



**CASINO &
SPORTS BOOK**

INTRODUCING THE ALL NEW ~~YELLOW BRICK ROAD~~ YBR.

We've taken our gaming to the next level. Introducing a fully renovated property. YBR Casino & Sports Book now offers guests more ways to play than ever before. With an extensive modern refresh and all new experience, the name followed suit. A contemporary "YBR" name and logo now stand as the iconic symbol for this entertainment destination's evolution.

In partnership with some of the biggest names in gaming, we have redefined our entertainment offerings. The Lounge with Caesars Sports is the largest sports book in New York and Topgolf SwingSuite adds an immersive virtual golf and game simulator. In addition to our added partner attractions, we now have an expanded casino floor, a new bowling experience, billiards and a range of incredible options for dining and drinks



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BRAND VOICE

“Brand voice” is how we talk about ourselves, and how we hope guests will come to talk about us. Just like imagery, colors and interior design, it’s a reflection of our personality. On the pages ahead you’ll find several elements and examples of the YBR brand voice. Use them to guide development of advertising, promotions, internal communications and recruitment.

C'MON, YOU OWE YOURSELF SOME WELL-DESERVED REVELRY. HEAD ON OVER TO WHERE THE ACTION AND EXCITEMENT OVERFLOW AND GOOD TIMES ARE ALWAYS ROLLING.

From the all-new casino and New York's largest sports book, to endless dining and epic bowling, to striking billiards and the nation's most popular golf simulator, there's something for everyone. With more ways to win right around the corner, this is hands down the ultimate entertainment destination in Central New York. So grab some friends and get ready for fun. Your road to winning starts here, and then never ends.



WE ARE

LOCAL

WELCOMING, FRIENDLY, ACTIVE,
A VIBRANT COMMUNITY

Close to the city, shopping and all your daily conveniences,
Yellow Brick Road Casino & Sports Book is here for you.

MODERN

ENERGETIC, EXCITING, ALWAYS
EXCEPTIONAL AND ALWAYS NEW

We're committed to making sure your Yellow Brick Road Casino
& Sports Book experience is fresh and fantastic,
every time you visit.

PLAYFUL

SPIRITED, ACCESSIBLE, SOMETHING
FOR EVERYONE

Guests come for fun. Yellow Brick Road Casino & Sports Book
delivers the casino experience with multiple ways to play.

PERSONAL

EVERY GUEST IS OUR ONLY GUEST

Loyalty is our specialty. So we get to know our guests on
a first-name basis, and we love to see them win!

WE ARE NOT

A TRADITIONAL CASINO

With bowling, virtual golf and games, billiards and more, we offer
more ways to win.

EXPECTED

The first time you visit, you'll be surprised by all there is to see
and do inside YBR Casino & Sports Book. Big, bright, clean and
comfortable, we've reimaged what a casino can be.

EXCLUSIVE

With something for everyone, we're committed to introducing
the YBR experience to people of all ages and walks of life.

OVERPROMISING

With a nearby location, plenty of parking plus popular fast-casual
dining options, YRR Casino & Sports Book is an easy stop during
the week and a great place to meet up on the weekend.

BRAND VOICE
BRAND PROMISE

Yellow Brick Road Casino & Sports Book

Is where

**Guests can seek recreation, an escape from the everyday,
a range of the best entertainment options in the area, all under one roof.**

We're a one-stop-shop for fun.

We go beyond the traditional casino experience and offer guests more ways to win.

Because

**YBR's dedication to expanding and improving offerings and the
guest experience sets it apart from other entertainment destinations.**

Everyone feels the exhilaration at YBR.



BRAND VOICE
POSITIONING COPY

How are we delivering on the promise of “so much more”? With compelling offerings in the areas people want most. Here are examples of brief (approx. 50 words), guest-facing messages tailored for each major category that maintain a consistent tone, voice and promise.

CASINO
50 WORDS +/-

We've reimaged gaming. The completely renovated YBR Casino & Sports Book brings all the fun under one roof. More table games and slots. The largest sports book in New York State. Awesome indoor golf and virtual games with TOPGOLF Swing Suite. The newest, coolest bowling lanes in the area. Plus, exceptional dining, drinks and entertainment.

LANES
50 WORDS +/-

Welcome to a ten-pin experience unlike anything in the area. Definitely not your father's bowling alley. Six luxury lanes welcome up to six guests 18 and older in unmatched comfort and style. Delicious food and drinks. Top-of-the-line technology. Serious fun.

TOPGOLF
50 WORDS +/-

The country's most popular provider of indoor, interactive group golfing – Topgolf® Swing Suite — is now at YBR Casino & Sports Book. Choose from a lineup of totally immersive HDTV multi-sport games, all in the comfort of our luxury, clubhouse-style bays.

VISUAL IDENTITY SYSTEM

Visual language is more important than ever. In a world of Facebook, Instagram, YouTube and selfies, our visual vocabulary communicates our brand in seconds. Consistent use of photography, icons, video and interior design are all part of the conversation.

VISUAL SYSTEMS
PRIMARY LOGO USAGE



**CASINO &
SPORTS BOOK**

PRIMARY LOGO



EMBLEM



WATERMARK



CROPPED USE

YELLOW BRICK ROAD

CASINO & SPORTS BOOK

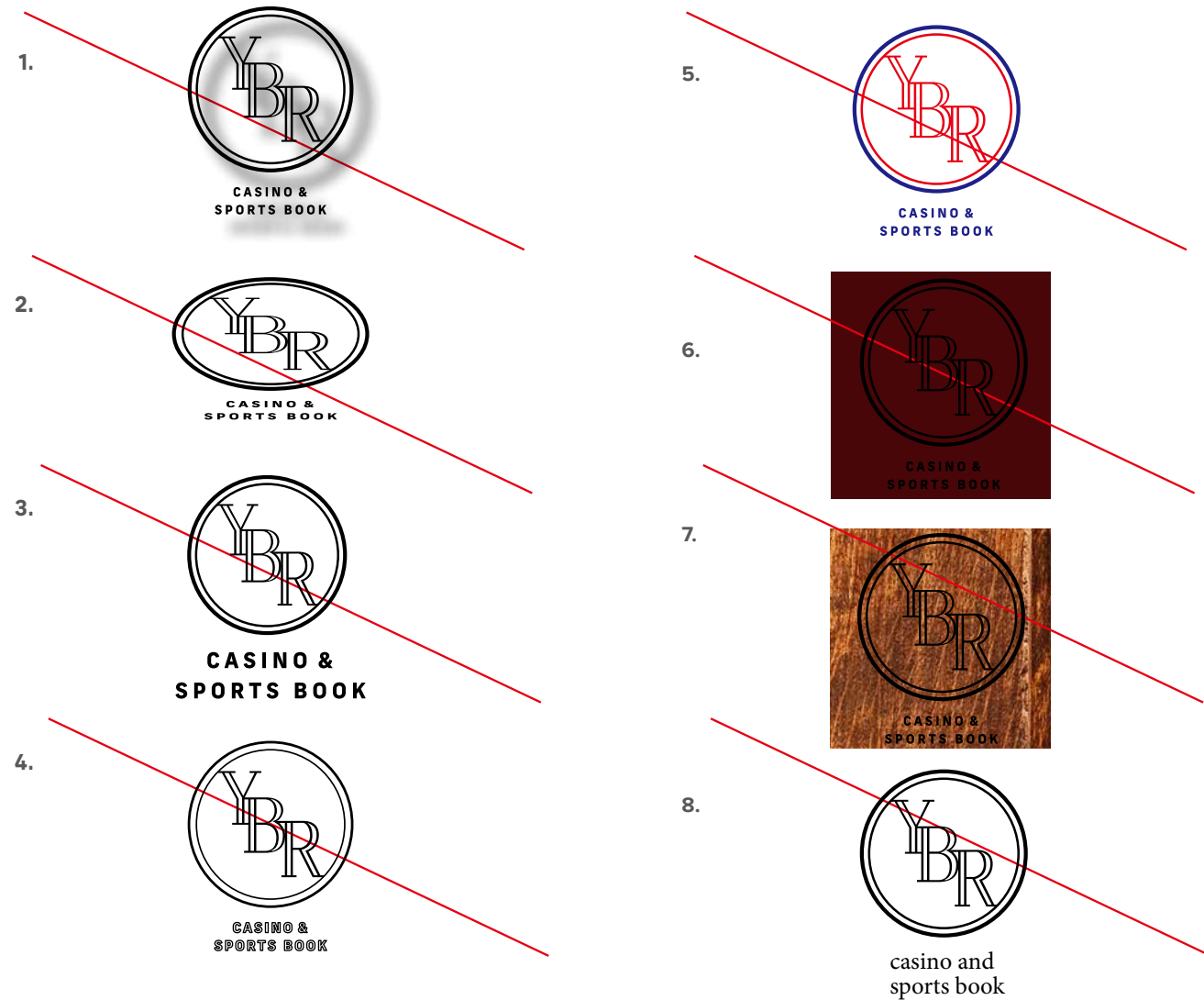
LOGOTYPE

YELLOW
BRICK ROAD

CASINO & SPORTS BOOK

LOGOTYPE STACKED

VISUAL SYSTEMS
LOGO USAGE



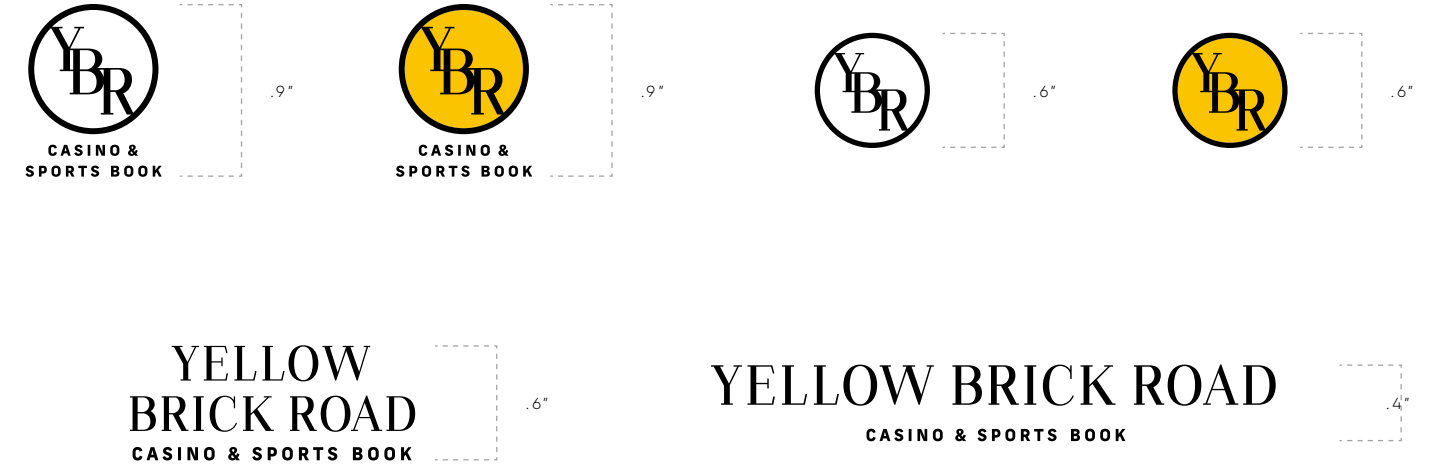
IMPROPER USAGE

1. Do not put drop shadows on the wordmarks or use glows
2. Do not distort the wordmarks
3. Do not size or move words separately; instead scale entire wordmark as one
4. Do not outline the wordmarks
5. Do not use any non brand approved colors or multiple colors
6. Do not place logo on a background without sufficient contrast
7. Do not place logo on patterns or busy imagery for legibility reasons
8. Do not use non brand fonts

LOGO LEGIBILITY

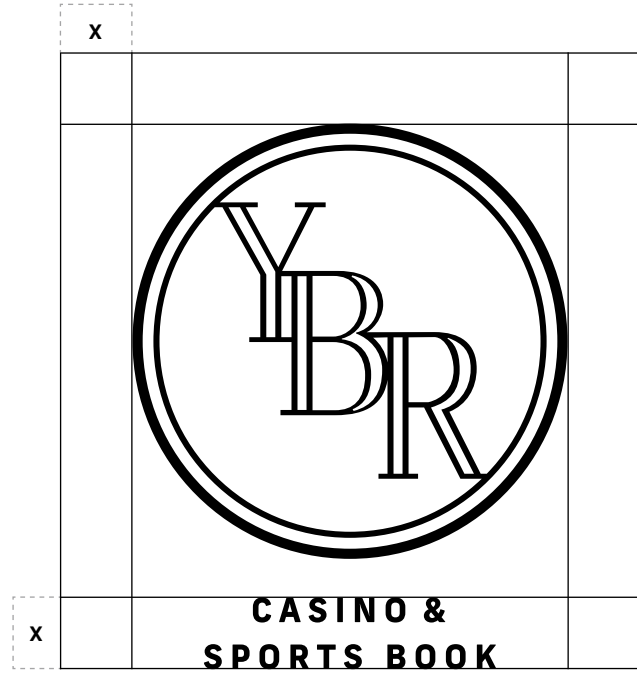
Always prioritize logo legibility by placing it on contrasting backgrounds and images. Reverse color of logo if needed to add more contrast to the logo.

VISUAL SYSTEMS
LOGO USAGE



SMALLEST LOGOTYPE SIZE

the minimum allowable logo size for web and mobile applications



APPROPRIATE CLEAR SPACE

Wordmarks should always be placed with an appropriate amount of clear space. The preferred amount of clear space is shown above. No other design elements can invade the space measured here by the "x". When logo is placed, it should sit at least 1"x" from the edge of the paper or piece.

VISUAL SYSTEMS
 TYPOGRAPHY STYLES

HEADLINE – FRANK NEW THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,!?\$&

SUBHEAD – FRANK NEW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,!?\$&

PULL QUOTE – FRANK NEW MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,!?\$&

BODY COPY – FRANK NEW LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,!?\$&

CAPTION – FRANK NEW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,!?\$&

EXAMPLE

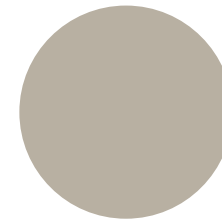
Your Neighborhood
 Destination for Fun!

TABLES, SPORTS BOOK, DINING & ENTERTAINMENT

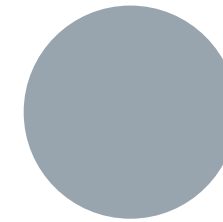
Yellow Brick Road Casino & Sports Book is Central New York's new destination for fun. Come experience great gaming, incredible entertainment, food and drink. We think you'll agree, this is the perfect place to play.

YELLOW BRICK ROAD CASINO & SPORTS BOOK
 800 W GENESEE ST, CHITTENANGO, NY 13037

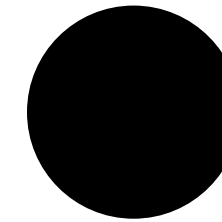
VISUAL SYSTEMS
 COLOR



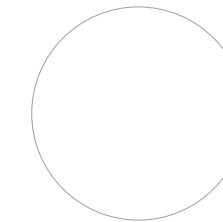
YBR GREY
 PMS 401
 CMYK 33/29/35/0
 RGB 175/169/159
 HEX #afa99f



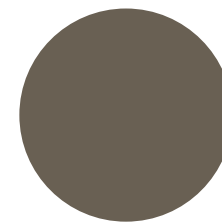
YBR LIGHT BLUE
 PMS 7543
 CMYK 46/31/26/0
 RGB 153/163/173
 HEX #99a3ad



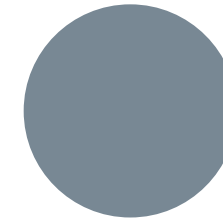
BLACK
 CMYK 0/0/0/100
 RGB 0/0/0



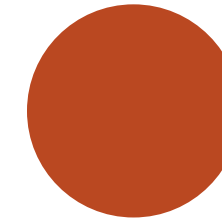
WHITE
 CMYK 0/0/0/0
 RGB 255/255/255



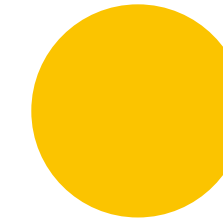
YBR DARK GREY
 CMYK 57/53/60/28
 RGB 103/96/84
 HEX #676054



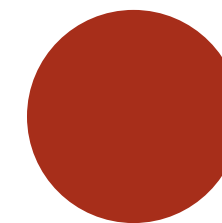
YBR DARK BLUE
 PMS 7544
 CMYK 58/41/34/4
 RGB 124/136/147
 HEX #7c8893



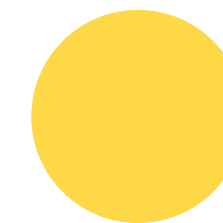
YBR RED
 PMS 1525
 CMYK 30/84/100/0
 RGB 173/78/24
 HEX #ae4f18



YBR YELLOW
 PMS 7548
 CMYK 0/27/100/0
 RGB 255/200/0
 HEX #ffc800



YBR DARK RED
 PMS 484
 CMYK 25/91/98/21
 RGB 153/55/36
 HEX #993724



YBR LIGHT YELLOW
 CMYK 0/17/78/0
 RGB 255/211/85
 HEX #ffd355

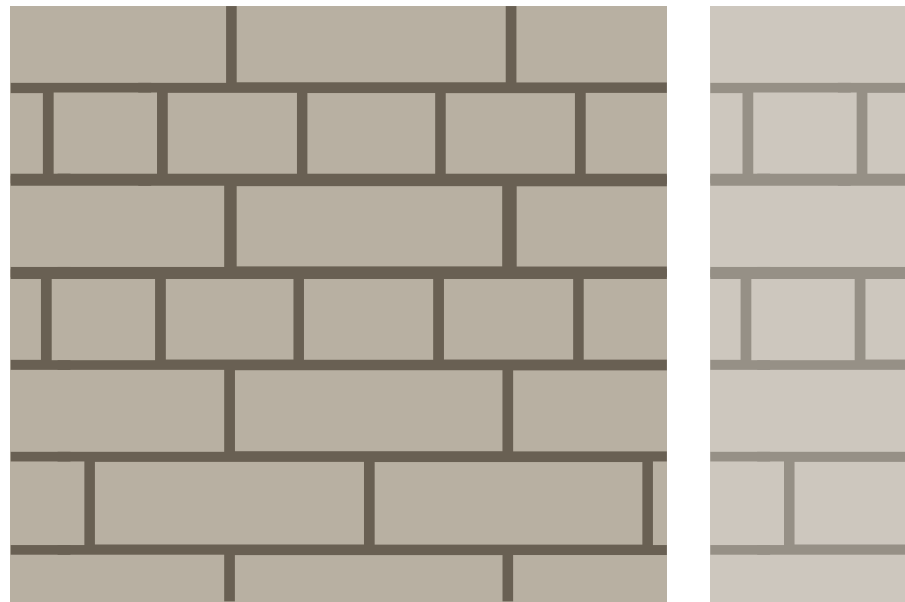
VISUAL SYSTEMS
PATTERNS

Patterns are used to add depth and visual interest to any given design piece, particularly those where imagery cannot be used.

When using patterns as a background with text overlay, use a 70%–80% tint to increase legibility.

Headers for web and print should use the yellow pattern with black text overlay.

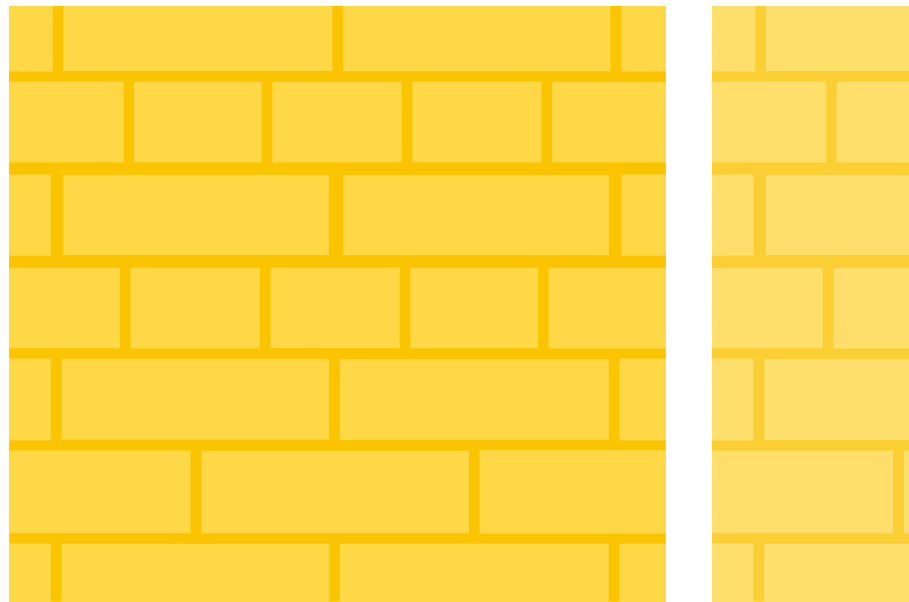
Ultimately, the designer should use their professional discretion when applying patterns. Do not overuse patterns.



YBR GREY
CMYK 33/29/35/0
RGB 175/169/159
HEX #afa99f

70% TINT

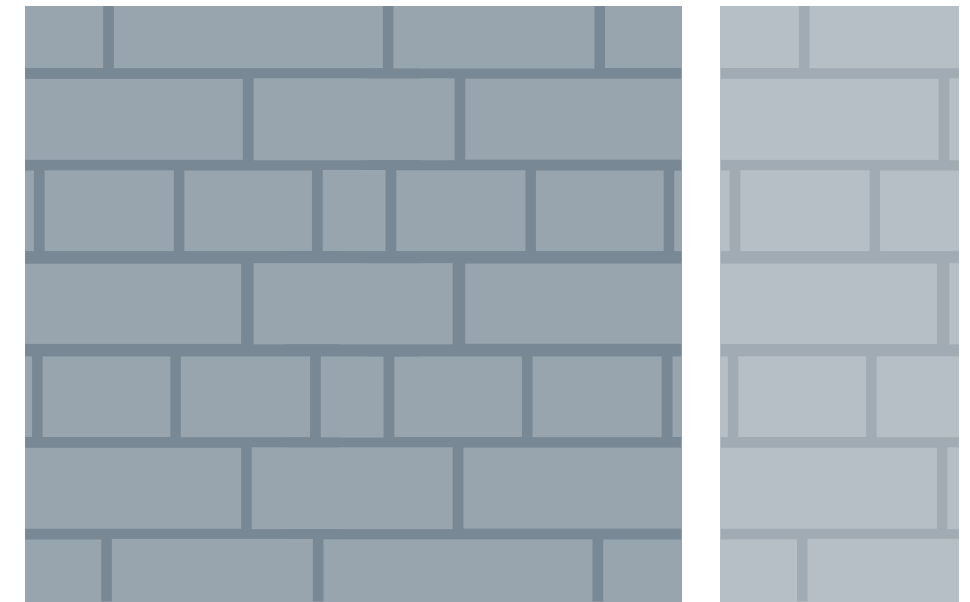
YBR DARK GREY
CMYK 57/53/60/28
RGB 103/96/84
HEX #676054



YBR YELLOW
CMYK 0/27/100/0
RGB 255/200/0
HEX #ffc800

80% TINT

YBR LIGHT YELLOW
CMYK 0/17/78/0
RGB 255/211/85
HEX #ffd355



YBR LIGHT BLUE
CMYK 46/31/26/0
RGB 153/163/173
HEX #99a3ad

70% TINT

YBR DARK BLUE
CMYK 58/41/34/4
RGB 124/136/147
HEX #7c8893

IMAGERY

Imagery plays an important role in how YBR is visually represented and perceived. When selecting imagery, focus on content that is captivating and appealing, breaking the norm of typical stock images. All imagery should be high quality, but not overly produced. Include images that capture visually interesting views and authentic emotion, avoiding overly posed shots. When possible, select imagery that features people actively experiencing the amenities as opposed to images without people. Imagery with human subjects should feel candid, appearing unaware of the camera. Imagery should make the viewer feel like they are right there in the middle of the action.

IMAGERY
GAMING PHOTOGRAPHY



IMAGERY
LOUNGE PHOTOGRAPHY



PHOTOGRAPHY USAGE AND PHOTO RELEASES

As we introduce more photography featuring people, it's important to maintain accurate records and release forms.

- All identifiable people in our original photos must have a photo release form on file, including employees.
- When working with photographers and paid models, it's critically important to track the rights and all usage restrictions, including media, geographic or time-based limitations. (Total buyouts are preferred.)
- Stock photography used for promotional purposes must be purchased on a "commercial" license, not "editorial."

If you have questions about appropriate usage of photos, contact Creative Services.

AVOID THIS PHOTOGRAPHY

Avoid overly posed or manipulated shots and old or outdated photography. When choosing indoor photography, stay away from showing too much of the interior.



ACTIVATIONS

How does the YBR Casino & Sports Book brand come alive? With signage, mailers, web pages, promotions and more. Here are some examples of the YBR brand in action

ANIMATED 728X90



FRAME 1



FRAME 2

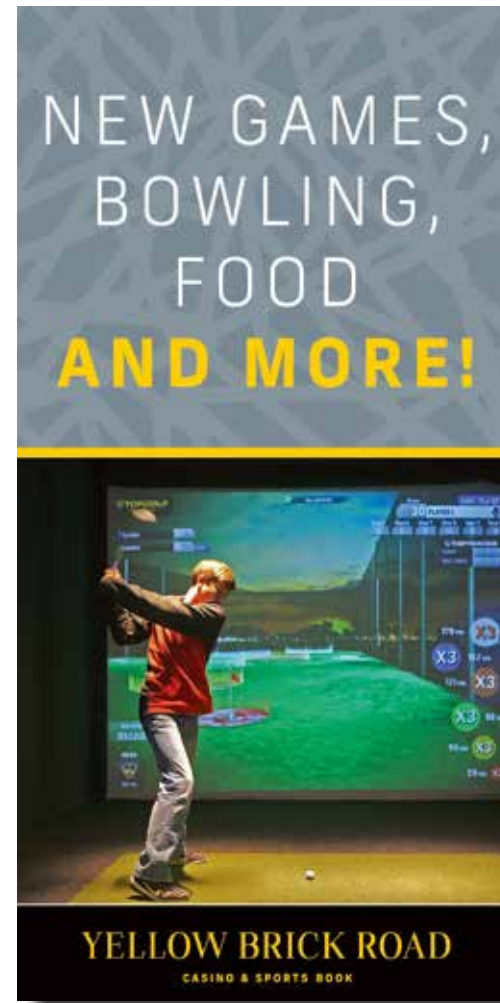


FRAME 3

ANIMATED 300X600



FRAME 1



FRAME 2



FRAME 3

ANIMATION NOTES:

YBR Primary logo animates into wordmark on subsequence frames.

Images of TOPGOLF, The Lanes, Burgers of Madison County and The Lounge amenities swipe into view as words "GAMES, BOWLING, FOOD AND MORE!" present themselves.

Quick highlight text treatment applied to the word 'HERE' and the YBR logo on final frame to emphasize copy.

ANIMATED 300X250



FRAME 1



FRAME 2



FRAME 3



ANIMATION NOTES:

YBR Primary logo animates into wordmark on subsequence frames.

Images of TopGolf, The Lanes, Burgers of Madison County and The Lounge amenities swipe into view as words "GAMES, BOWLING, FOOD AND MORE!" present themselves.

Quick highlight text treatment applied to the word 'HERE' and the YBR logo on final frame to emphasize copy.


ACTIVATIONS
EMAIL



WE UPPED THE GAME

An expanded casino floor, the largest sportsbook in New York, new dining and lounges and exciting new entertainment. Now there are more ways than ever to win at the new YBR!


[COME PLAY](#)



TOPGOLF SWING SUITE

Take a swing at a lineup of totally immersive HDTV multisport games, including more than 80 world-famous golf courses, all in the comfort of our luxury Swing Suite bays.

[BOOK NOW](#)





THE LANES

Keep the good times rolling. Bowl in style at our new six-lane luxury Brunswick Bowling Center and enjoy a sleek and comfortable lounge setting with delicious food and drink.

[BOOK NOW](#)

YELLOW BRICK ROAD
CASINO & SPORTS BOOK


Casino - Promotions - Dining & Bars - Entertainment - Loyalty - Careers
© 2023 TURNING STONE RESORT CASINO, LLC. ALL RIGHTS RESERVED.
LEGAL PRIVACY 888 W. SENeca St. CATTARAUGUS, NY 14707
RESPONSIBLE GAMING LINK



MORE WAYS TO PLAY

Experience exciting virtual game simulation at the Topgolf Swing Suite, keep the good times rolling at The Lanes, play the newly expanded casino floor and enjoy exceptional dining! Grab some friends and get ready for fun!


[COME PLAY](#)



TOPGOLF SWING SUITE

Take a swing at a lineup of totally immersive HDTV multisport games, including more than 80 world-famous golf courses, all in the comfort of our luxury Swing Suite bays.

[LET'S TEE OFF](#)



THE LANES

Bowl in style at our new six-lane luxury Brunswick Bowling Center and enjoy a sleek and comfortable lounge setting with delicious food and drink.

[ROLL WITH US](#)

YELLOW BRICK ROAD
CASINO & SPORTS BOOK

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LEGAL PRIVACY 888 W. SENeca St. CATTARAUGUS, NY 14707
RESPONSIBLE GAMING LINK



ACTIVATIONS
RETAIL BAGS



ACTIVATIONS

SWAG



WE'VE OPENED THE GATE

THE LANES.

NEW WAYS TO WIN!
EXPERIENCE ALL OUR NEW ENTERTAINMENT OFFERINGS

THE LOUNGE
CABARET & LOUNGE

TOPGOLF
GOLF & GOLF

BURGERS
OF FREDSON COUNTY

YBR
CASINO & SPORTS HALL

All The Fun Under One Roof
YELLOWBRICKROADCASINO.COM

Umunna: Labour minister screaming at the election

Joseph Watts
Political Columnist

LABOUR'S Chuka Umunna has accused the party of behaving like a "pendulum child" in the wake of the general election defeat.

The shadow business secretary, who was a leadership candidate before withdrawing at the election, said the party was "meeting people where they are at".

Speaking on BBC Newsnight, he warned that the party would lose Labour if there is no opposition.

Mr Umunna said: "There is no opposition."

WE'VE GOT THE GAME

NEW WAYS TO WIN!
EXPERIENCE ALL OUR NEW ENTERTAINMENT OFFERINGS

LANES.

TOPGOLF

THE LOUNGE

YBR
CASINO & SPORTS BOOK

All The Fun Under One Roof
YELLOWBRICKROADCASINO.COM

The advertisement is a full-page spread in a magazine. At the top left, there is a yellow circular logo with 'YBR' and 'CASINO & SPORTS BOOK' around it. The main headline 'WE'VE GOT THE GAME' is in large, bold, black letters. Below this is a large photograph of a man and a woman celebrating at a casino table. The central text 'NEW WAYS TO WIN!' is in large yellow letters, with 'EXPERIENCE ALL OUR NEW ENTERTAINMENT OFFERINGS' in smaller white letters below it. The bottom section features four smaller images: bowling (labeled 'LANES.'), a golfer on a green (labeled 'TOPGOLF'), and a group of people at a bar (labeled 'THE LOUNGE'). At the bottom left is the 'YBR CASINO & SPORTS BOOK' logo. At the bottom right, the slogan 'All The Fun Under One Roof' and the website 'YELLOWBRICKROADCASINO.COM' are displayed in white text on a dark blue background. The background of the magazine page shows a newspaper article with the headline 'Umunna: Labour m... screaming at the...'.

WE WELCOME THE GAMERS

YBR
CASINO & SPORTS ARENA

THE LOUNGE
WITH CAESARS SPORTS

NEW WAYS TO WIN!
EXPERIENCE ALL OUR NEW ENTERTAINMENT OFFERINGS

IANES.

TOP GOLF
THE ORIGINAL

BURGERS
OF PARADISE COUNTY

All The Fun Under One Roof
YELLOWBRICKROADCASINO.COM

Umunna: Labour m...
screaming at the...

Joseph Watts
Political Correspondent

LABOUR'S Chuka Umunna has been accused of behaving like a "petulant child" in the wake of the general election defeat.

The shadow business secretary was a leadership candidate who withdrew at the last moment, when it should be expected that he would meet people who were not at the meeting.

Speaking at the time, he warned that Labour would not be left with a "petulant child" in the wake of the election.

ACTIVATIONS
LETTERHEAD, ENVELOPE AND BUSINESS CARD



ACTIVATIONS
PLAYER'S CHOICE

HAPPENING IN APRIL

2ND CHANCE SCRAMBLE

**ATTENTION SPORTS FANS, WIN ON WEDNESDAYS!
APRIL 2 - 28**

Fill out your non-winning sports wager receipt and place into the 2nd Chance Scramble drawing drum at The Lounge for a chance to win a \$50 dining credit.

Five winners selected each Wednesday at all 3 casinos!

Management has the right to change this promotion at any time without notice. Winners need not be present to win. Entries must have participant's name, TS Rewards Card number and contact number to be eligible.

SPRING FLING HOT SEAT WIN UP TO \$350!

Actively play slots or table games with your TS Rewards Card between 12:00pm and 6:00pm on Tuesdays and Thursdays. Each day four winners will be randomly selected to win \$10 in dining credit and a chance to spin the wheel of prizes.

WEDNESDAYS IN APRIL

Salute to Service TS Rewards Cardholders could win up to \$25 in Free Play or dining credit. Play a virtual game between 2:00pm and 6:00pm on a Promotional Kiosk.

Thank you for your service!

YOU COULD WIN PART OF \$15,000!

Receive entries April 13 - May 9 when you actively play slots and table games with your TS Rewards Card.

Activate entries one hour before the drawings on May 9. Four winners will be drawn every hour between 7:00pm and 9:00pm.

DON'T BE FOOLED, YOU COULD WIN PART OF \$5,000.

Earn entries when you play any slot or table game with your TS Rewards Card between March 1 and 6:45pm on April 1. Activate your entries between 5:00pm and 6:45pm.

Five winners will be drawn at 7:00pm to win \$1,000 in cash!

ON APRIL 22 YOU COULD WIN \$100 IN FREE PLAY

Actively play with your TS Rewards Card on the gaming floor between 4:00pm and 8:00pm.

Five winners will be selected every hour.

APRIL SPOTLIGHT

PENNE PRIMAVERA \$9.50
broccoli, roasted peppers, zucchini, spinach, yellow squash, peas and tomatoes in a light vegetable broth

WICKED GOOD

AMSTEL LIGHT BEER BOTTLES

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

100 TOTAL WINNERS \$50 EACH HOUR FREE PLAY APRIL 1

\$50,000 FOOLING

APRIL 1

Free Play

Turn of Mind
Resort | Casino

Not all participants who earn 250 slot points are guaranteed to win a free play prize during this promotion. Management reserves the right to check or change this promotion at any time.

YELLOW BRICK ROAD CASINO & SPORTS BOOK

800 West Center Street
Chattanooga, TN 37403

MORE WAYS TO PLAY

TOPGOLF SWING SUITE



READY, SET, SWING

With massive screens and a selection of exciting virtual games, Topgolf Swing Suite delivers an immersive experience that's fun no matter the occasion. Choose from a lineup of HDTV multisport games - golf, soccer, baseball, football - all in the comfort of our luxury, clubhouse-style bays.

MONDAY - THURSDAY: 4pm to 10pm | **FRIDAY & SATURDAY:** Noon to Midnight
SUNDAY: Noon to 10pm

For reservations, visit ybrcasino.com or call **315.366.9400**.

WE'RE ON A ROLL

Welcome to a bowling destination unlike anything in the area. Six exclusive lanes welcome up to six guests each in unmatched comfort and style. Delicious food. State-of-the-art technology. Serious fun.

MONDAY - THURSDAY: 4pm to 10pm
FRIDAY & SATURDAY: Noon to Midnight
SUNDAY: Noon to 10pm

For reservations, visit ybrcasino.com or call **315.366.9400**.

ONGOING PROMOTIONS

Happy BIRTHDAY to you!

CELEBRATE YOUR BIRTH MONTH WITH US ON APRIL 5!

Bring your Birthday Postcard and you'll receive a \$5 dining credit valid April 6 - April 30. Plus, deposit your Birthday Postcard into our barrel at the TS Rewards Desk between 5:00pm and 8:00pm for a chance to win one of 16 prizes in the drawings at 8:00pm.

3X POINTS

EARN 3 TIMES THE POINTS ON SLOT PLAY

During the month while playing slot machines you can earn 3 times the points on April 3, 13, 23 and 30!

FLIP TO Friday

YOU COULD WIN UP TO \$1,000 ON FRIDAYS!

Earn entries throughout the month when you play slots or table games while using your TS Rewards Card. Activate entries between 6:00pm and 8:45pm each Friday.

Winners will be randomly chosen each Friday at 7:00pm and 9:00pm to flip the game board and reveal their cash prize!

PREPARE To Feast

SUNDAY-THURSDAY

Win \$10 in dining credit! Earn 100 TS Rewards Points during one Promotional Day, 9am to 9pm.

Points for this Promotion are base points only and cannot be bonus or Promotion earned points. Dining credit is valid until April 30. \$10 in dining credit per person per week.

SHAKE RATTLE & ROLL

FRIDAYS AND SATURDAYS IN APRIL

Play your favorite table games and you could SHAKE, RATTLE & ROLL your way into winning! One table will win at 4:00pm, 6:00pm, 8:00pm and 10:00pm on drawing days. Every TS Rewards Member playing at the winning table will receive a \$25 Match Play, a logo item and an entry into the Grand Prize Drawing!



January 5, 12, 19 and 26

Earn 50 slot points on Sundays beginning January 5, between 12:00pm and 5:45pm to be eligible to play in the slot tournament.

TOP 25 SCORES
— WIN UP TO —
\$1,000
IN FREE PLAY

Limit of three entries per participant per day. Any Free Play winnings will be automatically loaded to the TS Rewards Card and must be used within 48 hours. Need not be present throughout the entire tournament time. Points are strictly an entry mechanism and will not be taken away.

FLIP IT Friday

WIN UP TO \$1,000!

Earn entries throughout the month when you play slots or table games while using your TS Rewards Card.

Activate entries between 6:00pm and 8:45pm each Friday while playing slots or table games.

Winners will be randomly chosen each Friday at 7:00pm and 9:00pm to flip the game board and reveal their cash prize!

Participants must be present to win. Please refer to Official Rules and Regulations for more information.

SNOW CRUSHING -HOT SEAT-

SATURDAY JANUARY 18

FORGET THE COLD!
Come inside and you could win up to \$250 in cash every half hour! Actively play slot machines or table games between 5:30pm and 9:00pm for a chance to sit in the Snow Crushing Hot Seat.

All scheduled events and Promotions are subject to change.




Earn
3 TIMES THE POINTS
on Slot Play

JANUARY
3, 13, 23, 30 and 31



Earn
3 TIMES THE POINTS
on Slot Play

JANUARY
3, 13, 23, 30 and 31



SUNDAY – THURSDAY

Earn 100 TS Rewards Points from Sunday to Thursday between 9am and 9pm and receive a \$10 dining voucher for use at Yellow Brick Road Casino.

Points tallied for this promotion must be gaming-earned points and cannot be bonus or promotionally earned points. Dining voucher is valid for 1 week after earning. Limit one voucher per week.



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ACTIVATIONS
MAGNETIC CUBES



FRIDAYS & SATURDAYS

Play your favorite table games from 4pm – 10pm for a chance to win on drawing days. Every TS Rewards Member playing at the winning table receives a \$25 Match Play, a logo item and an entry into the Grand Prize Drawing!



SUNDAY - THURSDAY

Earn 100 TS Rewards Points from Sunday to Thursday between 9:00am and 9:00pm and receive a \$10 dining voucher for use at Yellow Brick Road Casino.



FRIDAYS

Earn entries when you play slots or table games using your TS Rewards Card. Activate entries between 6:00pm and 8:45pm each Friday. Winners will be randomly chosen each Friday at 7:00pm and 9:00pm to flip the game board and reveal their cash prize!



JANUARY

You could earn 3 times the points on all days that end in "3" during the month of January! These days include January 3, 13, 23, 30 and 31.



JANUARY 1

Earn entries daily December 1-31 when you play slots or table games while using your TS Rewards Card. Activate your entries one hour before each drawing on New Year's Eve for a chance to be a drawing winner.



JANUARY 1

You could win \$25 in Free Play. Guests who earn 100 slot points between 1:00pm and 8:00pm are eligible to win. 40 winners will be selected every hour.

This could be your lucky year!



TUESDAYS & THURSDAYS

You could win \$350 in Free Play! Tuesdays between 10:00am and 2:00pm and Thursdays between 2:00pm and 6:00pm actively play slots on the gaming floor with your TS Rewards Card to be eligible to win.



JANUARY 5, 12, 19 AND 26

Earn 50 slot points on Sundays beginning January 5, between 12:00pm and 5:45pm to be eligible to play in the slot tournament.

Top 25 scores win part of \$5,000 in Free Play!



YELLOW BRICK ROAD CASINO & SPORTS BOOK	Date _____
Pay to the order of _____	
_____	\$ _____



Congratulations
You've started your journey on the road to winning at Yellow Brick Road Casino.

As a new TS Rewards Member, you've earned a **\$XX FREE PLAY** which has been loaded onto your TS Rewards Card.

All you have to do is come in to Yellow Brick Road Casino before **January 30, 2020.**

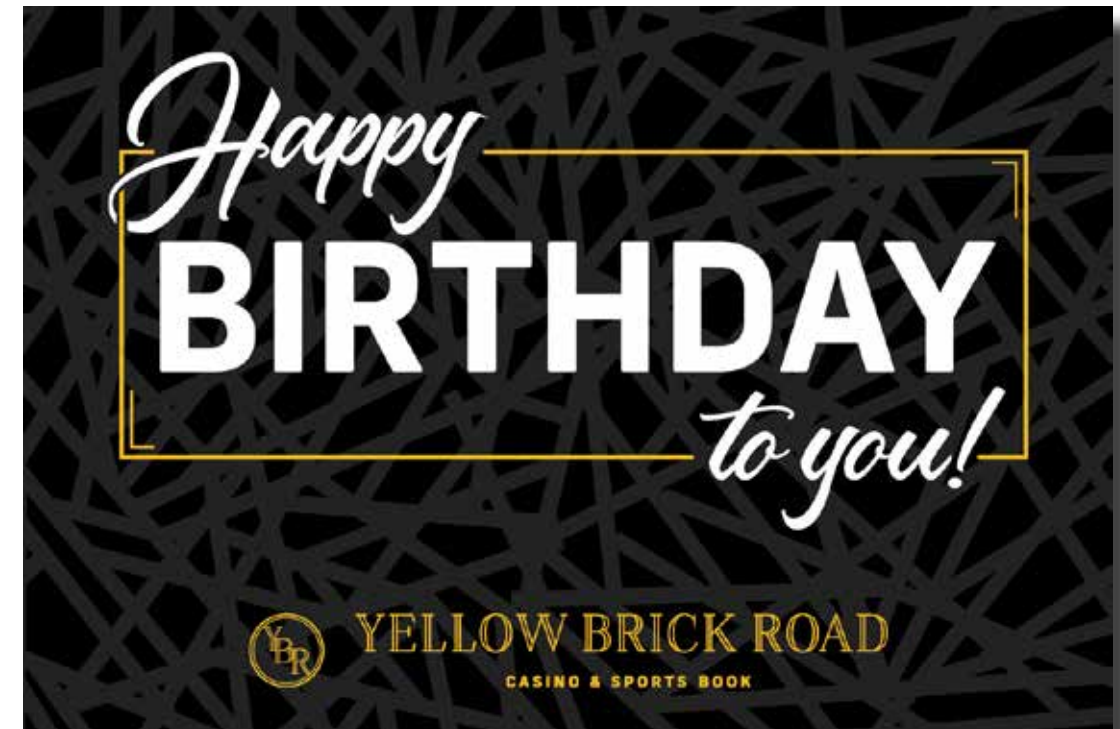
While you're here, be sure to ask about our other exciting Promotions.

Good Luck!

Valid one time only. Not valid in conjunction with any other offer, coupon or comp. Must be 18 years of age or older to redeem.


YELLOW BRICK ROAD
CASINO & SPORTS BOOK
800 W Genesee St.
Chittenango, NY 13037

Justin B. Daniels
2582 Marshall Street
Baltimore, MD 21231



In celebration of your birthday month, please bring this card to Yellow Brick Road Casino on: **Sunday, January 5**


YELLOW BRICK ROAD
CASINO & SPORTS BOOK
800 W Genesee St.
Chittenango, NY 13037

You'll receive a \$5 food voucher valid **January 6 – January 31.**

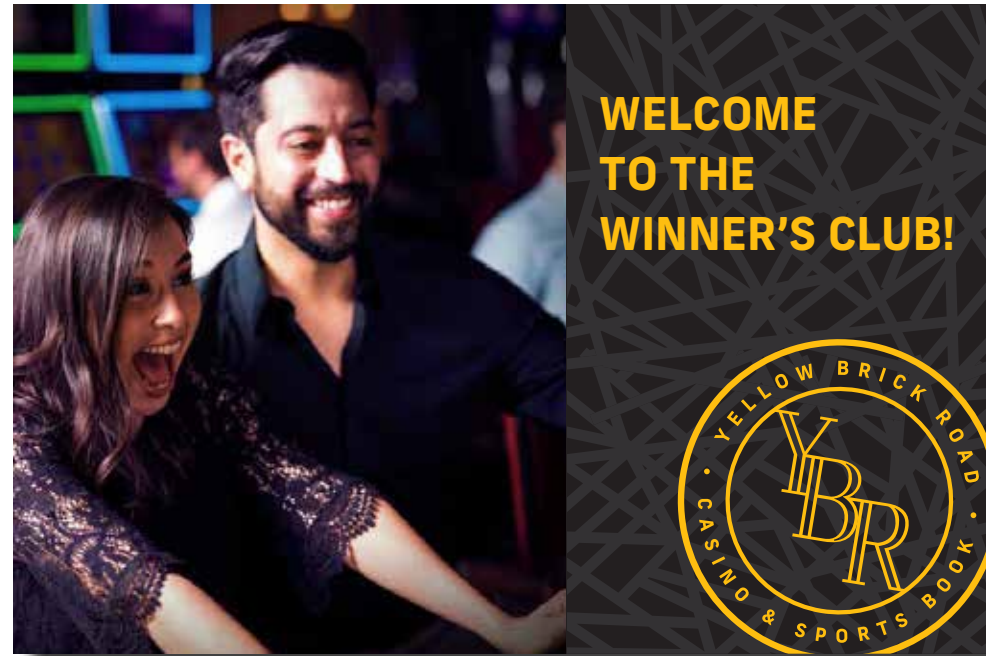
Plus, deposit this card into our barrel at the TS Rewards Desk between 5pm and 8pm for a chance to win one of 16 prizes in the drawings at 8pm.

1st Place: **\$500**
2nd – 6th Place: **\$100**
7th – 16th Place: **\$50 Free Play**

You will also receive a birthday Free Play on your actual birthday!

All cards must be in the barrel by 8pm, January 5. All scheduled events and promotions are subject to change. Postcards cannot be replaced. Must be present at time of drawing to win. Come on to Yellow Brick Road Casino on your actual birthday and receive your birthday Free Play offer as well.

Justin B. Daniels
2582 Marshall Street
Baltimore, MD 21231



Congratulations on your recent JACKPOT!

You and a guest are invited to the **Winner's Party on Thursday, January 23 from 7pm to 9pm** at the Heart and Courage Saloon. Enjoy a complimentary cocktail and buffet.

Plus, bring this postcard and be entered for a chance to win cash prizes!

PLEASE CALL 315.366.9444
Between 9am and Midnight by January 20 to reserve your spot.

Must be 21 or older to attend this event. Staff will be checking TS Rewards Cards and valid IDs at registration. Management reserves the right to cancel or modify this event. Cash drawings will take place at 7:30pm, 8:00pm and 8:30pm. Prizes must be claimed within 5 minutes of drawing.



HOW TO PRINT THE WIN/LOSS

TO REGISTER

1. Go to myturningstone.com.
2. Click on the "Registration" button on the top right corner.
3. Fill in your email, password (of your choice) and gender. Click the "Submit" button.
 - a. On success, you will see a "Thank you" message on the screen.
4. Go to your email and click the verification link.
5. Now you have successfully registered on myturningstone.com.

LOGIN

1. Go to myturningstone.com.
2. Enter your email or your TS Rewards Account number as your login and password.
3. Then, click login.

FORGOT PASSWORD

1. Click on "Forgot Password" on the screen.
2. A "Forgot Your Password" message will pop up on the screen. Enter your TS Rewards Account number or your email address and click "Send."
3. Open your inbox in your email. You will find a "Reset Password" message from Turning Stone® Resort Casino. Click the link.
4. You will be asked to enter a new password of your choice. Add it in the "New Password" section and the "Confirm Password" section. Then click submit. You successfully changed your password.

VIEWING WIN/LOSS STATEMENTS

1. Login to myturningstone.com.
2. Click on the "Win/Loss" menu at the top.
3. Enter your TS Rewards Account number and TS Rewards PIN. Click "View Win/Loss Statement."
4. "Win/Loss" Page will show statements from the current year and previous two years.

VIEWING TAX FORM SUMMARY

1. Login to myturningstone.com.
2. Enter your TS Rewards Account number and TS Rewards PIN.
3. Click the "View Tax Form Summary" link.
4. The "Tax Form Summary" Page will show statements from the current year and the previous two years.

UPDATING YOUR PROFILE

1. Login to myturningstone.com.
2. Click on your name at the top.
3. Click "Edit Profile." You can update your personal information.
4. Click on your name on the top.
5. Click "Change Password."
6. Enter your old password and then fill in your desired password. Passwords must contain a minimum of six characters.
7. You have successfully updated your profile.

YBR CASINO & SPORTS BOOK
YBRCASINO.COM

ACTIVATIONS
COMMENT CARD

PLEASE TAKE A MINUTE TO SHARE YOUR COMMENTS AND SUGGESTIONS. THANK YOU.

Date _____
 Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____
 Email _____

Please rate our accommodations and services as follows:
 1 = Poor 2 = Needs Improvement 3 = Good
 4 = Very Good 5 = Excellent

CASINO

Tables games friendly/helpful	1	2	3	4	5
Slot service representative friendly/helpful	1	2	3	4	5
TS Rewards Desk friendly/helpful	1	2	3	4	5
Casino Cage friendly/helpful	1	2	3	4	5
Beverage service on gaming floor friendly/helpful	1	2	3	4	5

DINING

Where did you dine while visiting?
BURGERS OF MADISON COUNTY

Quality of food/drink	1	2	3	4	5
Service	1	2	3	4	5

HEART AND COURAGE

Quality of food/drink	1	2	3	4	5
Service	1	2	3	4	5

WICKED GOOD PIZZA

Quality of food/drink	1	2	3	4	5
Service	1	2	3	4	5

THE LOUNGE WITH CAESARS SPORTS

Staff helpfulness/courtesy	1	2	3	4	5
Quality of food/drink	1	2	3	4	5

THE LANES AND TOPGOLF® SWING SUITE

Staff helpfulness/courtesy	1	2	3	4	5
Quality of food/drink	1	2	3	4	5

YBR SUPPLY CO.

Staff courtesy and helpfulness	1	2	3	4	5
Selection of merchandise	1	2	3	4	5

IN GENERAL

How did we make you feel during your visit?

Welcomed	1	2	3	4	5
Recognized	1	2	3	4	5
Comfortable	1	2	3	4	5
Pampered and cared for	1	2	3	4	5
Did we meet your expectations?	1	2	3	4	5
Was our staff courteous and helpful?	1	2	3	4	5
How was our selection of merchandise?	1	2	3	4	5
How was our variety of slot machines and table games	1	2	3	4	5
Rate your value of money spent	1	2	3	4	5
Rate your overall experience	1	2	3	4	5

Is this your first visit to Yellow Brick Road?
 Yes No

Would you return to Yellow Brick Road?
 Yes No

Any comments about members of our staff who were especially helpful to you? *(It is helpful to us if you can identify their department)*

What, if anything, could we do to improve your next visit to Yellow Brick Road?

We appreciate your time and effort in completing this evaluation. You may leave this form at the TS Rewards Desk or mail later at your convenience. There is no postage necessary if mailed in the U.S.



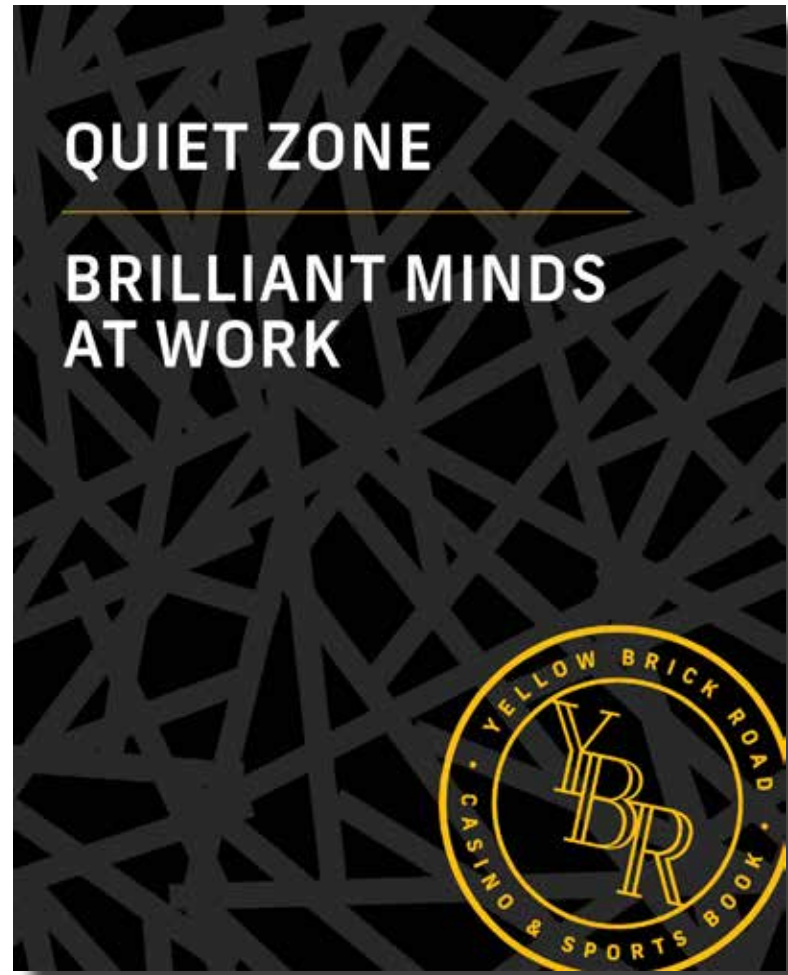
BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 2 YERONAMA NY
 POSTAGE WILL BE PAID BY ADDRESSEE
 ATTEN: GUEST SERVICES
 YELLOW BRICK ROAD CASINO
 800 WEST GENESEE STREET
 CHITTENANGO, NEW YORK 13037

NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED STATES



ACTIVATIONS

MAGNETIC SIGN - CONFERENCE ROOM



ACTIVATIONS

HAND SANITIZER SIGNS



WICKED AWESOME REMODELING

Our restaurant is expanding...and so is the menu. While we work, dine-in seating* is available in the Heart & Courage dining area.

We apologize for any inconvenience.

*18+ only



**THIS AREA IS FOR
GUESTS 18 YEARS
OR OLDER.**



ACTIVATIONS
NO ALCOHOL SIGN



**SAY HASTA
LA VISTA
TO YOUR
MARGARITA**

Sorry, no alcohol beyond
this point.



**WAVE
GOODBYE
TO YOUR
WINE**

Sorry, no alcohol beyond
this point.



**SLOW
YOUR
ROLL**

If you need to leave,
the alcohol has to stay.



YELLOW BRICK ROAD
CASINO & SPORTS BOOK




**SAY
BYE-BYE
TO YOUR
BEER**

Sorry, no alcohol
beyond this point.




YELLOW BRICK ROAD
CASINO & SPORTS BOOK



**IF YOU HAVE
TO GO, SAY
BUH-BYE TO
YOUR BOOZE**

Sorry, no alcohol beyond
this point.



Welcome to YELLOW BRICK ROAD CASINO

To help make your experience enjoyable
please note prohibited items and actions:

PROHIBITED ITEMS AND ACTIONS

1. Under-age gambling and wagering either directly or indirectly
2. Firearms or weapons of any kind
3. Photography and filming of any kind
4. Use of electronic devices for cheating or predicting the outcome of bets

Patrons who have been excluded from casino play at Turning Stone Resort Casino, Point Place Casino or SavOn / PlayOn slot parlors are also excluded from Yellow Brick Road Casino.

Thank you and enjoy your visit.

YELLOW BRICK ROAD
CASINO & SPORTS BOOK

THIS MACHINE IS CURRENTLY OUT OF SERVICE.

Please visit the Casino Cage for help
Thank you





ACTIVATIONS
SLOT MACHINE GRAPHICS

Image 1

1024x110
768x80



Image 2



OR



Image 1

640x240



Image 2



OR



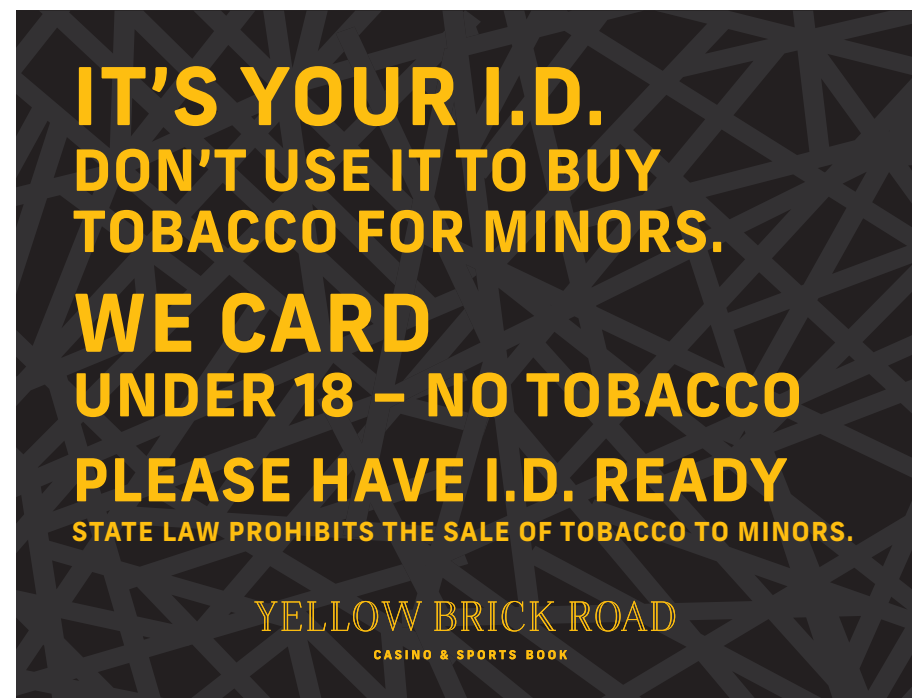
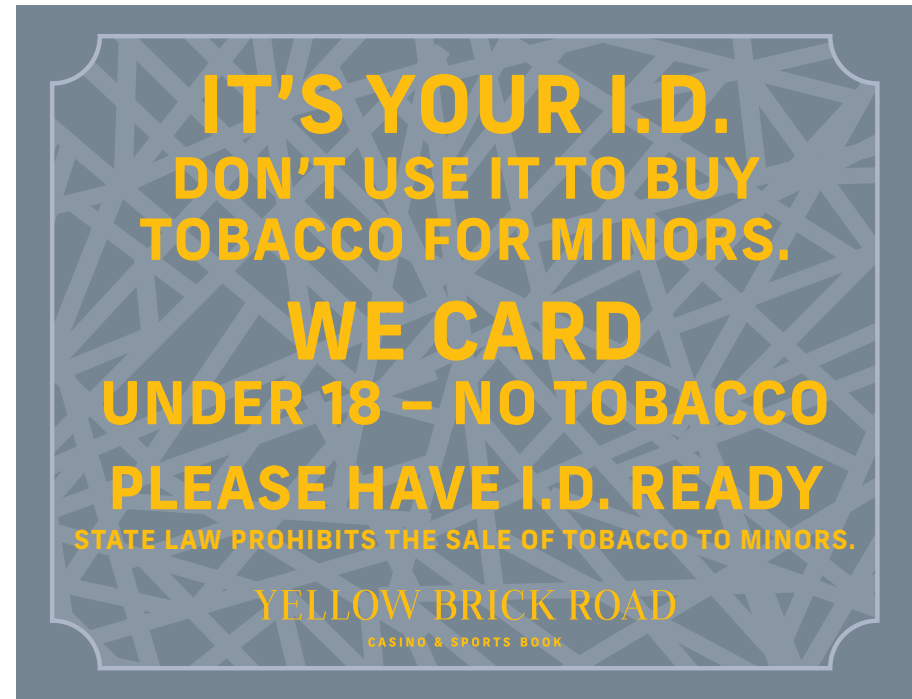
ACTIVATIONS
TS REWARDS CARD



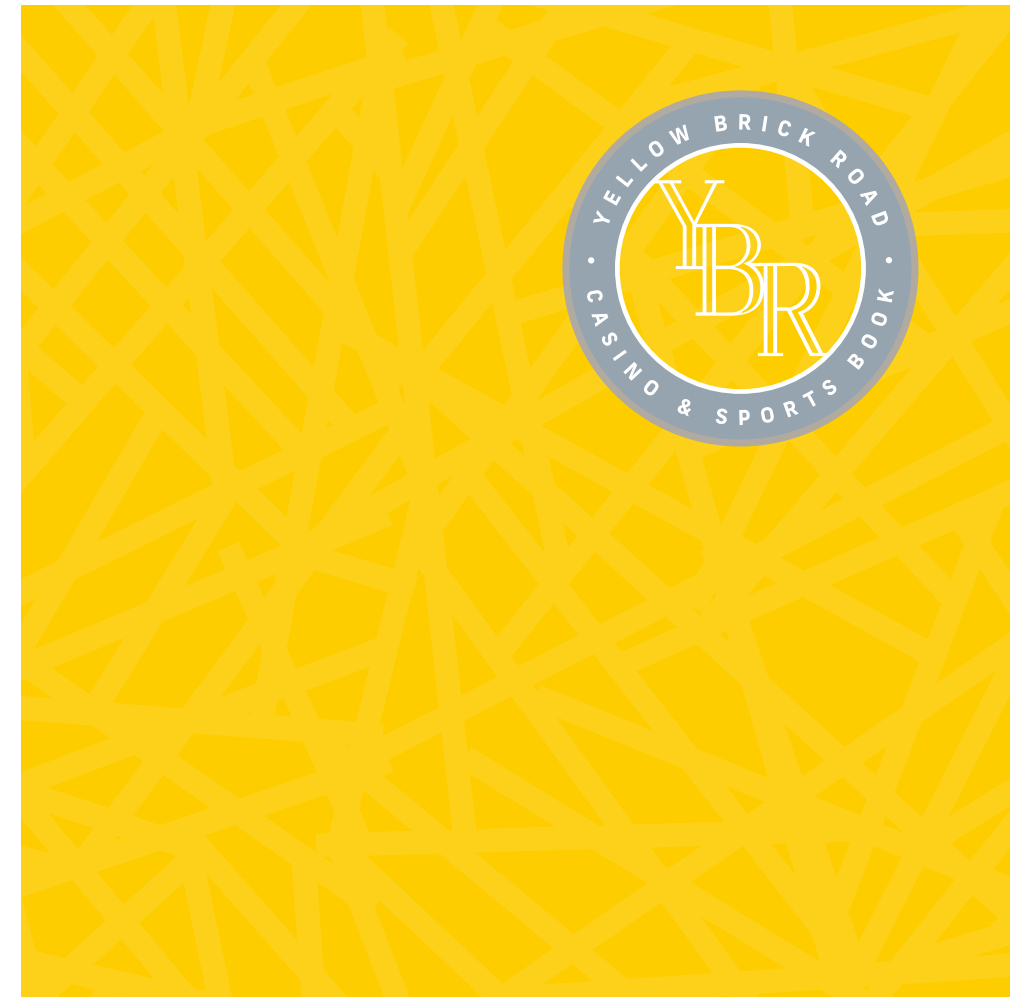
ACTIVATIONS
TEAM MEMBER ENTRANCE SIGN



ACTIVATIONS
CIGARETTE PURCHASE SIGN



ACTIVATIONS
WINDOW CLINGS



ACTIVATIONS
TAXI WRAPS





CASINO &
SPORTS BOOK