

MULTI-JURISDICTIONAL PROGRAM

FROGGER  
GOES TO  
IRELAND!



FROGGER BRAND AWARENESS

Released in 1981, Frogger is regarded a true classic from the Golden Age of Arcade Video Gaming.

Jurisdictional Success  
& Relaunch Success

53 LAUNCHES  
23 RE-LAUNCHES

Average 5W: 135  
Average 10W: 133

FIRST LAUNCH  
METRICS

Average 5W: 138  
Average 10W: 138

RE-LAUNCH  
METRICS

Average 5W: 123  
Average 10W: 122

Frogger has an impressive track record for relaunch success. On average, subsequent Frogger lottery launches have resulted in impressive above average indexes.

EXPERIENTIAL PROGRAM PRIZING

*\*subject to change*

Day 1

Round Trip Airfare  
to Dublin

Custom Irish  
Welcome Gift

Welcome Reception with  
Food and Refreshments  
at Local Pub

Downtown Dublin

Day 2

Discover Dublin

Private Dinner &  
Entertainment at Christ  
Church Cathedral

Day 3

Private Guinness  
Storehouse

Dinner and Entertainment  
Tour and Guinness Gift

Day 4

Train Transfers and Lunch  
to Dromoland Castle -  
Horse and Hound

Welcome Entertainment

Day 5

Cliffs of Moher Tour  
and Pub Lunch

Castle Activities -  
Afternoon Tea

Day 6

Castle Activities -  
Taste of Ireland Dinner

\$50,000 Lucky Leap  
Game Show!

Day 7

Farewell Breakfast  
and Transfers to Dublin

Program Timeline

COMMITMENT DATE

April 2023

PROPOSED LAUNCH

July 1 2023 to April 1 2024

TENTATIVE EVENT

March 23 to 30 2025

# Frogger



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