

December 2, 2011



Dear Casino & Bingo Hall Managers,

2012 will represent our 24th year conducting the **Annual World Championship Bingo Tournament and Gaming Cruise** SM. In 2011 we had 259 players participate and 106 were winners which equates to 41% of the total. When we include our Early Bird games, Pull-tabs, Slots, Blackjack and Poker tournaments, we paid out over \$99,400 in total money and prizes. These totals represent the best pay-out percentages in the 23 years of conducting this event. Bingo players truly enjoy this event and that's why sending your players will create a lot of "sizzle" at your facility and goodwill with your customers.

Our 2012 event will take place on board the spectacular Norwegian Epic from November 3-10 and Bingo players will be coming from around the globe to participate in over 100 games played during the times the ship is at sea. Over the years we have worked with many Casinos and Bingo Halls to assist them in using this event as a fantastic promotional and player retention tool.

One Bingo hall we worked with established a schedule where the names of every Bingo game winner over a 3 month period was entered into a drawing that would win a cruise for two to our event. On the night of the drawing they created a special event that saw attendance rise by 35%. One reason cruises work so well is that the demographic of today's cruise passengers matches up well with those of Bingo players.

You can purchase entry for two in this fantastic event to be given to one of your players for a low, all-inclusive, price of \$3360. This package includes:

- ***Entry for two in the 100 game Championship Bingo Tournament***
- ***Optional entry into our exclusive Poker, Slot and Blackjack Tournaments***
- ***7-day cruise vacation to the Caribbean on the luxurious Norwegian Epic***
- ***Accommodations for two in a Verandah Stateroom***
- ***All ship board meals including complimentary room service***
- ***Nightly Entertainment***
- ***Port charges and government fees***

Book by January 25, 2012 and receive an addition \$50 per person discount!

For additional information please call **800-326-0373** or visit our web site at www.bingocruising.com . We look forward to working with you to create a successful promotion.

Sincerely,

A handwritten signature in black ink, appearing to read "Howard Knodt". The signature is fluid and cursive, with the first letter of each word being capitalized and prominent.

Howard Knodt
Special Event Cruises
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hk@specialeventcruises.com