25

**BIG \$KY BONUS** **05**

QP

QP

**Total: \$6.00**

The last Progressive Jackpot won was \$4,300 @  
Rosauers #127 in Missoula  
on May 10, 2017  
IT'S YOUR TURN!  
Drawing held Daily at 7:30 PM



**MONTANA  
LOTTERY**

**THANK YOU.**