



768 Broad St. Ext.  
Salamanca, NY 14779  
Phone: (716) 945-4080 Fax: (716) 945-3354  
Toll Free: 1-877-860-5130  
Contact: Customer Service Supervisor  
Ext: 5414  
Email: [Salamanca.busgroups@senecagames.net](mailto:Salamanca.busgroups@senecagames.net)

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

Revised and Effective:

### 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. Seneca Gaming and Entertainment will provide a clean comfortable hall, an honest and entertaining high stakes Bingo Game, fun and exciting Gaming Machines, and the highest quality customer service to ensure player satisfaction.

Bus Coordinators will be eligible for incentives 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.

### Bus Rider Incentives

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

1. \$25 Free Play for the Game Room.

To qualify for incentives and be considered a qualified rider, a valid State issued photo ID or passport is required to sign up for a Seneca Elite Player's Club Card. Bus riders must utilize their Seneca Elite Player's Club Card at the time of their free play enrollment. Riders must have a bus pass and be on the manifest to receive the promotional free play for the game room.

**IMPORTANT - ABSOLUTELY NO OUTSIDE FOOD OR DRINK IS PERMITTED IN OUR FACILITY.**

## Requirements for Incentive Packages

1. 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** email [salamanca.busgroups@senecagames.net](mailto:salamanca.busgroups@senecagames.net) or call 716-945-8268 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. (*Manifests will be issued via fax, email or postal based on the Bus Coordinator's preference.*)
3. A bus manifest is required at least 2 days prior to scheduled trip.
4. Both the Bus Coordinator and Driver are eligible to receive the bus rider incentive.
5. All Bus Coordinators **must** call 30-60 minutes prior to arrival with 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 to 716-945-4080.
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.
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.
8. **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. 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.
9. 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 Customer Service Department employee.
10. 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. 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).**
11. Soliciting riders from other Bus Coordinators while on Seneca Gaming and Entertainment property is prohibited.
12. Seneca Gaming and Entertainment grants no exclusive rights or territories to any Bus Coordinators for any pickup points and/or coverage areas.

13. If the bus group has an additional vehicle to accommodate an “overflow” then the Customer Service Supervisor must be notified of an additional vehicle at least **48 hours** in advance of the scheduled trip.
14. 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.
15. 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. Upon exiting, each rider will receive a Bus Pass to redeem at Customer Service to receive their incentive. Seneca Gaming and Entertainment will not be responsible for any lost or stolen Bus Passes. No incentives will be issued without a Bus Pass being presented. **NO EXCEPTIONS!**

The final clean Bus Manifest must be delivered to a Customer Service Department employee for verification for all incentives. 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.

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

###

**Bus Coordinator Check List:**

- Contacted authorized Marketing Department employee at least 14 days in advance to trip.
- Receive blank bus manifest.
- 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 will be forfeited.
- Bus Coordinators must provide a final clean Bus Manifest upon arrival with all current riders.