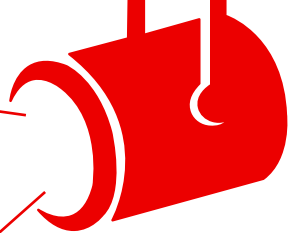


Bally's

THE SPOTLIGHT SERIES



WHAT'S NEW

Did you know Trajectory Consultants can assist with your menu development, design needs, and printing? This includes LTOs, promotions, events, and activation coordination. If you'd like to learn more, click the link below to access the Beverage Fund Request process

[Click Here for Bally's Request Form](#)

or reach out to Amber Jackson, Marirose Naing and Nick Scappa to schedule a call.

Contacts:

aj@trajectoryconsultants.com

marirose@trajectoryconsultants.com

nscappa@ballys.com

FEATURED PROPERTIES

Thank you for supporting the Bally's Program and keeping us in the loop on what's next for menus and activations.

Bally's Atlantic City

Bally's Dover

Bally's Quad Cities

Bally's Lake Tahoe

SEASONAL BEVERAGE EVENTS & OPPORTUNITIES

Q3 Promotions

Football

Labor Day

**Mexican
Independence Day**

Octoberfest

Q4 Promotions

Halloween

Thanksgiving

Christmas

**New Years Eve
& Day Parties**

THE TASTING HOUR

Beginning the last Wednesday of September and continuing monthly, we'll be featuring one supplier each session to present and lead a brief educational overview of their brand. Where available, samples will be sent to each property for tasting.

Please keep an eye out for the official invitation, and ensure that at least one team member is able to attend.



ACTIVATION

Bally's Atlantic City

BIKINI CONTEST



SPOTLIGHT

Bally's Dover

NASCAR ACTIVATION



Bally's Lake Tahoe

ACC ACTIVATION



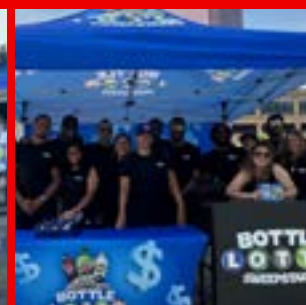
Bally's Quad Cities

SUMMER CONCERT



Bally's Atlantic City

PEPSI BOTTLE LOTTO



NATIONAL BEVERAGE PROGRAM

This guide highlights approved partners and product brands that support Bally's vision for exceptional guest experiences. It includes required beer, wine, and liquor options and outlines vendor funding opportunities, and explains the process for product or vendor exceptions. Click the link below to learn more

[Click Here for the NBP Guide](#)