



## A New Spin on Wheel of Fortune®



### Key Takeaways



- 1.) The Wheel of Fortune Big Money Spin promotion gave 68 second chance winners VIP Wheel of Fortune experiences and a minimum of \$1,000 in cash prizes
- 2.) Sony, IGT, and partner lotteries created a first-of-its-kind Virtual Big Money Spin event for players as a response to COVID-19
- 3.) Winners participating in the Virtual Big Money Spin event watched live via Zoom as proxies spun the Wheel to determine their cash prize

### By The Numbers

**11**

Participating lotteries in the Wheel of Fortune Big Money Spin promotion

**\$131 million**

Sales generated by Wheel of Fortune Big Money Spin games

**\$675,000**

Prize money won by 68 second chance winners through the Big Money Spin promotion



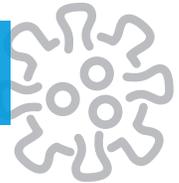
## Big Money Spin



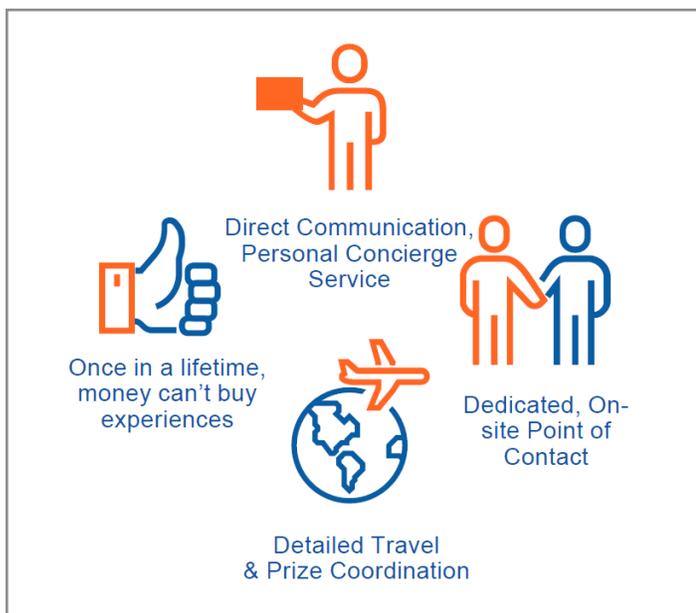
IGT has partnered with Sony to provide best-in-class Wheel of Fortune® instant games and unique, customized second chance programs since 2015. These programs are fulfilled with IGT's White Glove player service, which provides lotteries and their winners a VIP experience from the moment they find out they're a winner through the culmination of their prize experience. IGT teams make the initial outreach to the players, book their travel and hotels, disperse any associated spending money, prepare custom experiences, tours, and receptions to ensure a once-in-a-lifetime trip, and prepare and process any taxes related to prizes won. Prior to the trip, IGT sets up closed social media pages for the winners to introduce themselves and talk about the upcoming experiences.

In 2019 IGT launched the **Wheel of Fortune Big Money Spin** linked promotion with **11 participating lotteries**. Second chance winners received a trip to Los Angeles with luxury hotel accommodations and ground transportation, VIP Wheel of Fortune and Sony Studios experiences, \$500 spending money, a guaranteed cash prize of at least **\$1,000**, and a chance to spin the Wheel for **\$1 million**. For this promotion, two trips for winners were planned; the first occurred in January 2020 with 35 winners in attendance, and the second was originally scheduled for April 2020 with the remaining 33.

## Pandemic Shift



When the COVID-19 pandemic forced the postponement of the April 2020 trip, a solution to fulfill the 33 affected winners' VIP experience needed to be developed quickly. IGT, Sony and the partner lotteries worked closely together to ensure the event, in whatever form it took, would live up to the value expected from the originally planned event, while keeping the health and safety of players, Sony personnel, and lottery and IGT staff a priority. During this time winners were in constant communication with IGT's team as a solution was developed.



IGT's White Glove Service provides lotteries and their winners dedicated VIP support before, during, and after their prize experience.

## A Virtual Event



With travel still significantly limited and in-studio experiences limited to essential personnel, Sony and IGT partnered to create a first-of-its-kind virtual Big Money Spin experience. Lottery winners participated in two virtual events:

- Winners watched an exclusive livestream of a Wheel of Fortune taping, with a special message during the show from Pat Sajak and Vanna White.
- For the main Big Money Spin event, winners participated in an event over Zoom hosted by Jim Thornton, Wheel of Fortune's emcee, where proxies stood by to spin the wheel for each winner to determine their cash prize.

Significant coordination was required with the Sony production team to execute the events, including hiring and training proxies to stand-in at the Wheel, coordinating the logistics of a Zoom event on the Wheel of Fortune stage, and supporting Lottery winners through Zoom before and during the events.

Winners received additional added-value components as well, including a commemorative DVD of both events, autographed photographs of Pat and Vanna, and Wheel of Fortune merchandise.

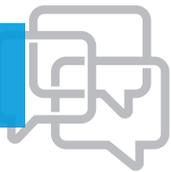
The virtual event was a big hit with the lottery winners. Sony and partner lotteries alike were also very pleased with the final outcome. **The 33 winners** who participated in the virtual event from 9 lotteries won a total of **\$332,500** in prize money.

In total, the Big Money Spin promotion generated over **\$131 million** in sales for the 11 partner lotteries, with **\$675,000** in total second chance prize money being distributed to the **68 second chance winners**.





## Testimonials



“The Wheel of Fortune brand is instantly recognizable to our players, and we were very pleased with seeing that popularity lead to strong sales and high interest in the Big Money Spin promotion” – **Katherine Cundiff, Vice President of Product Development, Georgia Lottery Corporation**

“The circumstances were a challenge, but the IGT team really put the work in to make the Big Money Spin virtual event a special experience for our players” – **Ron Fornaro, Instant Ticket Product Manager, Ohio Lottery**

“You all did an amazing job giving us the opportunity to experience a dream of a lifetime”  
– **Sandra P., Arizona Lottery winner**

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