

# Carded Lucky Coin™ and Lucky Coin®

Drive  
Excitement



Lucky Coin® cultivates loyal players by offering a property-branded, pool-based mystery jackpot that is guaranteed to hit by a certain amount, regardless of game outcome. As the jackpot amount increases, players make return visits for more chances to win. This proven bonus is a great way to differentiate your property, build excitement on your floor, and increase coin-in.

With Carded Lucky Coin™, you can limit eligibility to your carded players to increase carded play and grow the value of your club membership.

Lucky Coin® is used as the cornerstone of many successful casino marketing programs. Operators use Lucky Coin® to offer mystery jackpot promotions on a single machine, across a bank of machines, and to create floorwide, player-funded jackpots branded to their property.

## Benefits

- Increase the value of your players club and drive membership
- Build floorwide excitement as your bonus amounts grow
- Increase carded play
- Add strong branding and differentiate your property

## Features

- Deliver on the game screen via the Service Window or at the game using sb NexGen® II displays
- Celebrate awards in AVP® digital top box displays via IGT Media Manager
- Configurable bonus pools give you the flexibility to choose the number, type and amount of bonus you want to reward
- Bonus jackpots can be funded as play occurs or as a fixed amount
- Award a fixed prize, cashable game credits or Xtra Credit®
- Integrate with Multiple Jackpot Time to offer multiplier sessions as awards
- Enhance further by integrating with Celebration Prizes® and Bonus Games

Reward loyalty. Contact your IGT account manager today.

