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## **Seneca Gaming and Entertainment Bus Program Policy and Procedures Manual for Salamanca Facility**

Revised and Effective: October 1, 2018

### **Bus Policy**

This bus policy serves the purpose of summarizing the policies, standards and procedures regarding the relationship between Seneca Gaming and Entertainment and its Bus Coordinators. The bus program will operate on the premise that the relationship between Seneca Gaming and Entertainment and the Bus Coordinator is a partnership with each having the same goal. That goal is to bring players to Seneca Gaming and Entertainment to mutually benefit one another. Operating procedures must therefore be easily understood and applied equally to everyone.

It is the objective and responsibility of the Bus Coordinator to maximize the potential for bringing players to the gaming facility in fully insured buses. Proof of liability insurance per bus(s) must be provided before arrival. Failure to comply will result in no incentives or reimbursements. Seneca Gaming and Entertainment will provide a clean comfortable hall, an honest and entertaining high stakes Bingo Game, fun and exciting Gaming Machines, a live action Poker Room and the highest quality customer service to ensure player satisfaction.

Bus Coordinators will be eligible for reimbursement provided the following guidelines are met.

1. A company bus is used. (No personal vehicles will be eligible). The company name, address and phone number **must** be visible on the exterior of the bus for security purposes.
2. Absolutely **NO** mini vans, conversion vans or limousines will be eligible for reimbursement.
3. A minimum of 10 qualifying riders per bus group playing Bingo. Qualifying rider will be defined as a bus rider listed on the manifest who spends the \$50 minimum on their initial bingo admissions, utilizing their Seneca Elite Player's Club Card.

All advertising must be pre-approved by the Seneca Gaming and Entertainment Marketing Department prior to distribution. Any Bus Coordinator that fails to have their flyer and/or outside advertisement pre-approved will result in no reimbursement.

### **Bus Rider Incentives**

All qualified riders, including the Bus Coordinator and Driver will receive the following incentive package during scheduled trips:

- **\$10 Off Bingo Admission Purchase of \$50 or greater** (One per session)
- **\$3 Off Jazzy's Place or Retail Shop** (One per session)
- **\$15 Match Play** in the Game Room (One per day)
- *Ask about our Poker incentives!*
  - **Total Bus Rider Incentive Package Value = \$28**

To qualify for incentives and be considered a qualified rider for the Bus Coordinator reimbursement, a valid State issued photo ID or passport is required to sign up for a Seneca Elite Player's Club Card. Riders must meet the minimum purchase amount of \$50 and utilize their Seneca Elite Player's Club Card at the time of their initial bingo admission purchase to receive their bingo incentive. The \$50 minimum purchase must be made in one single transaction at the time of bingo admission purchase. No voids or secondary transactions will be honored to meet the qualifications. No Exceptions!

Scheduled trips during *High Volume Sessions*, all qualified riders, including the Bus Coordinator and Driver will receive the following incentive package: *(Sessions deemed by Seneca Gaming and Entertainment Management.)*

- **Dollars Off Bingo Admission** (Determined by Management) (One per session)
- **\$3 Off Jazzy's Place or Retail Shop** (One per session)
- **\$15 Match Play** in the Game Room (One per day)

In the event a scheduled trip is on a High Volume Session, Management will determine the incentive requirements and amounts at the time of booking. Incentive packages are subject to change without prior notification. Bus rider incentives may **not** be offered during special games unless otherwise specified.

## **Bus Coordinator Reimbursement Rates**

The Bus Coordinator will be reimbursed based on the number of qualified riders that play each specified Matinee and/or Evening Bingo Session, which does **not include** the Bus Coordinator or the Driver.

- **10 – 15 qualified riders = \$100 payout per session**
- **16 – 20 qualified riders = \$200 payout per session**
- **21 – 25 qualified riders = \$300 payout per session**
- **26 – 30 qualified riders = \$400 payout per session**
- **31 – 35 qualified riders = \$500 payout per session**
- **36 – 40 qualified riders = \$600 payout per session**
- **41 or more qualified riders = \$750 payout per session**

**Any rider that doesn't play Bingo and meet the required minimum purchase amount will not count as a qualified rider for the Bus Coordinator reimbursement.** Riders that don't qualify or sign up for a Seneca Elite Player's Club Card will **not** be included in the Bus Coordinator reimbursement.

Bus Coordinators will be **required** to fill out a W-9 prior to any reimbursements being paid. This states that if you collect more than \$600.00 in reimbursement rates in a calendar year you will receive a Form 1099 for tax purposes.

*\*The Bus Coordinator will **not** be reimbursed if the Bingo Session is altered in any way and/or cancelled. **NO EXCEPTIONS.** Reimbursement rates to the Bus Coordinator may **not** be honored during any high volume sessions unless otherwise specified.*

**IMPORTANT – ABSOLUTELY NO OUTSIDE FOOD OR DRINK IS PERMITTED IN OUR FACILITY. ANY BUS COORDINATOR OR THEIR RIDERS FAILING TO COMPLY WITH THIS POLICY WILL RESULT IN NO BUS COORDINATOR REIMBURSEMENTS FOR THAT SCHEDULED DAY.**

## Requirements for Incentive Packages

1. All Bus Coordinators **must** complete and sign the “Bus Coordinator Agreement” prior to their first scheduled trip. Bus Coordinators will be defined as the group leader who has contacted Seneca Gaming and Entertainment to schedule the bus trip. Bus Coordinators may not act as the driver and Bus Coordinator on the same scheduled bus trip.
2. All Bus Coordinators **must** call **7 days prior** to schedule a bus trip with an anticipated number of riders, bus company used, sessions attending and a valid phone number for the Bus Coordinator. Upon approval of the scheduled bus trip, the Marketing Department will issue a bus manifest with a confirmation code. *(Manifests will be issued via fax, email or postal based on the Bus Coordinator’s preference.)*
3. A tentative bus manifest is required 48 hours prior to arrival. If you are coming on a Saturday or Sunday it must be received no later than **5:00pm the Friday** prior to your arrival.  
**A final clean manifest must be presented to the Marketing Department upon arrival.**
4. Bus Coordinator and Bus Driver will **not** be included in the count for reimbursement rates, however, both the Bus Coordinator and Driver are eligible to receive the bus rider incentive packages.
5. All Bus Coordinators **must** call 30-60 minutes prior to arrival with an exact count of riders and estimated arrival time so all staff can be properly prepared. Bus Coordinators must contact a Seneca Gaming and Entertainment representative by 12pm or 6pm, depending on the desired Bingo Session the group is attending. Any trip cancellations must be called in as soon as possible. Failure to do so may result in **NO REIMBURSEMENT** for future trips.
6. All riders must report to Customer Service upon entering the facility. Failure to do so can result in the loss of bus rider incentive distribution. In order to receive bingo incentives, riders **must** meet the minimum purchase requirements. Any rider that doesn’t meet the purchase requirement will **not** count as a qualified rider for the Bus Coordinator reimbursement.
7. Bus Groups attending Bingo Sessions **must** arrive to our facility no later than 12:30pm for Matinee Sessions and 6:30pm for Evening Sessions. Adequate timing is mandatory in order for Seneca Gaming and Entertainment staff to fully accommodate each group’s visit. Failure to arrive to the facility within these time frames will result in the retraction of incentives for the group and Bus Coordinator reimbursement(s).
8. Bus Coordinator reimbursements will be determined by the total number of qualified riders that have met the minimum purchase requirement for the scheduled Bingo session. Reimbursements

will be conducted during intermission of that session. All reimbursements will be performed at the Bingo Admissions Counter by either the Bingo Floor Supervisor or the Customer Service Supervisor. Reimbursement will be made to **one** Bus Coordinator for a single bus group.

9. Seneca Gaming and Entertainment **will not** reimburse any bus cost if the facility is closed or the Bingo session is altered, due to weather, etc.
10. Seneca Gaming and Entertainment Management reserves the right to determine what sessions qualify as a high volume session. Verification of the total Bus Coordinator reimbursement for the special game will be completed by the Marketing Department. Riders must use a Seneca Elite Player's Club Card during the special game in order to count towards the Bus Coordinator reimbursement.
11. **All bus riders will be required to have a Seneca Elite Player's Club Card in order to receive any incentives.** Riders without a valid State issued photo ID or passport will not receive incentives and will **not** count towards the bus coordinator reimbursement. All valid photo IDs used to sign up for a Seneca Elite Player's Club Card must be an acceptable form of identification determined by approved Policies and Procedures.
12. Prior to arrival it is the Bus Coordinators responsibility to educate their riders with House Rules, gaming operations including bingo schedules and all functionalities of their bus rider incentives. Upon arrival riders must remain seated until the group has been accounted for by a Security Guard as well as being addressed by a Marketing Department employee. Anyone that does not remain seated on the bus will not be counted as a qualified rider for the Bus Coordinator reimbursement. Security will complete the Bus Verification & Reimbursement Form at which point bus departure may begin.
13. All Bus Coordinators are required to work in a cooperative manner with Seneca Gaming and Entertainment staff and other Bus Coordinators while monitoring the conduct of their riders. All riders of the bus group must refrain from arguing with Seneca Gaming and Entertainment staff that are working within their own policies and procedures. If conflict arises then contact the Bingo Floor Supervisor or Customer Service Supervisor immediately. Bus Coordinators are responsible for the actions of their bus groups. **Any rider or Bus Coordinator failing to comply with established guest standards may result in suspension of privileges and/or booking of future trip(s).**
14. Soliciting riders from other Bus Coordinators while on Seneca Gaming and Entertainment property is prohibited.
15. Seneca Gaming and Entertainment grants no exclusive rights or territories to any Bus Coordinators for any pickup points and/or coverage areas.
16. Seneca Gaming and Entertainment will not include "drive ins" as a part of your count. **No Exceptions!** If the bus group has an additional vehicle to accommodate an "overflow" then the vehicle must be included in the proof of liability insurance provided to Seneca Gaming and Entertainment. The Customer Service Supervisor must be notified of an additional vehicle at least **48 hours** in advance of the scheduled trip.
17. Failure to comply with any of the bus policy rules may result in suspension/termination of rights to conduct business with Seneca Gaming and Entertainment.

18. Seneca Gaming and Entertainment Management has the right to cancel incentives at any time if the packages are abused or manipulated in any way. Seneca Gaming and Entertainment reserves the right to modify or discontinue any portion of this program at any time without notice and is not responsible for typographical errors.

## **Procedures Upon Arrival**

Upon arrival at Seneca Gaming and Entertainment, all riders must remain seated until a Seneca Gaming and Entertainment Marketing Department employee reviews the bus procedures with everyone. A Security Guard will stand outside the vehicle and count the number of riders as they exit the bus. The count will be recorded on the Bus Verification & Reimbursement Form by the Security Guard. Upon exiting, each rider will receive a Bus Voucher to redeem at Customer Service to receive their incentive package. Seneca Gaming and Entertainment will not be responsible for any lost or stolen Bus Vouchers. No incentives will be issued without a Bus Voucher being presented.

**NO EXCEPTIONS!**

Bus Coordinators will only be reimbursed for the number of **qualified riders** on the bus, **NO EXCEPTIONS!**

The Bus Verification & Reimbursement Form and final clean Bus Manifest must be delivered to a Marketing Department employee for verification for all reimbursements. If the final submitted Bus Manifest doesn't meet the standards of a clean manifest, a blank manifest will be issued to the Bus Coordinator to fill out. No reimbursements will be issued until the Bus Manifest is deemed acceptable. Once the authorized Marketing Department employee verifies the Bus Coordinator reimbursement, the Bus Verification & Reimbursement Form cannot be altered. If the Bus Coordinator needs a copy of the Bus Verification & Reimbursement Form, please ask at the time of reimbursement.

Thank you for your anticipated cooperation and we look forward to serving you and your riders.

Seneca Gaming and Entertainment is owned and operated by the Seneca Nation of Indians since 1982. Seneca Gaming and Entertainment was the first to offer High Stakes Bingo in Western New York. All revenue generated from Seneca Gaming and Entertainment is used to fund the Seneca Nation of Indians programs. Your patronage is greatly appreciated!

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**Bus Coordinator Check List:**

- Contacted authorized Marketing Department employee at least 7 days in advance.
- Receive blank bus manifest with confirmation code.
- Bus Coordinator Agreement must be completed and provided at least 7 days in advance from scheduled trip date.
- A valid Proof of Liability of Insurance must be provided at least 7 days in advance from scheduled trip date.
- Completed W9 form must be provided at least 7 days in advance from scheduled trip date.
- Tentative manifest is required 48 hours in advance from scheduled trip date or by 5pm the Friday before.
- Make sure all riders have a valid State issued photo ID or passport.
- Review Seneca Gaming and Entertainment's House Rules, gaming operations including bingo schedules, all functionalities of bus rider incentives and all policies within this agreement with your riders.
- Bus Coordinator must contact Seneca Gaming and Entertainment before 12pm for Matinee Bingo Sessions and 6pm for Evening Bingo Sessions with the total number of riders on the bus.
- Groups must arrive to our facility by 12:30pm for Matinee Bingo Sessions and 6:30pm for Evening Bingo Sessions or incentives and reimbursements will be forfeited.
- Bus Coordinators must provide a final clean Bus Manifest upon arrival with all current riders.