## Sonoma User Instructions Bring A Friend Promotion

## Introduction

The purpose of the Bring A Friend feature in Sonoma is to provide the ability to reward existing players for bringing in new players to the casino and getting them signed up for the players' club. Each new player account can be assigned to a single existing player who then earns extra points equal to the points the new player earns inside of a defined period of time.

## **Setting Up Bring A Friend**

Bring A Friend can be setup 1 of 2 ways. The first is define a number of days that the new player's activity will benefit the existing player and the other is limit the bonus time to a single block of time on the initial day for the new player. The parameters for the Bring a Friend promotion setup are found by going to System Setup | Options | Pit Screens which will bring up the setup box found below in figure 1. One the Rating Options Tab there are up to 5 fields required for setting up this promotion they are

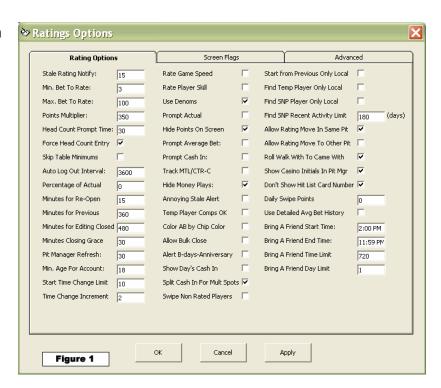
*BAF Active Days:* If this method is used the next four fields are not required. This is number of days of activity of the new player that will count towards the existing player

Bring a Friend Start Time: This is time of day that the promotion begins, ratings that accumulate points for the existing player do not count earlier than this time limit.

Bring a Friend End Time: The time of day that the promotion ends. Ratings open past this time will accumulate points up to this time but not past it.

Bring a Friend Time Limit:
This is measured in minutes
and if less than the difference
between the Start Time and
End Time it is the maximum
time a Bring A Friend record
can be active for.

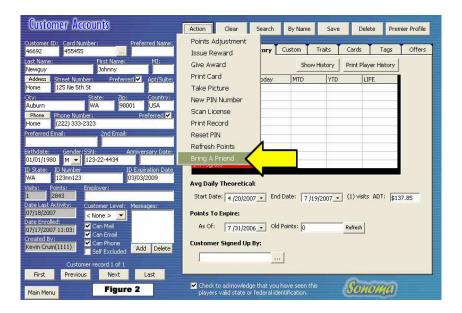
Bring a Friend Day Limit: The maximum number of days after a new customer account is created that it can still be eligible for being part of this promotion.



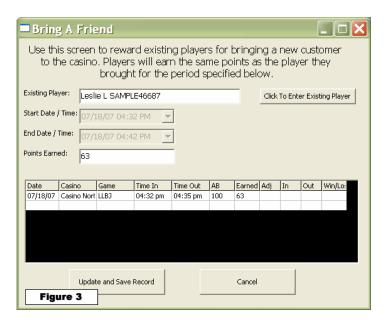
## **Using Bring A Friend**

To use the Bring A Friend tool to assign a new player account to and existing account to have them earn the points bonus follow these directions.

- 1. Create the new customer account as done normally
- 2. After the new account is saved, click "Bring A Friend" from the Action menu in the customer account screen as seen in Figure 2.



3. The Bring A Friend record setup box will now open as seen in Figure 3. The new player's account is older than the allowable Bring A Friend Day Limit a record cannot be created and this screen will not appear.



- 4. Next assign as existing account to the new player by clicking the "Click To Enter Existing Player" button and swiping or typing the existing player's card number. This is the player who will earn the bonus points
- 5. The Start Date / Time and End Date / Time fields will already be filled in and are not editable. They are filled in based on the setup information entered from above.
- 6. Click the "Update and Save Record" button to create the Bring A Friend record. The bonus points will now be calculated at the end of the period for this record and assigned to the existing player as a point adjustment with the title "Bring A Friend" attached to it
- 7. At any time during the bonus period you can see how many points have been earned so far by going back to the new player's account and opening this same screen and the applicable rating slips can then be seen below along with the total number of points earned so far.