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(54) **SYSTEMS AND METHODS FOR BALANCE TRANSFERS ASSOCIATED WITH PAYMENT VEHICLES AND GAMING ENVIRONMENTS**

(60) Provisional application No. 62/023,898, filed on Jul. 13, 2014, provisional application No. 61/744,564, filed on Sep. 28, 2012.

(71) Applicant: **Sightline Interactive, LLC**, Las Vegas, NV (US)

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(72) Inventors: **Kirk E. Sanford**, Las Vegas, NV (US); **Thomas M. Sears**, Henderson, NV (US); **Omer Sattar**, Las Vegas, NV (US)

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USPC **705/39**

(21) Appl. No.: **14/499,300**

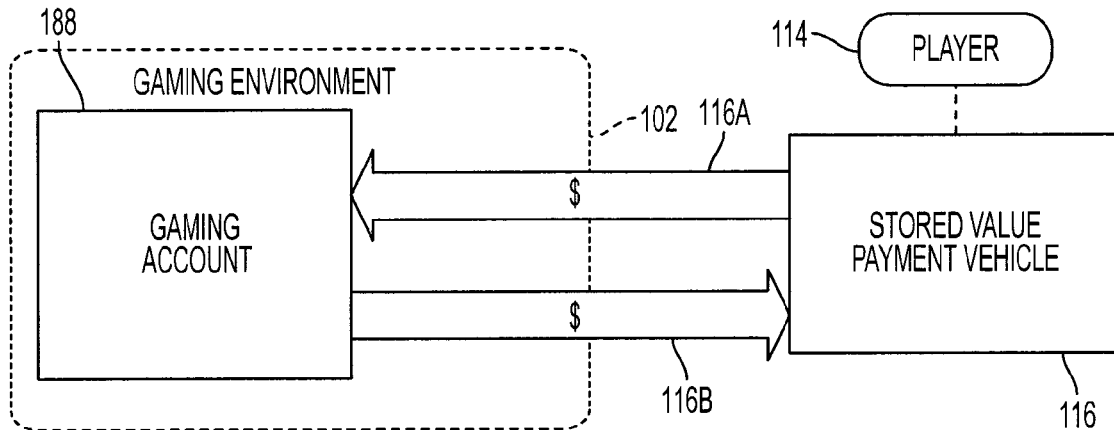
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(57) **ABSTRACT**

Related U.S. Application Data

(63) Continuation-in-part of application No. 14/326,527, filed on Jul. 9, 2014, which is a continuation-in-part of application No. 14/228,363, filed on Mar. 28, 2014, which is a continuation of application No. 14/033,493, filed on Sep. 22, 2013, now Pat. No. 8,708,809.

Systems and methods for crediting a gaming account of an online gaming provider are disclosed. When the gaming account is of a player is credited, a stored value account of the player is debited. The stored value account can be linked to a stored value payment vehicle issued to a player. At the conclusion of online gameplay, the gaming account can be debited and the stored value account credited to reflect winnings.



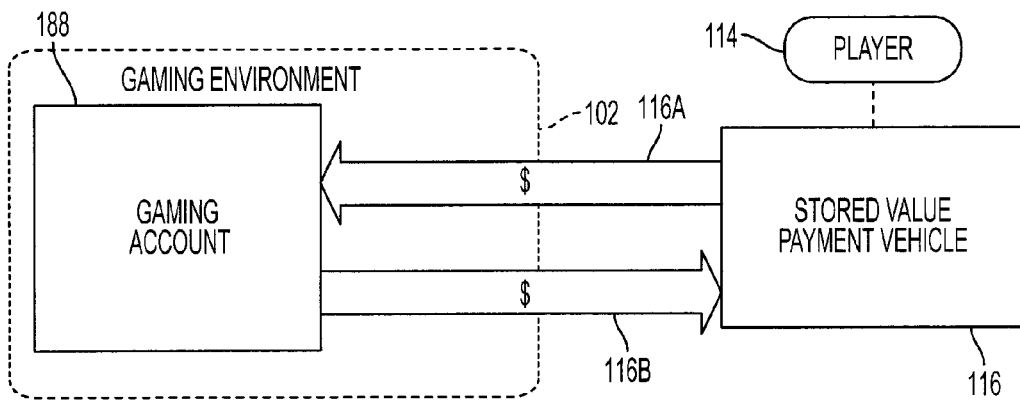


FIG. 1

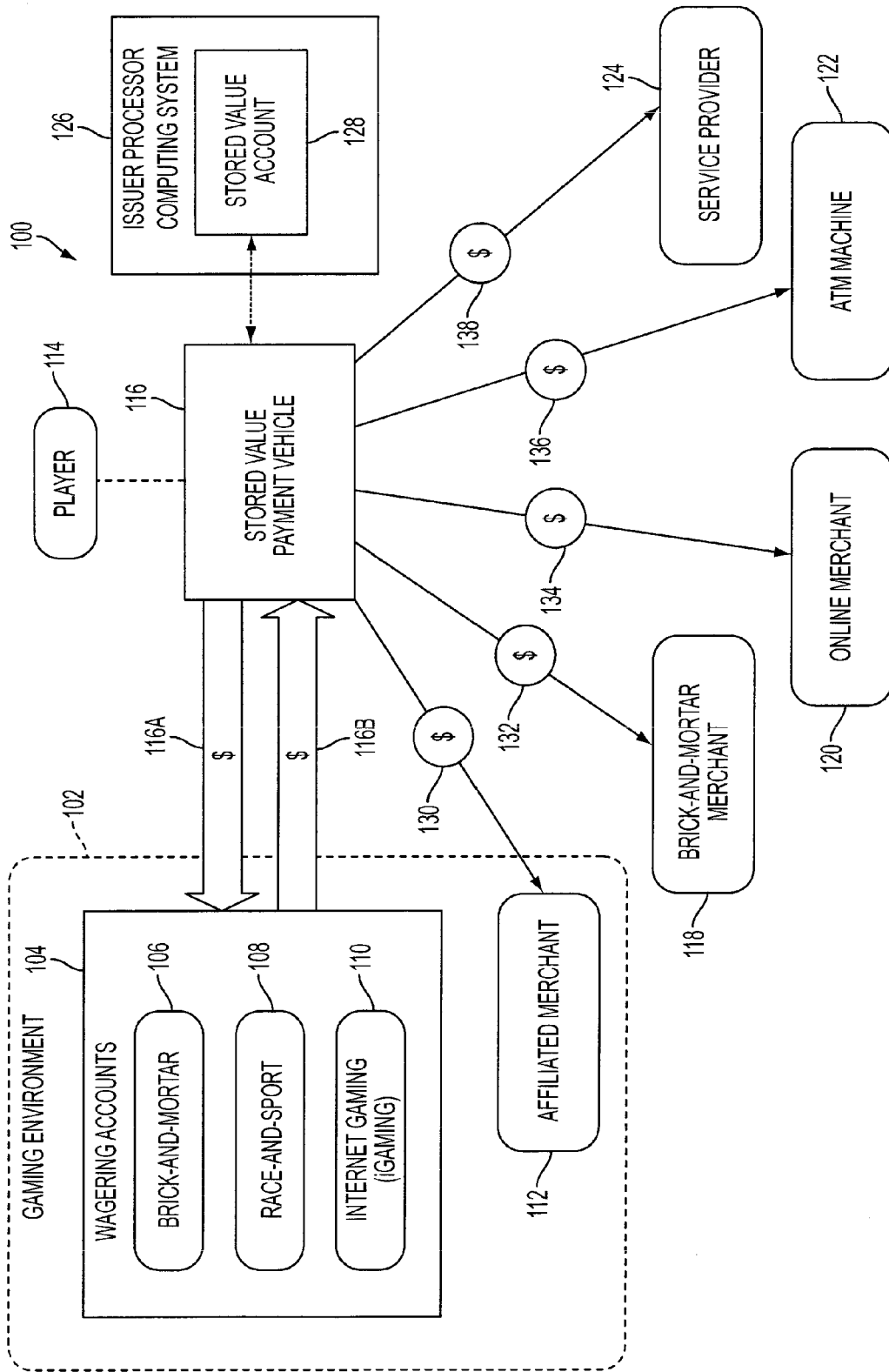


FIG. 2A

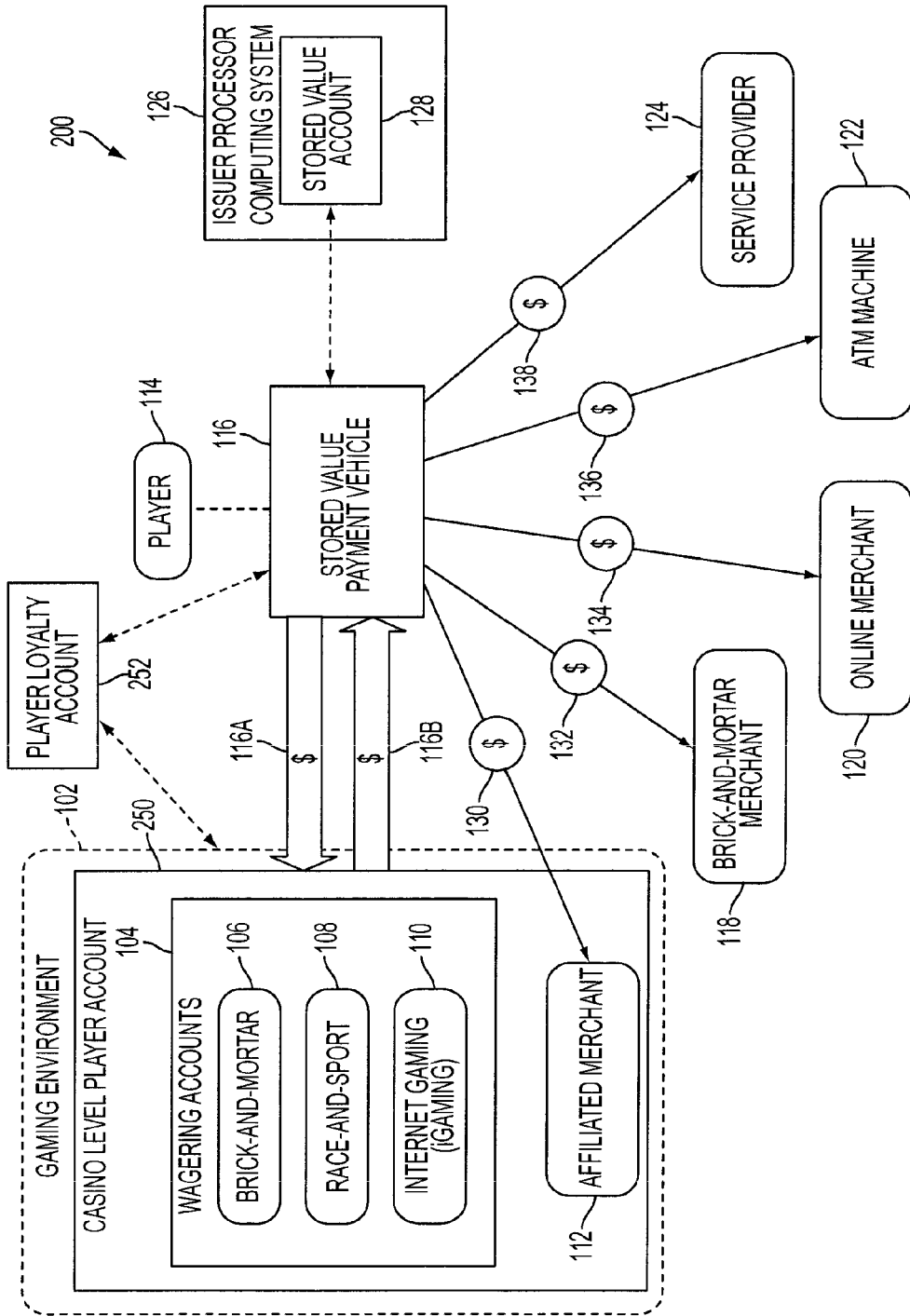


FIG. 2B

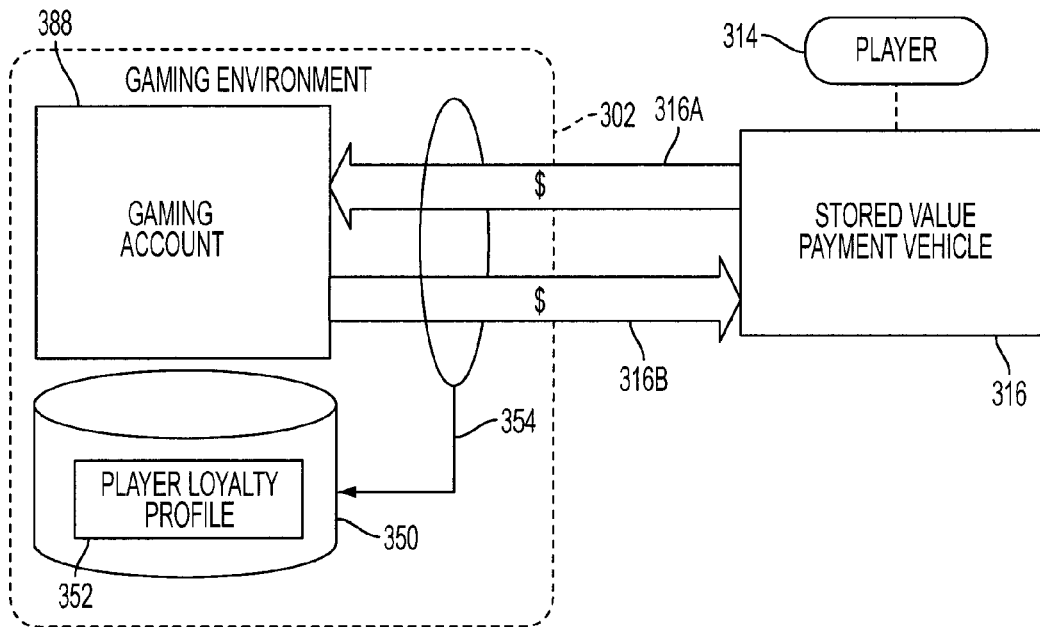


FIG. 3

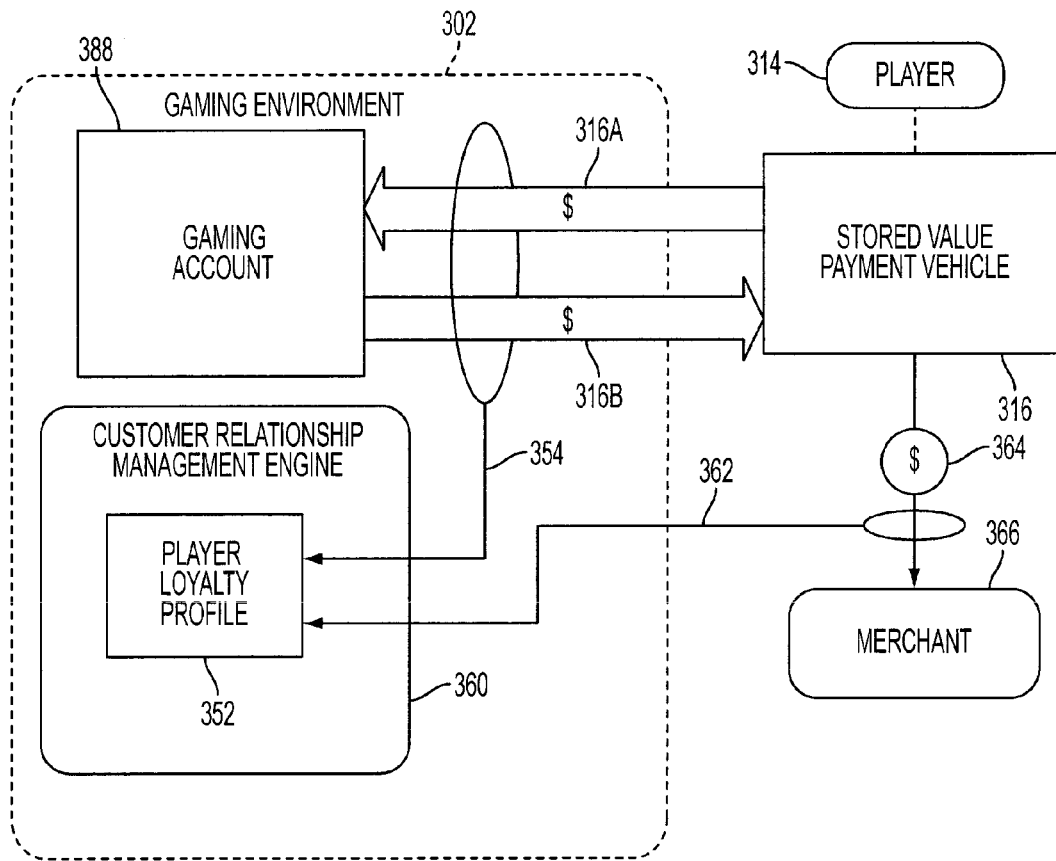


FIG. 4

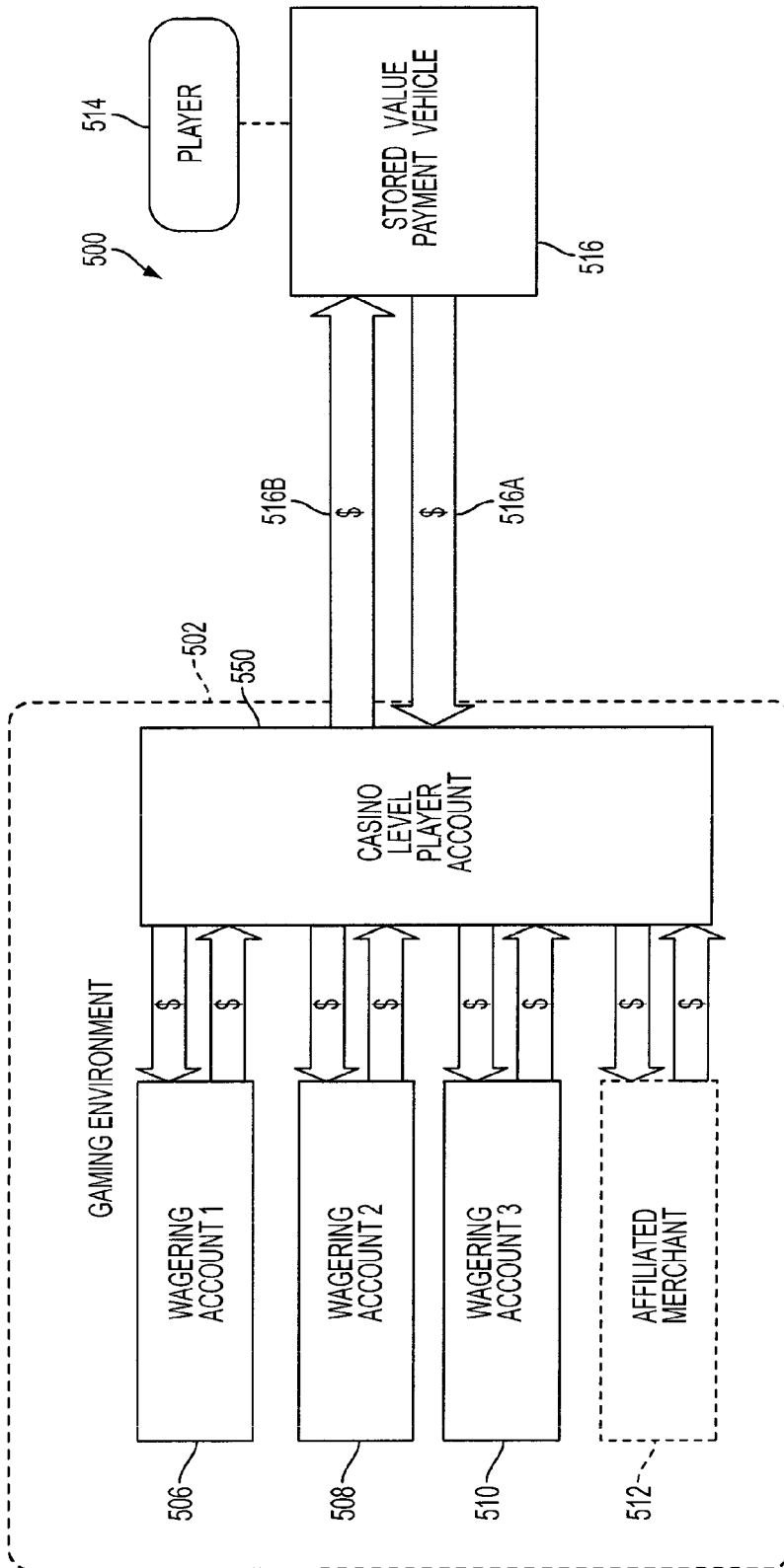


FIG. 5

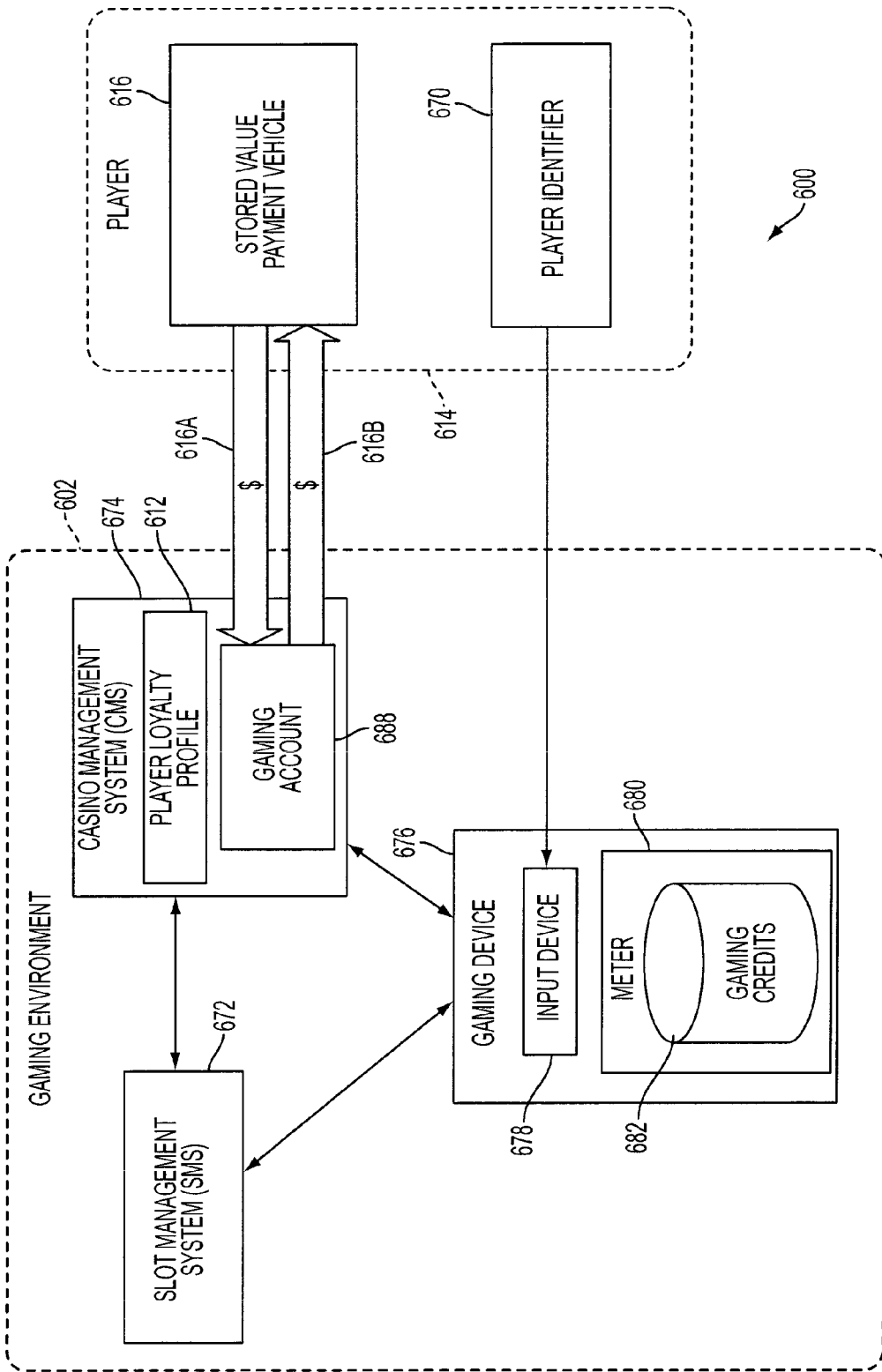


FIG. 6

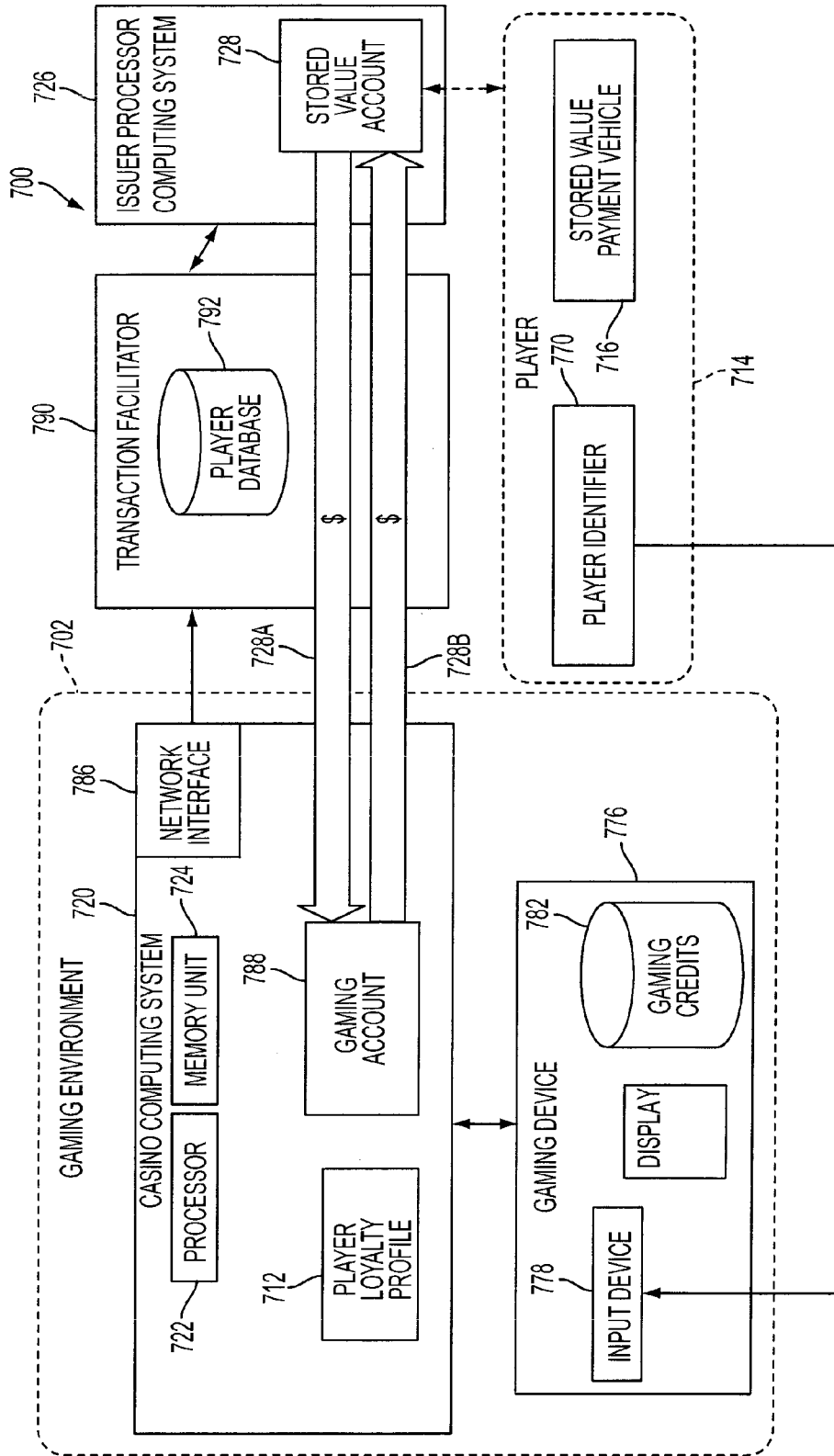


FIG. 7

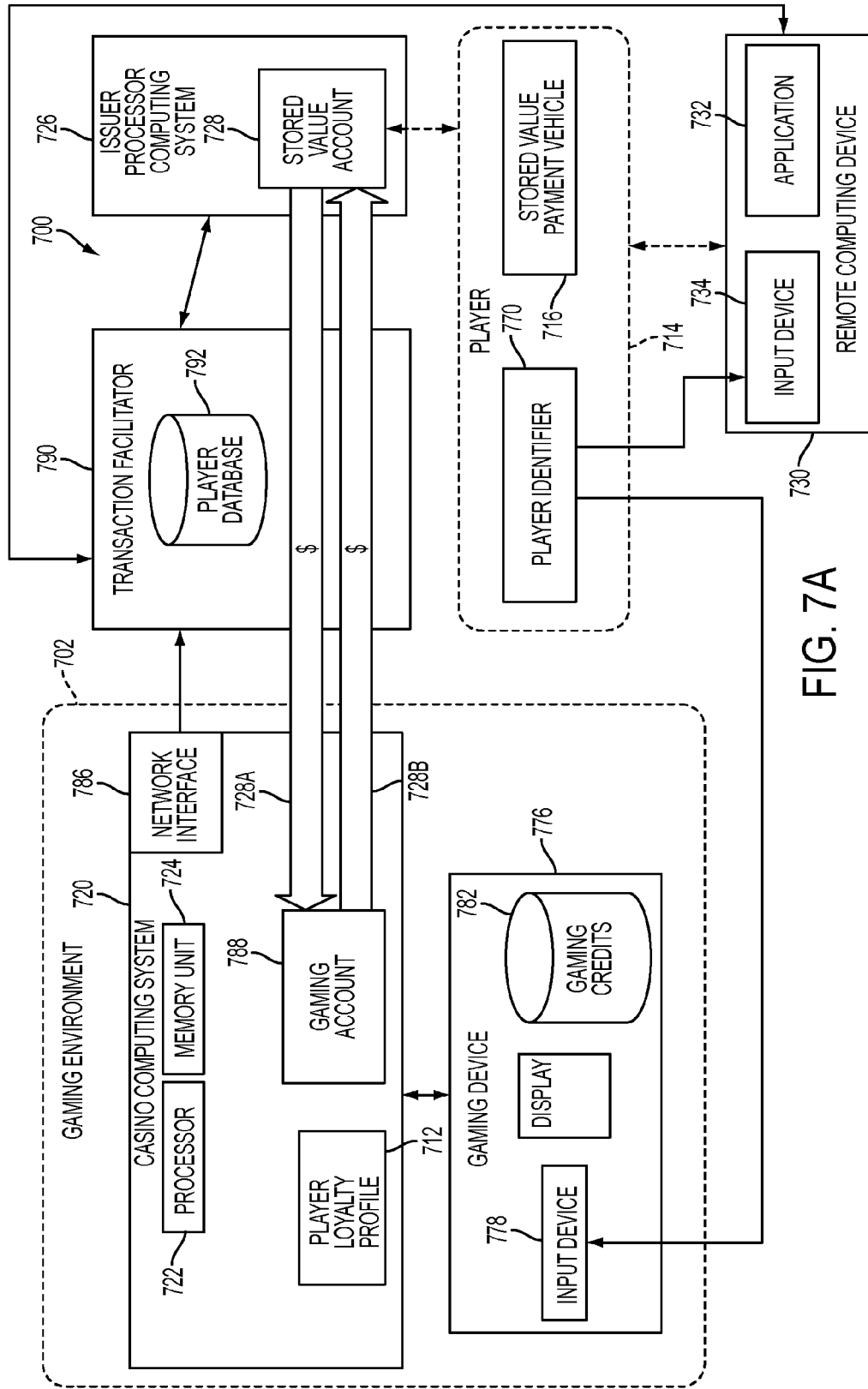


FIG. 7A

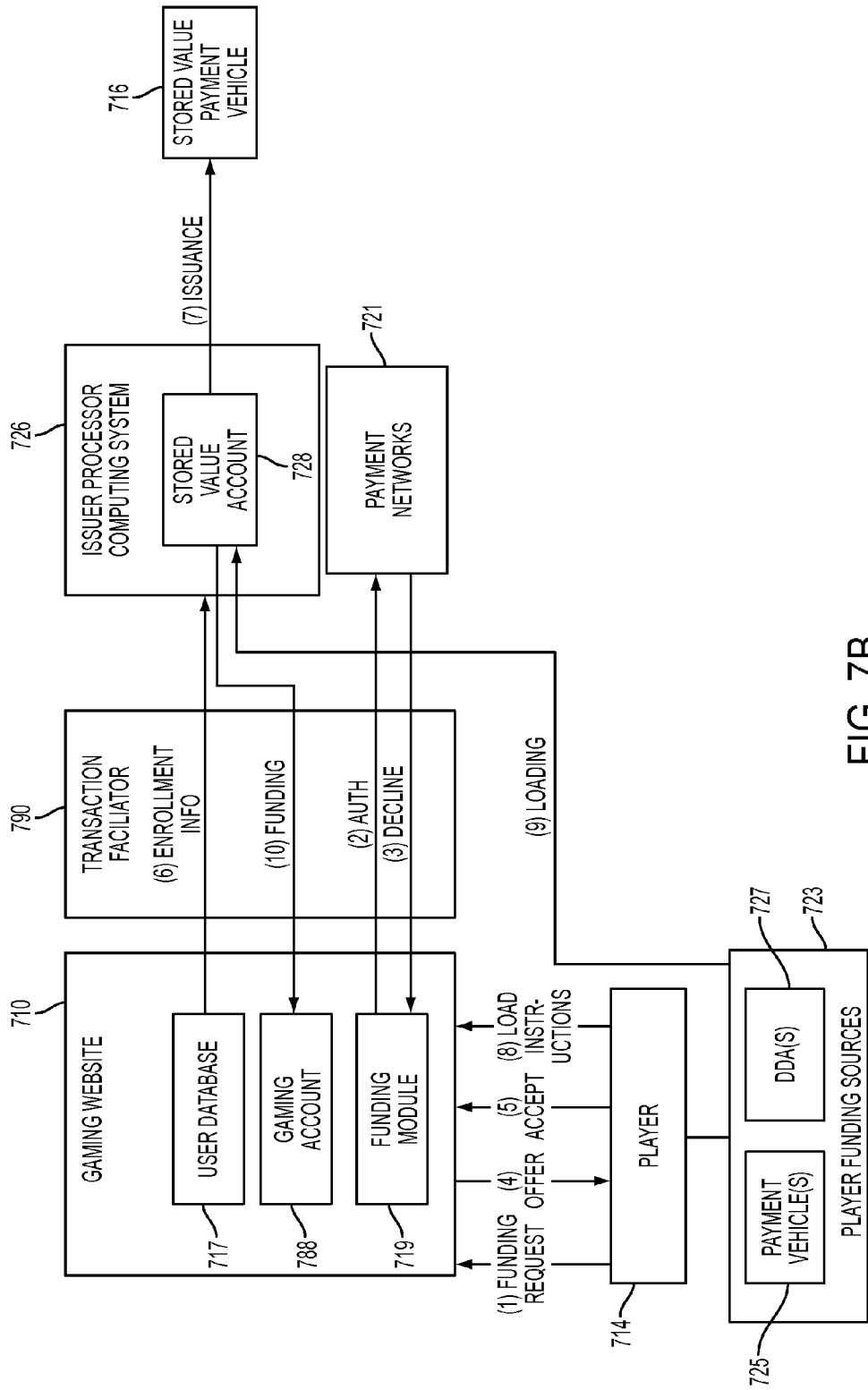


FIG. 7B

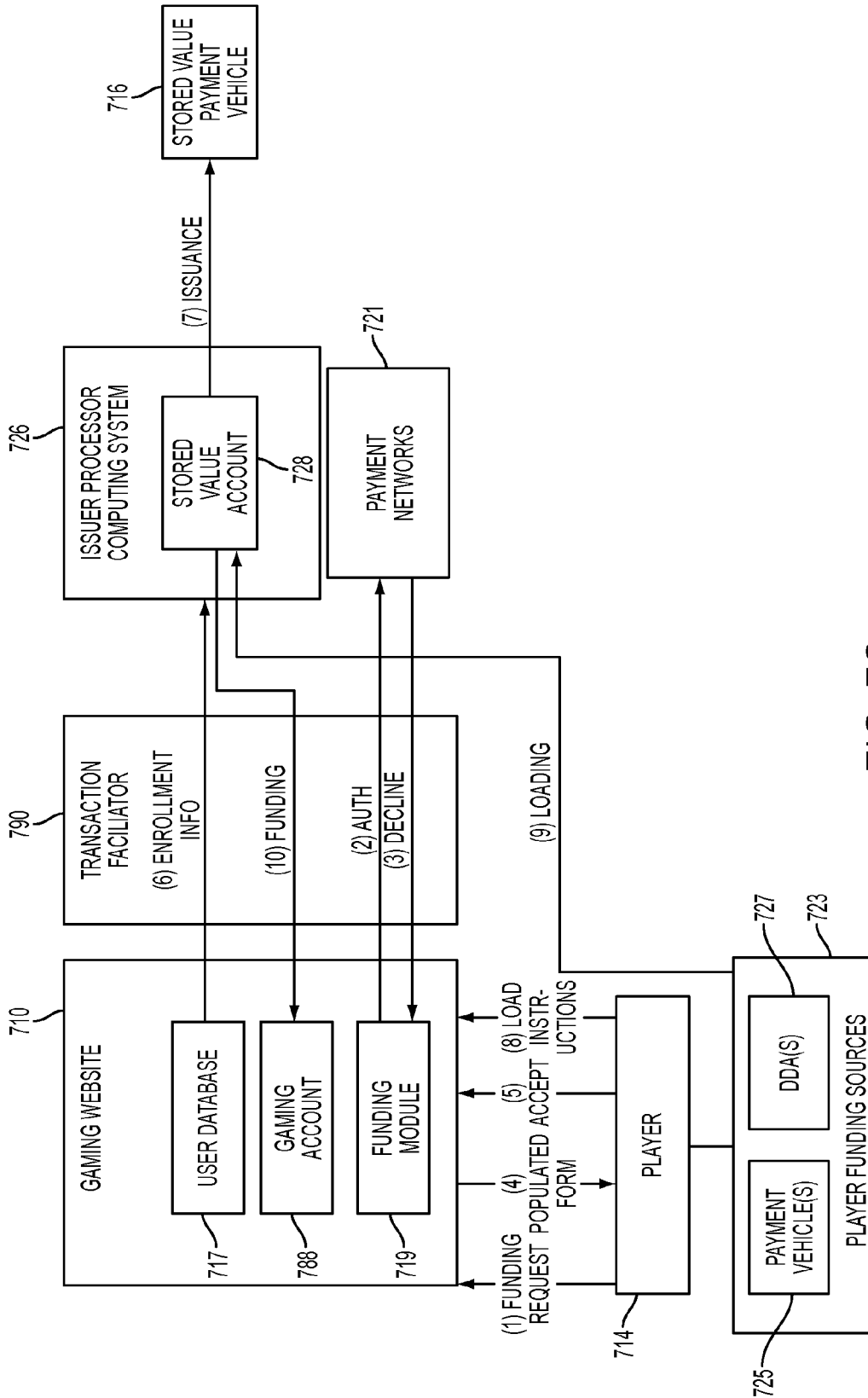


FIG. 7C

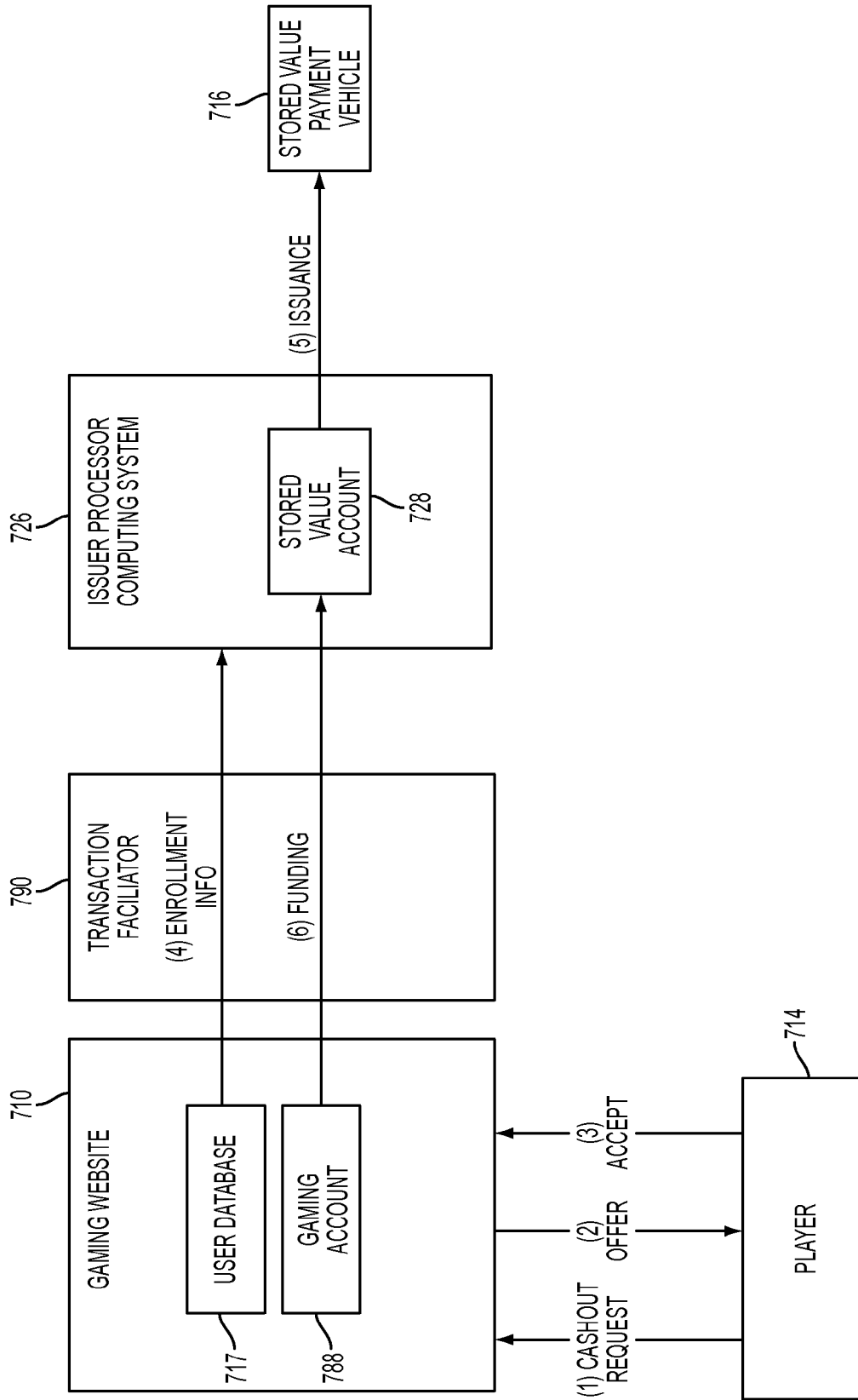


FIG. 7D

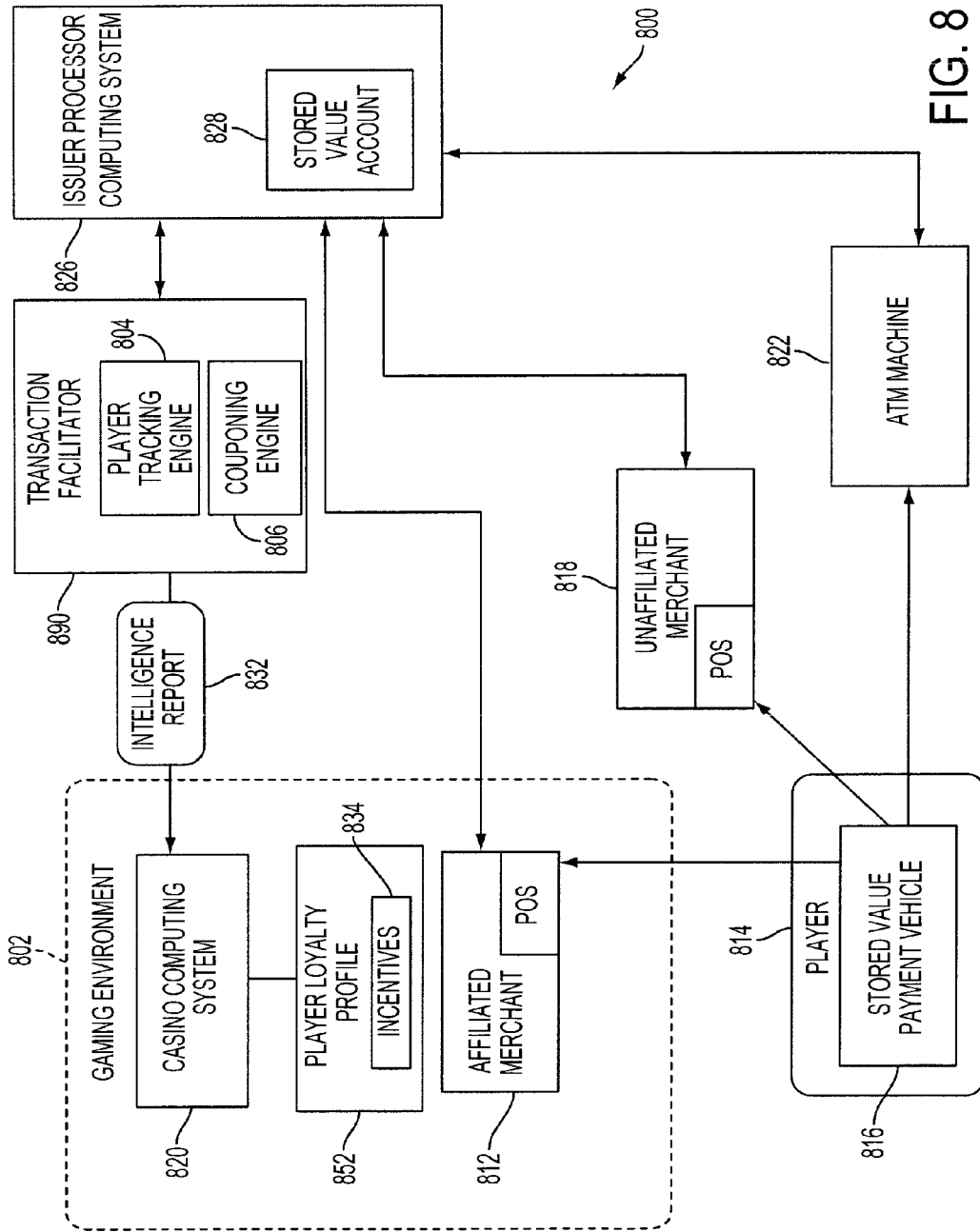


FIG. 8

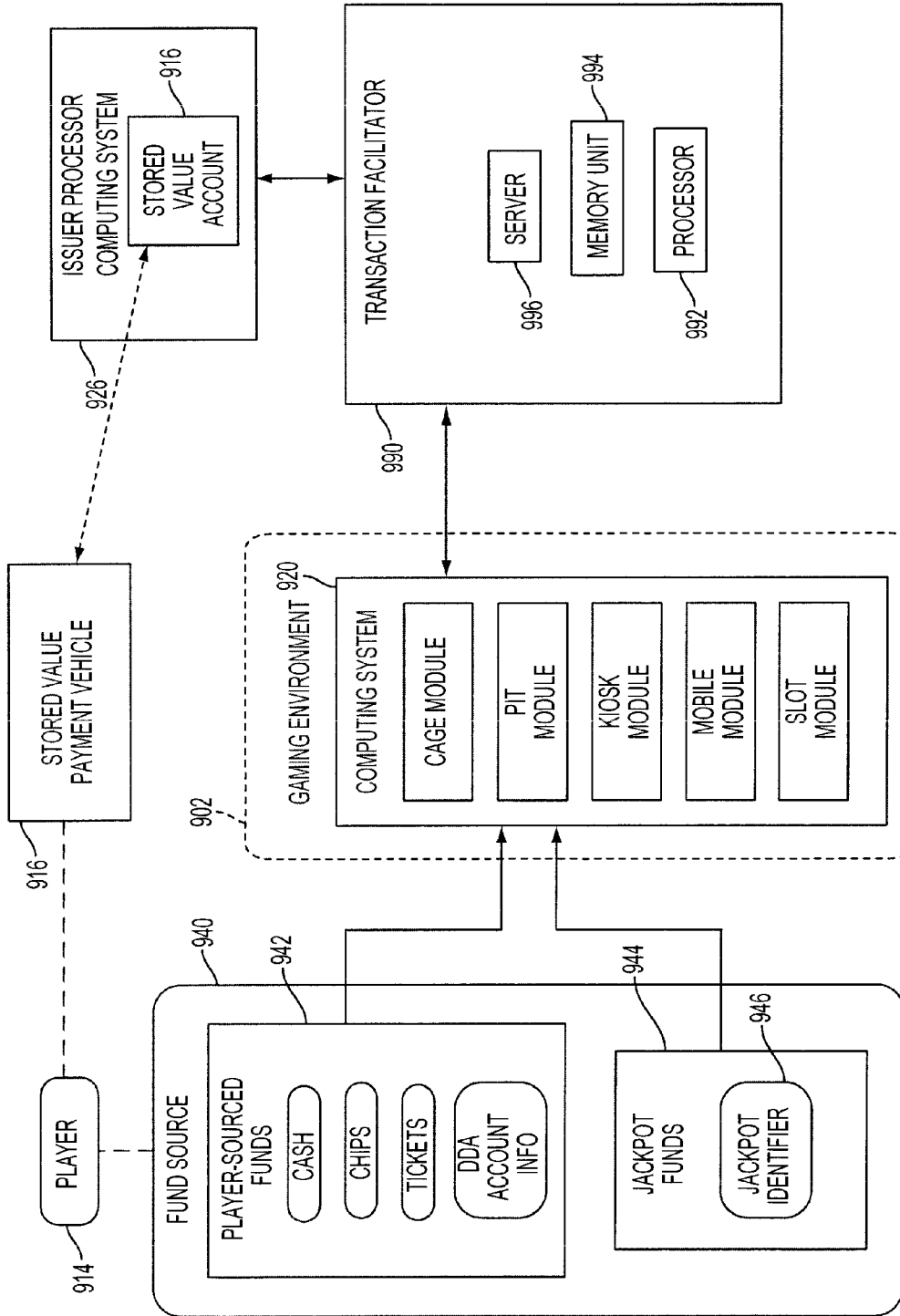


FIG. 9

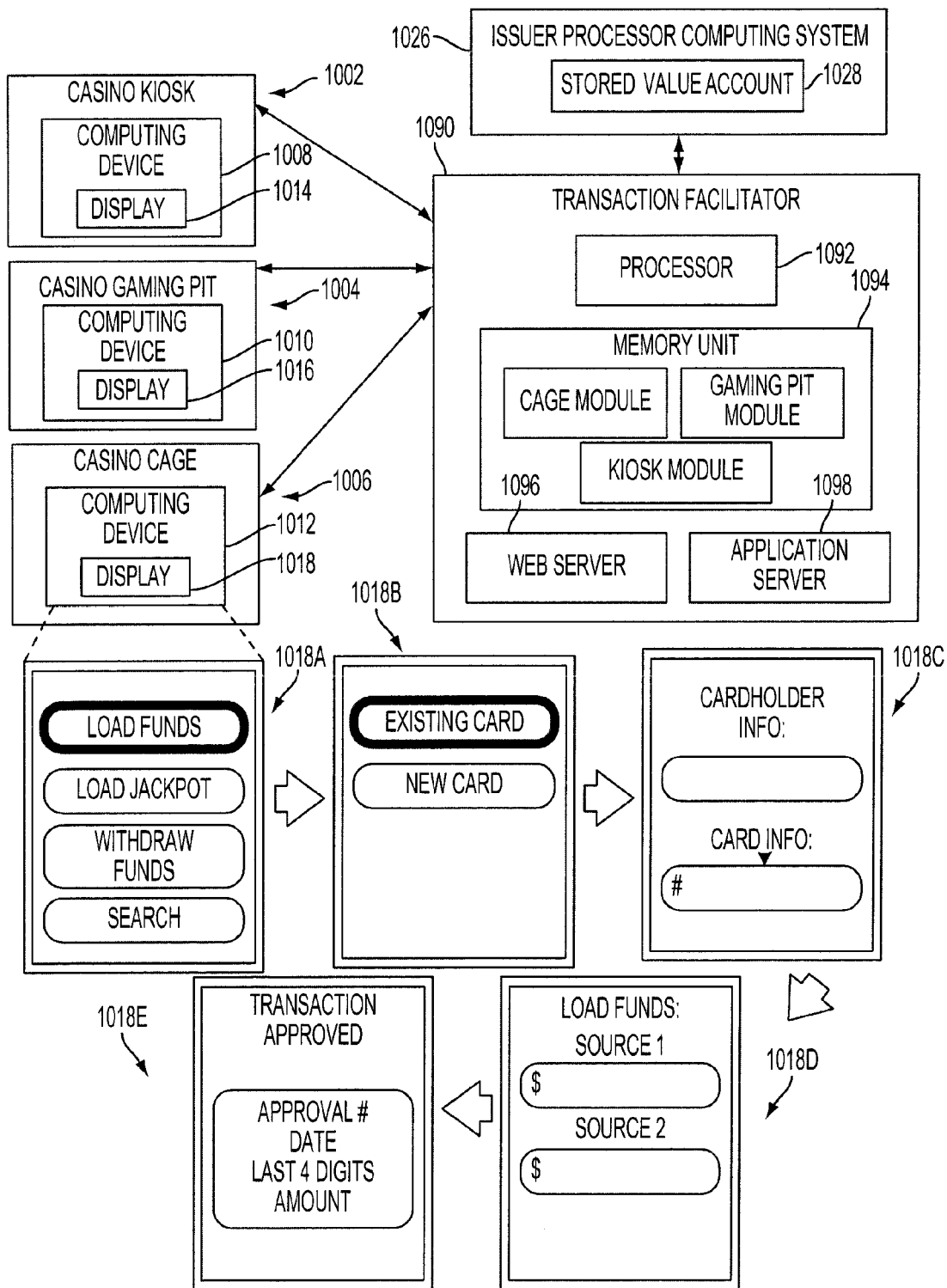


FIG. 10

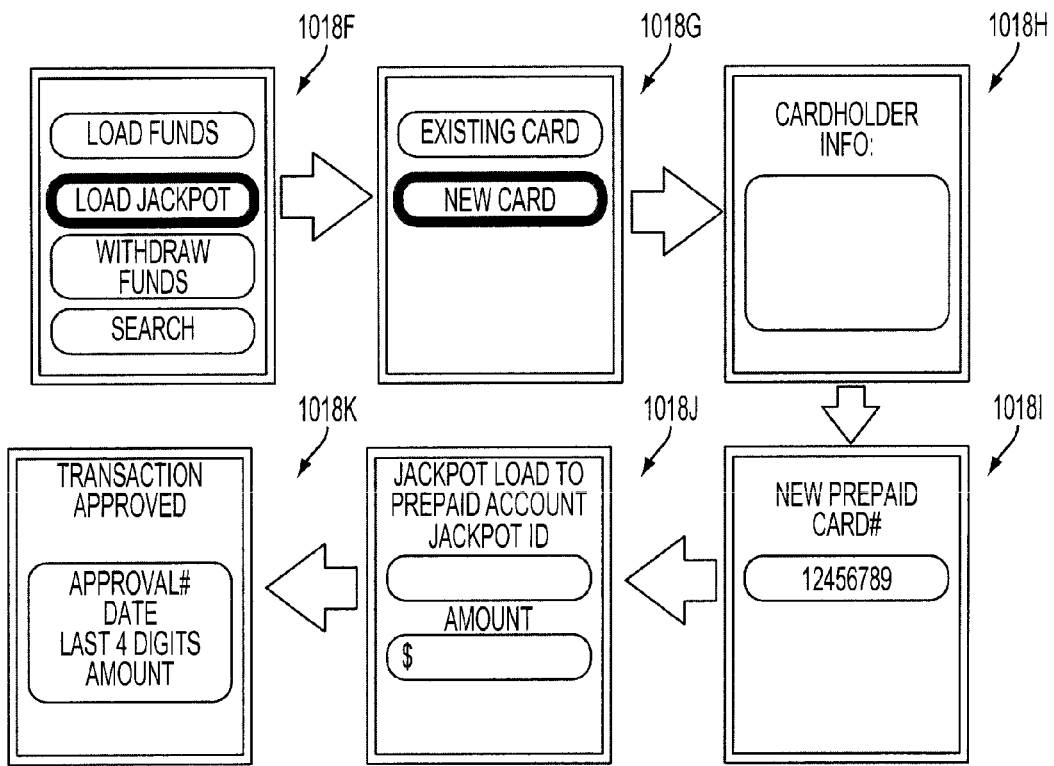


FIG. 11

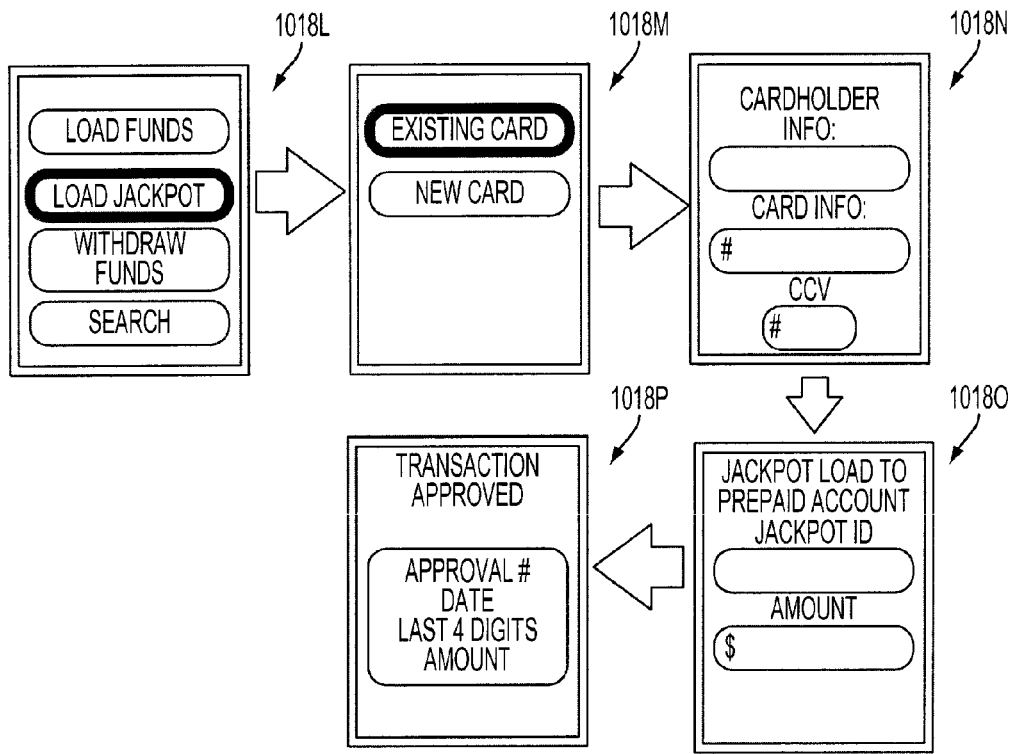


FIG. 12

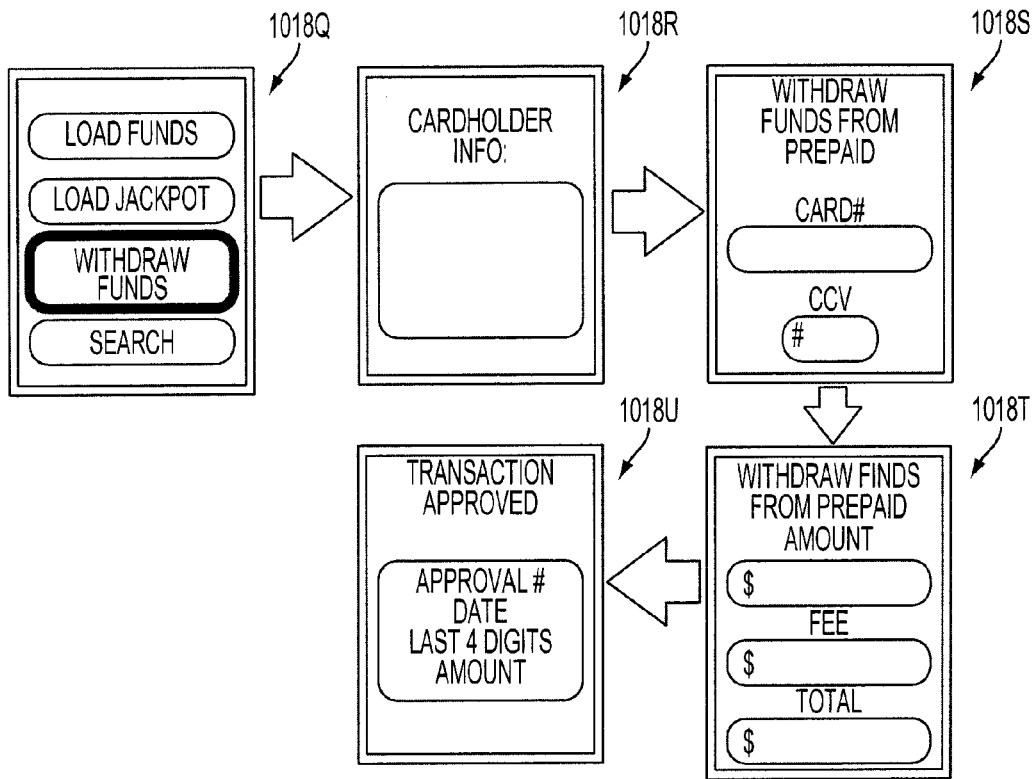


FIG. 13

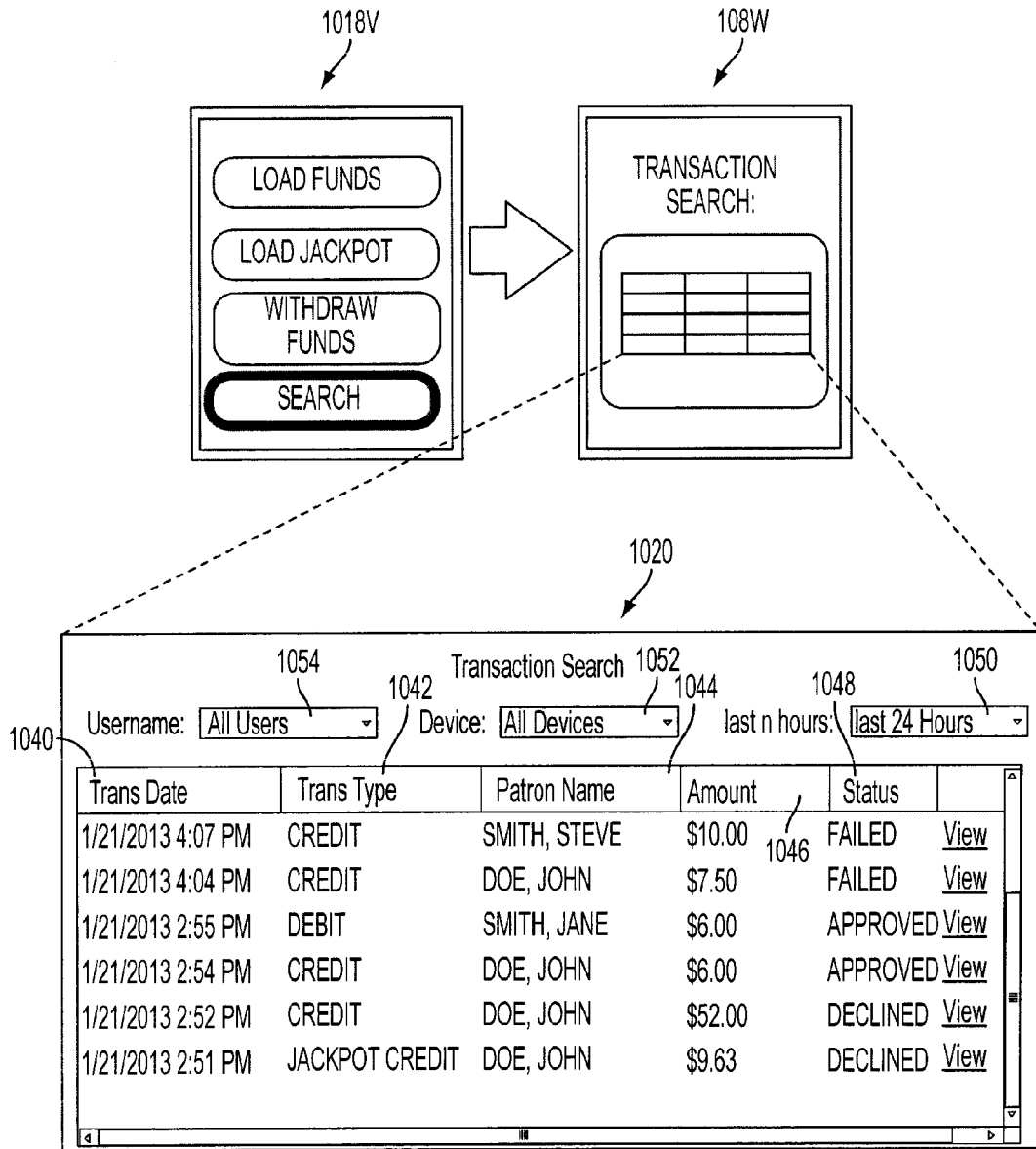


FIG. 14

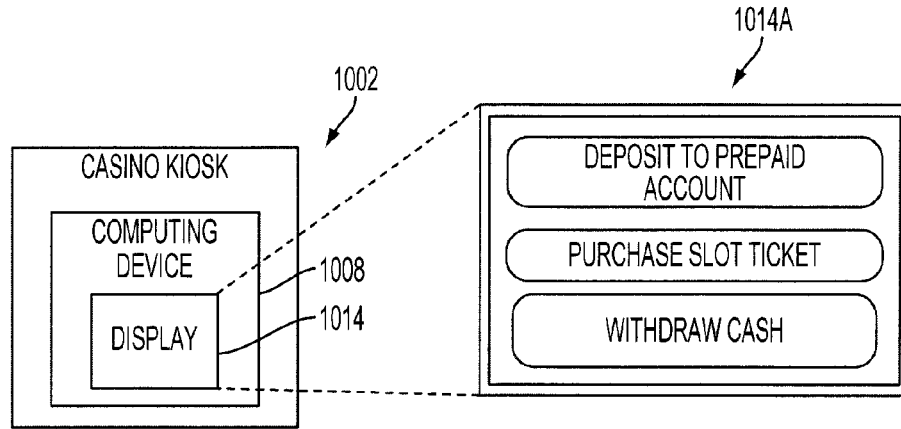


FIG. 15

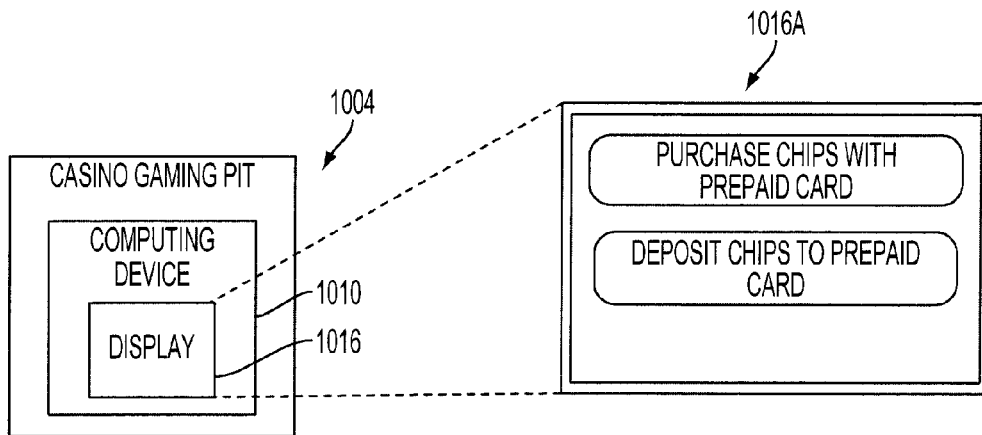


FIG. 16

SYSTEMS AND METHODS FOR BALANCE TRANSFERS ASSOCIATED WITH PAYMENT VEHICLES AND GAMING ENVIRONMENTS

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit of U.S. provisional patent application Ser. No. 62/023,898, filed on Jul. 13, 2014, entitled, "SYSTEMS AND METHODS FOR BALANCE TRANSFERS ASSOCIATED WITH PAYMENT VEHICLES AND GAMING ENVIRONMENTS," the disclosure of which is incorporated herein by reference in its entirety. This application is also a continuation-in-part of prior application U.S. patent application Ser. No. 14/326,527, entitled "SYSTEMS AND METHODS FOR BALANCE TRANSFERS ASSOCIATED WITH GAMING ENVIRONMENTS," filed on Jul. 9, 2014, which is a continuation-in-part of prior application U.S. patent application Ser. No. 14/228,363, entitled "SYSTEMS AND METHODS FOR ADMINISTRATION OF NON-WAGERING ACCOUNT ASSOCIATED WITH GAMING ENVIRONMENT," filed on Mar. 28, 2014, which is a continuation of prior application U.S. patent application Ser. No. 14/033,493, entitled "SYSTEMS AND METHODS FOR ADMINISTRATION OF NON-WAGERING ACCOUNT ASSOCIATED WITH GAMING ENVIRONMENT," filed Sep. 22, 2013, now U.S. Pat. No. 8,708,809, which claims priority to the disclosure of U.S. Provisional Patent Application Ser. No. 61/744,564, entitled "DUAL PREPAID/LOYALTY CARD FOR GAMING," filed Sep. 28, 2012, the disclosures of which are all incorporated herein by reference in their entirety.

TECHNICAL FIELD

[0002] Embodiments of the technology relate, in general, to systems and methods for transferring balances from a stored value account to gaming accounts that are associated with various types of gaming websites. Embodiments of the technology also relate to the transferring of balances held by a gaming account associated with a gaming website to a stored value account of the player.

BACKGROUND

[0003] Within gaming establishments, such as casinos, gaming devices are typically networked via a central computer. Such configuration allows for the gaming establishment to monitor a player's gameplay for tracking purposes. Gaming devices typically issue paper tickets that are redeemable for cash. These paper tickets can be redeemed either at assisted-service counters (i.e., a casino cage) or through self-service computer systems, sometimes called Ticket-In-Ticket-Out (TITO) machines. Drawbacks of using paper tickets, however, is that the players may very easily lose tickets, tickets can become destroyed or damaged, casinos incur cost from replenishing tickets, and casinos incur cost for maintaining ticket printers. Additionally, the use of tickets requires that operators of casinos ensure that sufficient amounts of cash are available on the gaming floor to accommodate redemptions at both the assisted-service counters and the TITO machines. Players wishing to play a table game at a casino typically first exchange cash for an amount of chips which can then be used for gaming. When the player wants to convert the chips back to the cash, the player typically exchanges their chips for an equivalent amount of cash at a

cashier cage at the casino. Thus, in addition to ensure sufficient cash is available for ticket redemptions, operators of casinos must ensure also sufficient amounts of cash are available at the cashier cage to accommodate player exchanging chips for cash. This process for routinely replenishing cash by the casino operator is both costly and burdensome.

[0004] Additionally, in many gaming establishments players can register demographic information to obtain a player card, sometimes referred to as a loyalty card. Typical player cards include a unique identifier that enables the casino to centrally track the player's wagering activity. Applying the player's historic activity, the gaming establishment can, for example, develop a targeted marketing campaign including promotions, gifts, and advertisements. A problem with casino loyalty systems, however, is that they do not capture spending player activity that occurs in non-gaming environments, such as the player's purchases at a merchant or the player's ATM activity.

[0005] Furthermore, many gaming establishments offer virtual or online gaming through one or more different technologies. Example technologies include virtual gaming includes gaming websites, gaming mobile apps, and so forth. Players desiring to contribute funds and receive payment for virtual gaming have limited, and sometime inconvenient, options available to them. Therefore, the field can benefit from systems and methods providing cashless wagering and redemption, which provides advantages to both game players and casino operators. The field can also benefit from systems and methods that conveniently allow a gaming establishment to track player gaming activity and player purchase activity, both inside and outside the casino, to associate such activity with the player's loyalty profile.

SUMMARY

[0006] In an embodiment, the present disclosure is directed, in part, to a computer-based method of transferring funds between a stored value account and a gaming account. The method comprises receiving, by one or more processors, a player funding instruction to transfer a balance from a stored value account to a gaming account, where the stored value account is associated with a stored value payment vehicle issued to the player and the gaming account is associated with a gaming website. The player funding instruction is entered into a remote computing device and identifies a balance amount to be transferred from the stored valued account to the gaming account. The method also comprises identifying, by any of the one or more processors, the stored value account, where a balance of the stored value account is maintained by an issuer processor computing system. The method also comprises causing, by any of the one or more processors, a decrease of the balance of the stored value account and an increase of the balance of the gaming account, where the balance of the gaming account is usable for gameplay at the gaming website.

[0007] In another embodiment, the present disclosure is directed, in part, to a computer-based method of funding an account associated with a player. The method comprises receiving, by a transaction facilitator computing system, a load request, where the load request is initiated at an application executed on a remote computing device and comprises a request to credit a gaming account associated with a gaming website with player funds held by a stored value account associated with a stored value payment vehicle. The gaming account has a balance amount that is usable for online gam-

ing. The method also comprises causing, by the transaction facilitator computing system, an increase of the balance amount of the gaming account based on an amount of funds requested in the load request. The method also comprises causing, by the transaction facilitator computing system, a decrease of the balance amount of the stored value account associated with the stored payment vehicle based on the amount of funds requested in the load request.

[0008] In another embodiment, the present disclosure is directed, in part, to a gaming account funding system. The gaming account funding system comprises a stored value payment vehicle issued to a player, where funds accessible by the stored value payment vehicle are maintained in a stored value account and are accessible through a payment network and a gaming website facilitating gameplay with real-money wagers supplied from a gaming account, where the gaming account hold funds for the player. The gaming account funding system also comprises at least one processor and non-transitory computer readable medium having instructions stored thereon which when executed by a processor cause the processor to selectively increase and decrease funds held by the stored value account and the gaming account based on a funding command provided by the player through interactions with the gaming website.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] It is believed that certain embodiments will be better understood from the following description taken in conjunction with the accompanying drawings, in which like references indicate similar elements and in which:

[0010] FIG. 1 schematically illustrates an association between a stored value payment vehicle and a gaming account in accordance with one non-limiting embodiment of the present disclosure.

[0011] FIG. 2A depicts an example system view and flow process utilizing the stored value payment vehicle of FIG. 1 in accordance with one non-limiting embodiment.

[0012] FIG. 2B depicts the system view and flow process of FIG. 2A further comprising a casino level player account in accordance with one non-limiting embodiment.

[0013] FIGS. 3-4 are diagrammatic representations of associations between stored value payment vehicles and gaming accounts in accordance with various non-limiting embodiments.

[0014] FIG. 5 schematically illustrates example cash flows between example gaming accounts associated with a player and cash flows between the gaming accounts and stored value payment vehicle issued to the player in accordance with one non-limiting embodiment.

[0015] FIG. 6 is a diagrammatic representation of an example gaming system and flow process in accordance with one non-limiting embodiment.

[0016] FIG. 7 is an example arrangement of a transaction facilitator interacting with a gaming environment and an issuer processor computing system in accordance with one non-limiting embodiment.

[0017] FIG. 7A depicts an example system diagram that includes a computing device executing an application for facilitating balance transfers.

[0018] FIGS. 7B-7C depict example system and process flow diagrams for the issuance of stored value payment vehicles responsive to a declined initial funding request.

[0019] FIG. 7D depicts an example system and process flow diagrams for the issuance of stored value payment responsive to a player seeking to cashout of a gaming website.

[0020] FIG. 8 is an example arrangement for tracking and rewarding player activity in accordance with one non-limiting embodiment.

[0021] FIG. 9 schematically illustrates various techniques for a player to load funds to a stored value account.

[0022] FIG. 10 is a diagrammatic representation of various computing devices associated with a casino that are in communication with a transaction facilitator that performs various financial transactions associated with a stored value account managed by an issuer processor computing system.

[0023] FIGS. 11-14 depict example simplified screen displays of the casino cage computing device of FIG. 10.

[0024] FIG. 15 depicts an example user interface screen on a display of a computing device that is associated with an unattended casino kiosk.

[0025] FIG. 16 depicts an example user interface screen on a display of a computing device that is associated with a casino gaming pit.

DETAILED DESCRIPTION

[0026] The presently disclosed system and methods can generally allow for gaming-related financial transactions. As described in more detail below, utilizing a financial facilitator, a player can selectively transfer funds between various types of gaming accounts and an associated account, such as a stored value account and/or a casino level player account. The stored value account can be a financial account that is maintained by an issuing financial institution, with funds in the stored value account accessible to the cardholder through an associated stored value payment vehicle using open-loop or closed-loop payment processing, for example. The stored value payment vehicle can be any suitable payment vehicle, such as a physical card, a virtual payment device, or have any other suitable format. In some embodiments the stored value payment vehicle is a general purpose reloadable prepaid card.

[0027] Gaming environments can utilize different types of gaming accounts, such as casino level player accounts and/or wagering accounts. With regard to wagering accounts, some types of wagering accounts are regulated by jurisdictional gaming statutes. For the purposes of illustration, three different types of wagering accounts are described herein (internet gaming wagering accounts, brick-and-mortar wagering accounts, and race-and-sports wagering accounts), although this disclosure is not so limited. In fact, the systems and methods described herein are generally applicable to the transfer of between any suitable wagering account and an associated stored value account, or intermediary account, such as a casino level player account, as described below.

[0028] As used herein, internet gaming wagering account (or iGaming wagering account), generally means an electronic ledger wherein the following types of transactions relative to internet or mobile gaming system are recorded: (a) deposits; (b) withdrawals; (c) amounts wagered; (d) amounts paid on winning wagers; (e) service or other transaction-related charges authorized by the patron; and (f) adjustments to the account.

[0029] As used herein, brick-and-mortar wagering account generally means an electronic ledger for a brick-and-mortar cashless wagering system patron deposit account wherein the following types of transactions are recorded to and from gaming devices (i.e.; slots): (a) deposits and withdrawals of

cash or cash equivalents at a designated area of accountability; (b) deposits initiated with a debit instrument; (c) wagering account transfers to and from gaming devices; (d) wagering account adjustments.

[0030] As used herein, race-and-sports wagering account generally means an electronic ledger wherein the following types of transactions relative to sports and non-pari-mutuel race wagers are recorded: (a) deposits; (b) withdrawals; (c) amounts wagered; (d) amounts paid on winning wagers; (e) amounts paid for horse racing-related services or merchandise; (f) service or other transaction-related charges authorized by the patron; and (g) adjustments to the account.

[0031] As described in more detail below, a financial facilitator can generally direct or enable transactions with the issuing financial institution to affect the increasing and decreasing of an account balance of the stored value account. A financial facilitator can also generally direct or enable transactions with a computing system that manages a gaming account of a gaming environment to affect the increasing and decreasing of an account balance of the gaming account. The issuing financial institution can also receive communications related to the stored value account in a traditional fashion via an open system from merchants through existing bank card networks. Such communications can authorize/decline purchases using funds held in the stored value account.

[0032] In some embodiments, a player can be associated with a unique player identifier that can be used by a casino or other gaming environment to identify a particular player. Such a player identifier may be issued subsequent to the player enrolling in a casino loyalty program, for example. In some cases, the unique player identifier is embossed on a player card, sometimes referred to as a loyalty card, or is otherwise accessible or presentable by a player. In some embodiments, the player identifier can be a graphical code, such as a quick-response (QR) code displayable on a mobile computing device or the player identifier can be a barcode printed on a keychain fob or other substrate. In any event, the player identifier can be provided to a gaming device or casino representative to enable the casino to centrally track the player's wagering activity. The player identifier is linked by the issuing entity (such as a casino) a loyalty profile that can be stored or otherwise maintained by customer relationship software that is maintained by the casino or on behalf of the casino by an affiliated service provider.

[0033] As described in more detail below, a player identifier for a particular player can be linked to, or otherwise associated with, a stored value account held by a financial institution and accessible by the particular player. Such a linkage or association offers a variety of benefits, both to players and an associated casino. For example, in one example implementation, a player can interact with a gaming device (such as a slot machine) by providing a player identifier to the device. In some cases, additional credentials, such as a PIN or password, can be provided by the player. Through network communications, the gaming device can communicate with various computing platforms, such as a slot management system and/or casino management system, which generally may be referred to as a casino computing system, to authenticate the player's identity. Once authenticated, the player can selectively access funds that are maintained in the stored value account of an issuing financial institution for use at the gaming device. The casino computing system can communicate with a transaction facilitator (such as through APIs, or other suitable communication techniques) to provide

the information to identify the player that is seeking to access funds. In one embodiment, a player identifier of the player is provided to the transaction facilitator. As described in more detail below, the player identifier can be the loyalty account number or other type of identifier. The transaction facilitator, in turn, can determine a stored value account associated with that player and, through closed network communications with the issuing financial institution, dispatch appropriate messaging to debit the stored value account. Indication of a successful debit can be provided to the casino computing system by the transaction facilitator. The casino computing system can then credit a one or more gaming accounts of the player to increase their available balance. Funds, in the form of gaming credits, can then be distributed to the gaming device (sometimes referred to as a wagering account transfer in "WAT in"). At a later point in time, when the player wishes to "cash out," the credits of the gaming device can be transferred to a gaming account (sometimes referred to as a wagering account transfer out "WAT out"). Once received into the gaming account, the gaming credits can be converted to a fund amount and used to credit the stored value account, held in the gaming account, or even transferred to another gaming account.

[0034] In some embodiments, various transfers described below can be performed in substantially real-time. As used herein, substantially real-time means generally less than about 20 minutes, generally less than about 10 minutes, generally less than about 5 minutes, generally less than about 1 minutes, or generally less than about 30 seconds. Therefore, in the example described above, subsequent to the player "cashing out", the funds transferred to the stored value account can be accessible to make purchases using the associated stored value payment vehicle in substantially real-time

[0035] The stored value payment vehicle can be, for example, a general purpose reloadable card (sometimes referred to as a GPR card) that is an open-loop payment vehicle. Being an open loop payment vehicle, it is associated with a bank card network (MASTERCARD, VISA, DISCOVER, and so forth) and can generally be used at any merchant or ATM accepting payment cards associated with the bank card network. Open loop transactions seeking authorization from funds of the stored value account send authorization requests to the issuing financial institution through an open bank card network. In accordance with the systems and methods disclosed herein, using secured communication links, the issuing financial institution can provide a financial facilitator with information based on stored value card transactions. The financial facilitator can determine a player identifier associated with that stored value account and then provide reporting to the casino computing system. This reporting can be used, for example, to supplement or update a loyalty profile of a player based on the increased knowledge about the player gained from tracking their spending.

[0036] Embodiments are hereinafter described in detail in connection FIGS. 1-16, wherein like numbers indicate the same or corresponding elements throughout the figures. It is noted that reference throughout the specification to "various embodiments," "some embodiments," "one embodiment," "some example embodiments," "one example embodiment," or "an embodiment" means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment. Thus, appearances of the phrases "in various embodiments," "in some embodiments," "in one embodiment," "some example

embodiments,” “one example embodiment, or “in an embodiment” in places throughout the specification are not necessarily all referring to the same embodiment. Furthermore, the particular features, structures or characteristics may be combined in any suitable manner in one or more embodiments.

[0037] FIG. 1 is a schematically illustrates an association between a stored value payment vehicle **116** and a gaming account **188** in accordance with one embodiment of the present disclosure. The gaming account **188** can be associated with a gaming environment **102**. As used herein, gaming environment can refer to, without limitation, a brick-and-mortar casino, an online or virtual casino, and/or any other type of gaming website or other types of portal, such as a real-money gaming website, a real-money or play for fun poker site, a dog or a horse racing site, a real-money sports wagering site, an online casino, a fantasy sports site, a social casino site, a social gaming site, or a video gaming site a tournament buy-in portal for poker play at a physical location or online location, a website selling lottery tickets or lottery games (including poker/casino/instant win), and the like, collectively referred to herein as, “gaming websites”. The gaming account **188** illustrated in FIG. 1 can be any type of account that can be maintained by a gaming website or its affiliate that maintains a player’s balance.

[0038] In some cases, the gaming environment also extends to entities or services, such as third party computer systems generally controlled by or operated on behalf of a casino operator. FIG. 2A depicts an example system view and flow process **100** utilizing the stored value payment vehicle **116** in accordance with one non-limiting embodiment.

[0039] Referring now to FIGS. 1 and 2A, a player **114** can be issued the stored value payment vehicle **116** that is associated with a stored value account **128** maintained by an issuer processor computing system **126**. The issuer processor computing system **126** can be a system used to maintain and/or process transactions associated with the stored value payment vehicle **116** and the stored value account **128**. The stored value payment vehicle **116** can be a physical card, a virtual card, or any other suitable type of vehicle. In some embodiments, the stored value payment vehicle **116** is a general purpose reloadable card (sometimes referred to as a pre-paid card). The stored value payment vehicle **116** can be an “open-loop card,” which a consumer can use anywhere that accepts payment from a retail electronic payments network associated with the stored value payment vehicle, such as MASTERCARD, VISA, DISCOVER, and so forth, as discussed above. The stored value payment vehicle **116** can be a “closed-loop card”, which a consumer can use at particular merchant locations, for example. The player **114** can fund (i.e., increase the available balance) the stored value account **128** through traditional techniques, such as by transfers funds from a demand access account (DDA) and/or funds loaded from a credit card to the stored value account **128** through an online interface. As described in more detail below, the player **114** can also selectively fund the stored value account **128** from the gaming environment **102** using cash, jackpot payouts, and numerous other ways, such as chip and slot ticket redemption.

[0040] In some embodiments, the player **114** can be issued the stored value payment vehicle through an application or enrollment process. The application or enrollment process can be facilitated through a gaming website or any other suitable type of online portal, computing system, automated teller machine, or kiosk. In accordance with the present dis-

closure, the stored value payment vehicle **116** issued as a result of the application can be branded or unbranded (i.e., generic). A branded stored value payment vehicle **116** can be affiliated with a particular casino or gaming environment or affiliated with any other third party brand. Branded stored value payment vehicles **116** may be generated when a player **114** completes the application process through a casino-branded gaming website or any other type of gaming website, for example. In some embodiments, the funds linked to the branded stored value payment vehicle **116** can be restricted such that they can only be transferred to gaming accounts of particular gaming websites or properties, but not usable at other gaming websites or properties. In such implementations, the branded stored value payment vehicle **116** can still be usable at other types of non-gaming merchants as a traditionally open loop card. In this fashion, a particular casino can issue casino-branded stored value payment vehicles **116** that allow players to transfer balances to various gaming accounts associated with that casino, while restricting the player from transferring funds to gaming accounts associated with a competing casino. The transaction facilitator, as described in more detail below, can regulate the transfer of funds from particular stored value accounts to particular gaming accounts, in accordance with the brand associated with the stored value account.

[0041] By comparison, a player may complete the application process through a website or portal that is not affiliated with a particular casino or brand such that an unbranded stored value payment vehicle **116** is issued. In such cases, a player could freely transfer the funds tied to the unbranded stored value payment vehicle **116** to any number of gaming accounts in an unrestricted fashion. When branded as a third party brand, for gaming purposes, the stored value payment vehicle **116** may be usable, for example at brick-and-mortar poker rooms of an operator which permits its usage, any tournaments hosted by that operator, or at any other location where the operator might allow the usage of the card, such as slot devices, table games, gaming websites, iGaming and so forth.

[0042] While the application process can be completed remotely through a website or mobile application or portal, in some embodiments the application process can be provided to the player **114** at the physical gaming environment when the player is physically present at a gaming location, such as a casino, racing venue, or other physical gaming environment. For example, the application process can transpire at the casino cage, a casino player club station, hotel lobby, a kiosk, a lottery center, or other suitable environment.

[0043] Once the stored value account **128** is formed as part of the application process, the player **114** can fund the stored value account **128** through various techniques known in the art. Such funding can be facilitated through the website or portal used by the player during the application process or other the suitable websites (i.e., banking websites). In some embodiments, as described below, the funds can be cash-based, or the funds can be transferred into the stored value account **128** from a demand deposit account of the player. Other types of funding can be used, such as ACH, wire transfers, and so forth. The issuer processor computing system **126** can make the funds that are loaded into the stored value account **128** available in real time, substantially real-time, or subject to a predetermined delay. In any event, once the application process is completed, a physical stored value payment vehicle **116** can be generated and provided to the player.

Depending on the type of card, it can be branded to a particular gaming operator or casino, branded to any other third party brand, or can be considered a generic or unbranded card.

[0044] The stored value payment vehicle **116** can be used by the player **114** to make purchases at a variety of merchant types. As shown in FIG. 2B, non-limiting example types of merchants include a brick-and-mortar merchant **118**, an online merchant **120**, an ATM machine **122**, and a service provider **124**. Accordingly, the stored value payment vehicle **116** can be used to facilitate the transfer of funds from the stored value account **128** through purchase transactions (schematically illustrated as transactions **132**, **134**, **136**, and **138**). In some cases, a particular merchant may be associated with the gaming environment **102**, such as affiliated merchant **112**. Example affiliated merchants **112** can include, without limitation, on-property retailers, restaurants, and hotels. While the affiliated merchant **112** is illustrated as being within the gaming environment **102**, this disclosure is not so limited. In some embodiments the affiliated merchant **112** is an online merchant, for example. The stored value payment vehicle **116** can be used for a purchase transaction **130** at such affiliated merchants **112**. In some embodiments, the purchase transaction **130** can be processed as a closed-loop transaction due to the affiliation with the gaming environment or a transaction facilitator, as described below. As described in more detail below, the systems and methods described herein can allow for such a purchase transaction **130** by the player **114** to be incentive and/or rewarded. The purchase transactions **32**, **134**, **136**, and **138** by the player **114** can also be rewarded, with reward levels being the same or different as the rewards or comps associated with purchase transaction **130**.

[0045] A gaming account can be associated with the casino environment **102**. As used herein, a gaming account can be any type of financial account (i.e., electronic ledger) that is associated with a player, or collection of financial accounts that are associated with a player, and maintained by a casino, or at least on behalf of a casino. While FIG. 1 schematically shows one gaming account **188** for the sake of clarity, it is to be appreciated that the player **114** and/or the stored value payment vehicle **116** can be associated with any number of gaming accounts **188**. Further, the gaming account **188** can be any suitable account type. In FIG. 2A, for example, the gaming accounts associated with the play **114** are illustrated as wagering accounts **104**. In other embodiments, such as described below in connection with FIG. 2B and FIG. 5, for example, the gaming account **188** can comprise a casino level player account. Still referring to FIG. 1, in accordance with the systems and methods described herein, the player **114** can selectively direct funds **116A** associated with the stored value payment vehicle **116** to the gaming account **188**. The player **114** can also selectively direct funds **116B** associated with the gaming account **188** to the stored value payment vehicle **116**. In other words, in accordance with the disclosure, the player **114** can transfer funds, back and forth, in real-time, between a stored value account **128** and the gaming account **188** of the player **114**. In some embodiments, the directed funds **116A**, **116B** are transferred (i.e. credited) to the destination account in substantially real time. In other embodiments, a “pause” between an initiated transfer and an availability of the transferred funds can be implemented. For example, to the extent that regulators and responsible gaming advocates believe that a “pause” is significant to minimize reckless gaming, the systems and methods described herein are adaptable to institute certain pauses in accessing funds.

[0046] In one example embodiment, using directed funds **116A**, **116B**, a player **114** can supply funds for a gaming experience within the gaming environment **102**, and subsequently cashout from the gaming experience, all without physically handling cash or coins within the gaming environment **102**. Since all of the funds are electronically transferred between a selected gaming account **188** and the stored value account **128** as credits and debits, for these particular transactions, the necessity for the player **102** or the gaming environment **102** to physically handle cash or coins is eliminated. In the context of gaming websites, a player can direct funds from the stored value account **128** to the gaming account **188** of the gaming website and then return some or all the funds to the stored value account **128** at a later point in time. As such, the player does not have to utilize methods to cash out of gaming websites that may be considered less convenient, such as ACH transfers, physical checks, or cash. Instead, upon the conclusion of gaming on the gaming website, the funds can be generally instantly available through the player's stored value payment vehicle. These fund transfer directions can be received from the player from any of a variety of sources, such as mobile applications, various types of websites, or from various kiosks or portals.

[0047] In some embodiments, the player **114** can bring cash or coins into the gaming environment **102** and selectively transfer such funds to their stored value account **128**, as described in more detail below (see FIGS. 9-10, for example). Additionally, in other embodiments, the player **114** withdraw cash from their stored value account **128** while in the gaming environment, as described in more detail below (see FIG. 13, for example).

[0048] Referring again to FIG. 2A, gaming accounts associated with the player **114** are shown as wagering accounts **104**, which can be managed by management computing system (not shown) affiliated with the gaming environment **102**. In the illustrated embodiment, the wagering accounts **104** include a brick-and-mortar wagering account **106**, a race-and-sport wagering account **108**, and an iGaming wagering account **110** (i.e. associated with a gaming website). The brick-and-mortar wagering account **106** is generally an electronic ledger associated with a player's table and slot wagers. The race-and-sport wagering account **108** is generally an electronic ledger associated with a player's sports and non-pari-mutuel race wagers. The iGaming wagering account **110** is generally an electronic ledger associated with a player's online wagers, such as online poker and virtual gaming. It is noted that in some jurisdictions, gaming regulations forbid the transferring of a player's funds stored in one wagering account **106**, **108**, **110** directly to another wagering account **106**, **108**, **110**.

[0049] With regard to iGaming wagering accounts, once the movement of funds instructions are received and authenticated by the issuer processor computing system **126**, the funds can be credited at the Gaming Site and debited from the stored value account **128**. As described herein, such crediting and debiting can occur in real-time, substantially real-time, or subsequent to a delay. In some embodiments, the issuer processor computing system **126** sends a message to the gaming site that the funds requested by the patron are available, similar to an authorization message.

[0050] FIG. 2B depicts another embodiment of the system view and flow process **100** illustrated in FIG. 2A. As shown in FIG. 2B, the system view and flow process **200** additionally comprises a gaming account that is a casino level player

account 250. The casino level player account 250 can be generally an electronic ledger associated with a player. It can also be associated one or more wagering accounts 104. The casino level player account 250 can offer a variety of functionality to the player 114. For example, a player 114 can direct funds stored their stored value account 128 to the casino level player account 250. In certain embodiments, the player 114 can direct funds stored in one of the wagering accounts 104 or other gaming account to the casino level player account 250, as opposed to directing the funds to the stored value account 128. The player 114 can then direct the funds held in the casino level player account 250 to a different wagering account 104. Additional details regarding example transfers of funds are described below in connection with FIG. 5. In some embodiments, the player 114 can selectively utilize funds held by the casino level player account 250 for closed-loop point of sale transactions, either retail transactions (such as at an affiliated merchant 112) or closed-loop cash outs, all while enjoying reduced interchange fees due to the closed-loop nature of the transactions. Therefore, in some cases, performing transactions with funds in the casino level player account 250 is less costly to the gaming operator of the casino environment 102 and to the player 114. For some implementations comprising a casino level player account 250, when a player 114 directs funds 116A into the gaming environment 102, the player 116 can still direct them to a particular wagering account 104, as illustrated. In other implementations comprising a casino level player account 250, a player 114 can direct funds 116A into the casino level player account 250. The player 114 can subsequently direct those funds to a particular wagering account 104 or use the funds for closed-loop transactions.

[0051] FIG. 3 is a diagrammatic representation of an association between a stored value payment vehicle 316 and a gaming account 388 in accordance with one non-limiting embodiment. Similar to FIGS. 1, 2A and 2B, the stored value payment vehicle 316 is issued to a player 314, and in accordance with the systems and methods described herein, the player 314 can selectively direct the transfer of funds 316A into a gaming account 388 of a casino environment 302. The player 314 can also direct the transfer of funds 316B from the gaming account 388. As is to be appreciated, the gaming account 388 illustrated in FIG. 3 can be, without limitation, a wagering account, a casino level player account, or a combination thereof. The stored value payment vehicle 316 is linked to a stored value account (not shown).

[0052] In this embodiment, the gaming environment 302 is linked to a player loyalty database 350 which stores data in the form of a player loyalty profile 352 associated with the player 314. The player loyalty profile 352 can include data associated with the gaming history of the player 314, incentives, comps, and other tracking-related information, as is known in the art. The loyalty profile 352 can also include information related to fund transfer data, as illustrated by data capturing 354. Accordingly, the player loyalty profile 352 can include, for example, dates of transfers, amounts of transfers, times of transfers, number of transfers, and so forth.

[0053] FIG. 4 is similar to the diagrammatic representation of an association between a stored value payment vehicle 316 and a gaming account 388 shown in FIG. 3, although FIG. 4 schematically illustrates additional functionality with regard to player tracking. In this embodiment, a financial transaction 364 in which the stored value payment vehicle 316 is used at a merchant 366 is shown. The merchant 366 can be, for

example, any type of merchant or ATM that accepts the stored value payment vehicle 316 as a form of payment. As illustrated by data capture 362, information regarding the financial transaction 364 is provided to the player loyalty profile 352 utilizing data capture 362. In this embodiment, the player loyalty profile 352 is maintained by a customer relationship management engine 360, which can be operated by the gaming operator of the gaming environment 302 or a third party service provider. As described in more detail below, based on the player loyalty profile 352 and/or financial transactions 364, an operator of the gaming environment 302, or other parties or entities, can offer various incentives, discounts, coupons, deals, programs, or offerings to the player 314. Such offerings can be provided to the player 314 through a loyalty account associated with the player loyalty profile 352 and/or provided through the stored value payment account.

[0054] FIG. 5 schematically illustrates example cash flows between example gaming accounts associated with a player 514 along with the cash flows between the gaming accounts and stored value payment vehicle 516 issued to the player. In the illustrated embodiments, the gaming accounts in the casino environment 502 are shown as a casino level player account a plurality of wagering accounts. In accordance with the systems and methods described herein, the player 514 can selectively direct the transfer of funds 516A into a casino level player account 550. The player 514 can also direct the transfer of funds 516B from the casino level player account 550. As is to be appreciated, the stored value payment vehicle 516 is linked to a stored value account (not shown). For funds held by the casino level player account 550, the player 514 can selectively transfer a portion (or all) of the funds in and out of various wagering accounts 506, 508, 510, shown as wagering account 1, wagering account 2 and wagering account 3. The player 514 can also utilize the casino level player account 550 to initiate financial transactions at an affiliated merchant 512 as a closed-loop transaction. The affiliated merchant 512 can be, for example, a retailer on a casino property, an ATM, or other type of closed-loop merchant.

[0055] FIG. 6 is a diagrammatic representation of another example gaming system and flow process 600 in accordance with one non-limiting embodiment. This gaming system and flow process 600 includes a networked gaming device 676, such as a slot machine, a casino kiosk, casino gaming pit computing system, sports book computing system, and so forth. As is generally known in the art, the gaming device 676 can be in networked communication with a variety of computer-based entities, such as a slot management system (SMS) 672 and a casino management system (CMS) 674. In some gaming environments, the SMS 672 and the CMS 674 may collectively be considered components of a casino computing system. The networked arrangement can include wired and/or wireless communication links. Examples of suitable networks can include a local area network (LAN), virtual private network (VPN), an Internet connection, and/or any other network configuration that is capable to enable the CMS 674 and SMS 672 to communicate with the gaming device 676 and other devices. The networked arrangement can provide two-way communications between the CMS 674 and SMS 672 and gaming device 676. In the illustrated embodiment, the CMS 674 maintains a player loyalty profile 612 for a player 614 and maintains gaming accounts for the player 614, shown as wagering account 614. Other embodiments however can use different configurations without departing

from the scope of the present disclosure. For example, the player loyalty profile 612 may be maintained by a third-party customer relationship management service or the casino gaming system.

[0056] The gaming system can comprise one or more gaming accounts (shown as a single gaming account 688 in FIG. 6 for the sake of illustration). While the gaming account 688 is schematically shown within the CMS 674, other gaming environments can maintain the gaming account 688 elsewhere, such as by a separate wagering account management entity or a third-party wagering account provider. In the illustrated embodiment, the gaming account comprises a brick-and-mortar gaming account, so that gaming credits can be provided to the meter 680 of the gaming device 676, as described below.

[0057] A stored value payment vehicle 616, such as a pre-paid debit card, or other suitable type of payment vehicle, is issued to the player 614 by a bank or other financial entity. A player identifier 670 is also assigned to the player 614 so that an operator of the gaming environment 602 can properly identify the player 614. In some embodiment, the player identifier 670 is expressed as a number or string that is provided to the player 614 on a physical card (such as a loyalty card or player's card). In other embodiments, the player identifier 670 can be graphical-based or be chip-based and utilize near-field communication (NFC) protocols, for example. In any event, as illustrated in FIG. 6, the player identifier 670 is provided to an input device 678 of the gaming device 676. As is to be appreciated, the particular type of input device 678 used to read the player identifier 670 will depend on the particular format of the player identifier 670. In some embodiments, the input device 678 is a magnetic card reader, while in other embodiments the input device 678 is an optical scanner. In some embodiments, in addition to providing the player identifier 670, additional credentials (such as a PIN) must be provided by the player 614 for authentication purposes. Further, while not illustrated, it is noted that in some embodiments, the gaming device 676 can be configured to read or scan the stored value payment vehicle 616.

[0058] Upon receiving the player identifier 670, along with any other credentials, the gaming device 676 provides the data to the SMS 672 and/or the CMS 674 through network communications. Upon authenticating the identification of the player 614, various types of financial transactions related to the stored value payment vehicle 616 and/or the gaming account 688 can be offered to the player 614. In some embodiments, such offerings are provided on a graphical display on the gaming device, as provided to the gaming device 676 by communications from the SMS 672 and/or CMS 674. In one embodiment, for example, an available balance in a stored value account associated with the stored value payment vehicle 616 is displayed to the player 614. Additional details regarding the retrieval of the available balance using a transaction facilitator is described in more detail below with regard to FIG. 7. The gaming device 676 can request a dollar amount be inputted by the player 614 and once the player 614 selects a dollar amount, a transfer of funds 616A can be initiated to direct funds associated with the stored value payment vehicle 616 to the gaming account 688. Depending on the type of gaming account 688 associated with the player, the funds can be transferred directly into a wagering account associated with the gaming device 676. Alternatively, funds can be received in a casino level player account and subsequently transferred to a wagering account associated with the gaming

device 676. In any event, upon receipt of the funds 616A, the funds can be converted to gaming credits. The gaming credits 682 can then be metered into gaming device 676 by its meter 680. The player can then use the gaming credits for wagering at the gaming device 676, as is known in the art.

[0059] At the conclusion of a gaming session, the player 614 may desire to transfer any gaming credits 682 to the stored value payment vehicle 616 in the form of funds. In one embodiment, when the player 614 initiates a "cash out" action at the gaming device 676, the gaming device 676 prompts the player 614 to select the "cash out" technique, such as printing a ticket for subsequent redemption or a transfer to the stored value account that is associated with the stored value payment vehicle 616. Should the player 614 choose the latter, the gaming credits 682 can be first transferred out of the gaming device 676 and into the gaming account 688, where it is converted to funds. Then a transfer of funds 616B is initiated using a closed-loop communications with the financial institution maintaining the stored value account to credit that account. As described in more detail below, a transaction facilitator (not shown) can be used to facilitate the transmission of such credit and debit messaging. From the perspective of the player 614, the gaming credits that had been associated with the gaming device 676 are converted to funds that are available for access by the player's stored value payment vehicle 616. Such conversion of gaming credits to available funds for access by the stored value payment vehicle 616 can be in substantially real-time.

[0060] FIG. 7 is an example arrangement 700 of a transaction facilitator 790 interacting with both a gaming environment 702 and an issuer processor computing system 726, in accordance with one non-limiting embodiment. Generally, the transaction facilitator 790 receives financial transaction communications from the gaming environment 702. In some environments, such messages are received via a communications network, such as the SPAN™ network offered by Sightline Interactive LLC of Las Vegas, Nev. In some embodiments, the communications are received through an application programming interface (API) or other web-based messaging. The transaction facilitator 790 can also be in closed communication with the issuer processor computing system 726 that maintains the stored value account 728 associated with a stored value payment vehicle 716. It is noted that while the transaction facilitator 790 is schematically illustrated as a single entity, it is to be appreciated that this disclosure is not so limited. Instead, the functionality of the transaction facilitator 790, as described herein, can be distributed across, or otherwise performed by, a plurality of various entities, such as payment gateways, acquirer processors, and other types of payment intermediaries. Also, the transaction facilitator 790, or at least components thereof, can reside within the gaming environment 702 or be controlled by an operator of the gaming environment. In such embodiment, the transaction facilitator 790 can be configured to communicate with the issuer processor computing system 726 through a secured communication link. Further, the transaction facilitator 790, or at least components thereof, can be controlled by the issuer processor computing system 726. Therefore, the transaction facilitator 790 may be operated by, or otherwise controlled by a variety of different entities. The transaction facilitator 790 can also have a one-to-one processing relationship with the gaming environment 702, as illustrated. It is to be appreciated, however, that the transaction facilitator 790 can also have a one-to-many configuration such that it has a

processing relationship with a plurality of different gaming environments. The casino computing system 720, which can include one or more processors 722 and one or more computer memory units 724, can process the player identifier. For convenience, only one processor 722 and only one memory unit 724 are shown in FIG. 7. The processor 722 can execute software instructions stored on the memory unit 724. The processor 722 can be implemented as an integrated circuit (IC) having one or multiple cores. The memory unit 724 can include volatile and/or non-volatile memory units. Volatile memory units can include random access memory (RAM), for example. Non-volatile memory units can include read only memory (ROM), for example, as well as mechanical non-volatile memory systems, such as, for example, a hard disk drive, an optical disk drive, etc. The RAM and/or ROM memory units can be implemented as discrete memory ICs, for example. In some embodiments, the casino computing system 720 can execute the slot management system and the casino management system described above.

[0061] Similar to input of the player identifier 670 described in FIG. 6, a player identifier 770 associated with the player 714 can be provided to the input device 778 of a gaming device 776. The gaming device can have one or more displays 784. The player identifier 712 can be used to identify a player loyalty profile 712 of the player. The casino computing system 720 can be configured to transmit the player identifier 770, or other player identifying data, to the transaction facilitator 790 using a suitable network interface 786.

[0062] Upon receiving the player identifier 770, or other player identifying data, the transaction facilitator 790 can match the player identifying data to a particular stored value account 728, as can be maintained by a player database 792. While the player database 792 is illustrated as a component of the transaction facilitator 792, this disclosure is not so limited. Such information can be stored by any suitable entity in the system hierarchy, including by an entity within the gaming environment 702. It is noted, however, that by maintaining the player database 792 outside the gaming environment 702, Payment Card Industry (PCI) compliance requirements of the gaming environment 702 may be reduced.

[0063] Once the stored value account 728 of the player 714 has been identified by the transaction facilitator 790, the transaction facilitator 790 can transmit the appropriate messaging to the issuer processor computing system 726. For example, messages may include a balance inquiry, an authorization request, and so forth. For fund transfers, the transaction facilitator 790 can facilitate the message flow to affect the transfers of funds 728A by debiting the stored value account 728 and crediting the gaming account 788 or the message flow to affect the transfers of funds 728B by debiting the gaming account 788 and crediting the stored value account 728. As described above, funds transferred into the gaming account 788 can be converted to gaming credits 782 for gaming at the gaming device 776. Alternatively, depending on the type of the gaming account 788, the funds can be used for other types of gaming, such as iGaming, race-and-sports gaming, and so forth.

[0064] One deficiency of typical casino loyalty systems is that they cannot capture patron spending behavior that occurs in non-gaming environments, such as in casino related restaurants, hotel, retail stores, ATM, and so forth. Casino loyalty systems also do not capture spending behavior outside their physical property. Therefore, it may be desirable for casinos and other gaming environments to expand their cus-

tomers' loyalty programs (i.e., point earning capability) to include related non-gaming activity. These expanded programs may encourage greater loyalty and patronage of the casino while also providing additional business intelligence regarding consumer behavior.

[0065] In some embodiments, additionally or alternatively to the player 714 initiating balance transfers through interactions with the gaming device 776, the player 714 can interact with an application executing on a computing device to initiate various balance transfers. Through these interactions the player 714 can, for example, cause the transfer of funds stored by the stored value account 728 to the gaming account 788 and vice versa. FIG. 7A depicts an example system diagram that includes a remote computing device 730 executing an application 732 for facilitating such balance transfers. The remote computing device 730 can be any suitable networked computing device, such as, without limitation, a smart phone, a tablet computer, a desktop computer, a laptop computer, a gaming device, a wearable computing device, a kiosk, an ATM, and so forth. The remote computing device 730 can execute an application 732 that generally facilitates the transferring of balances at the player's direction to any number of gaming accounts 788. The application 732 can be a web browser or specialized software that is installed on, or otherwise accessible by, the remote computing device 730. The application 732 can provide one or more interfaces that allow for the player 714 to direct balance transfers between various accounts, such as the stored value account 728 and the gaming account 788. The application 732 can be, for example, a fund management application that provides the player 714 with various funds-related functionality. Additionally or alternatively, the application 732 can be a component of a gaming website, as described above. In some embodiments, the application 732 can provide instructions to the transaction facilitator 790, which in turn, provides the necessary calls to the issuer processor computing system 726 and casino computing system 720 to provide the transfers of balances, as schematically illustrated at 728A and 728B. If the stored value payment vehicle 716 is a branded stored value payment vehicle, as described above, the transaction facilitator 790 can check to see that the funds from the stored value account 728 are being transferred to a gaming account 788 that is approved (i.e., part of the brand). For example, if the stored value payment vehicle 716 is branded with Casino X and the player 714 is attempting to transfer funds to a gaming account associated with a gaming website of Casino Y, the transaction facilitator 790 can restrict the transfer. Similarly, if the stored value payment vehicle 716 is branded with a third party brand and the player 714 is attempting to transfer funds to a gaming website that is not associated with an approved gaming operator, the transaction facilitator 790 can restrict the transfer. The cardholder can make transfers to and from any gaming website that has decided to accept the third party brand. By comparison, if the stored value payment vehicle 716 is unbranded or otherwise unrestricted, the player 714 can transfer funds from the stored value account 728 to any number of different gaming account 788, irrespective of brand association. Any such transfer restrictions can be assigned to the card at the time of issuance and stored by the transaction facilitator 790.

[0066] In addition to certain branded stored value payment vehicles having balance transfer restrictions, in some embodiments, unbranded stored value payment vehicles can also be subject to balance transfer restrictions. With regard to

unbranded stored value payment vehicles, the restrictions can limit the gaming websites the unbranded stored value payment vehicle can be used to fund. For example, the transaction facilitator 790 can have agreements with certain gaming websites (i.e., approved gaming websites) and not have agreements with other gaming websites (i.e., unapproved gaming websites). When a player requests to move funds from the stored value account 728 to the gaming account 788 of a gaming website using one of the funding techniques described herein, the transaction facilitator 790 can check to see if the gaming website is an approved gaming website. If so, the balance transfer can proceed, otherwise the balance transfer will not be approved.

[0067] One non-limiting operational example will now be described for illustration purposes only. In this operational example, the player 714 is holding funds in the stored value account 728 that are accessible by the stored value payment vehicle 716. While inside or outside the gaming environment 702, the player 714 executes the application 732 on the remote computing device 730. The application 732 can be, in accordance with one non-limiting example, a mobile application executing on a mobile device. Upon executing the application 732, the player 714 can be asked to supply various credentials or identifiers. In the illustrated embodiment, the player 714 is asked to supply their player identifier 770 using an input device 734. As is to be appreciated, the input device 734 can be any suitable device, such as a key pad or optical scanner, for example. The application 732 can then present one or more transfer options to the player 714 through a graphical user interface. The player 714 can then select the option related to transferring funds from the stored value account 728 to the gaming account 788. In some embodiments, an account balance of the stored value account 728 can be displayed by the application 732.

[0068] Using the input device 734, the player 714 can enter a balance that is to be transferred from the stored value account 728 to the gaming account 788. In some embodiments, the player 714 can be asked to enter additional credentials, such as a Personal Identification Number (PIN). The PIN can be the PIN associated with the player's loyalty account and/or the application 732, for example. The application 732 can then communicate such request to the transaction facilitator 790, which can then submit a withdraw request to the issuer processor computing system 726. Prior to submitting the withdraw request, the transaction facilitator 790 can match the player identifying data to a particular stored value account 728, as can be maintained by a player database 792, as described above. The requested balance of funds can then be transferred to the gaming account 788 from the stored value account 728. This transferred balance can be accessible to the player 714 for use at gaming devices associated with the gaming account 788. The balance can be accessible in generally real-time or, in some implementations, subsequent to the passage of a period of time. Furthermore, while FIG. 7A illustrates that the balance of a single gaming account 788 is increased in response to a user input via the remote computing device 730, such arrangement is merely shown for pedagogical purposes as the remote computing device 730 can be used to increase the number of a plurality of different gaming accounts 788. Furthermore, the gaming accounts 788 can be any type of gaming account, such as brick-and-mortar gaming account, a race-and-sport gaming account, and an iGaming gaming account, for example. In some embodiments, the remote computing device 730 can

execute multiple applications 732 that are each affiliated with a separate gaming environment 702. In some embodiments, the application 732 can be usable to effectuate balance transfers to a plurality of gaming accounts across a plurality of gaming environments.

[0069] When the player 714 interacts with a gaming device, such as a gaming device 776, the player identifier 770 can be provided to the input device 778, as described above. Upon communicating with the casino computing system 720, the gaming device 776 can display the balance of the gaming account 788. The player 714 can then select an amount of that balance to be converted to gaming credits 782 for gameplay at the gaming device 776.

[0070] At the conclusion of gameplay, the gaming credits 782 can be returned to the gaming account 788, as described herein, to increase its balance. The player 714 can then utilize the application 732 to effectuate the transfer of some or all of that balance from the gaming account 788 to the stored value account 728. For example, the player 714 can execute the application 732 and select the appropriate option for transferring a balance from the gaming account 788 to the stored value account 728. Once transferred, the funds can be accessible by the player 714 through the use of the stored value payment vehicle 716.

[0071] FIGS. 7B-7C depict example system and process flow diagrams for enrolling or issuing a stored value payment vehicle 716 to a player 714 responsive to a precipitating event, such as a funding request by the player 714 being denied, rejected, or otherwise non-approved. Such issuance can occur in real-time, or substantially in real-time, subsequent to the completion of an enrollment process. While FIGS. 7B-7C depict two example system and process flow diagrams, it is to be appreciated, that other processes can be used for issuing stored value payment vehicles based on a player's interactions with a gaming environment (shown as a gaming website 710) without departing from the scope of the present disclosure.

[0072] Referring first to FIG. 7B, a player 714 is schematically depicted interacting with a gaming website 710. The interaction can be facilitated through any suitable technique as may be known in the art, such as interacting with a mobile computing device, a kiosk, a personal computer, a video gaming system (such as XBOX®, PLAYSTATION®, etc.), or any other computing device capable of networked communication. The player 714 can be associated with any of a variety of player funding sources 723. Examples of player funding sources 723 include one or more payment vehicles 725, which can include, without limitation, credit cards, debit cards, prepaid cards, PAYPAL® accounts, and so forth. The player 714 can also have access to various demand deposit accounts 727, such as a personal checking account, from which funds can be transferred to/from using automated clearinghouse (ACH) transactions.

[0073] The player 714 in FIG. 7B desires to load funds into a gaming account 788 associated with the gaming website 710. As shown, the player 714 submits a (1) funding request to the gaming website. The funding request can include, for example, information identifying one of the player funding sources 723 along with an amount which is to be funding to the gaming account 788. In one example embodiment, for example, the player 714 may desire to use a credit card to fund the gaming account 788. In other example embodiment, the player 714 may desire to fund the gaming account 788 with an ACH transfer or other type of funding transaction. In any

event, a funding module **719** can communicate an (2) authorization request through a payment network **721** to seek authorization for the funding request. As described above, the transaction facilitator **790** can be used to interact with both the gaming website **710** and an issuer processor computing system **726**. In the illustrated embodiment, a response indicating the authorization is (3) declined is provided to the funding module **719** of the gaming website **710**.

[0074] Still referring to FIG. 7B, in response to the player **714** being declined, and in order to provide the player **714** with an alternate funding option, the gaming website **710** can convey an (4) offer to the player **714** to accept enrollment into a stored value payment vehicle. The offer can be provided in an automated fashion, such that all players that experience a declined funding request are provided with a secondary opportunity for game account funding. The offer can indicate that the funds loaded onto the stored value payment vehicle, such as funds from the player funding sources **723**, can be used to fund the gaming account **788** of the gaming website. The offer can be provided to the player **714** using any number of suitable communication techniques, such as, without limitation, a pop-up window, in-app messaging, a webpage, instant message, a text message, a multimedia message, email message, and so forth. The player **714** can provide an indication they want to (5) accept the offer. Upon receiving the acceptance from the player **714**, an enrollment form that is prepopulated with enrollment information can be provided to the player **714** by way of the gaming website **710**. In some embodiments, the enrollment information can be retrieved from a user database **717** affiliated with the gaming website **710**, or other affiliated entity, such that the player **714** does not have to enter additional information, or at least only has to enter a relatively minimal amount of data, as part of the enrollment process. Once approved by the player **714**, the (6) enrollment information can be provided to an issuer processor computing system **726**. Based on the enrollment information, and in substantially real-time, the issuer processor computing system **726** can cause the (7) issuance of a stored value payment vehicle **716** that is linked to a stored value account **728**. In some embodiments, the stored value payment vehicle **716** is a virtual stored value payment vehicle **716**. A physical stored value payment vehicle **716** can then be mailed to the player **714** subsequent to issuance. As described above, the stored value payment vehicle **716** can be a branded card or an unbranded or otherwise unaffiliated card. If it is a branded card, the transaction facilitator **790** can be configured to only allow funds from the stored value account **728** to be transferred to gaming accounts affiliated with certain entities.

[0075] Once the stored value account **728** is created, the player **714** can load funds into the stored value account **728**. As shown, (8) funding instructions can be provided to the gaming website **710**, or other portal, to indicate a source of the funds, such as a DDA **727**, and an amount of funds to be transferred. The funds can be (9) loaded into the stored value account **728** in real-time, or substantially real-time. Once the funds are loaded into the stored value account **728**, they can be accessible to the player **714** through use of the stored value payment vehicle **716**. Subsequent to being loaded into the stored value account **728**, a (10) funding transaction can be used to fund the gaming account **788** with some or all of the funds from the stored value account **728**. The funds in the gaming account **788** can then be used by the player **714** for gaming on the gaming website **710**, as is known in the art. At

the conclusion of the gaming, some or all of any funds in the gaming account **788** can be transferred back to the stored value account **728**.

[0076] FIG. 7C illustrates another example embodiment of automated enrollment, with a process flow that is generally similar to that described above with regard to FIG. 7B. In this embodiment, however, upon the authorization request being declined, a (4) populated enrollment form is automatically provided to the player **714**. Upon acceptance of the populated enrollment form, and the submission of any additional data, the process can proceed to issue the player **714** the stored value payment vehicle **716**, as described above.

[0077] Referring now to FIG. 7D, a system and process flow diagram is illustrated depicting the issuance of a stored value payment vehicle to a player **714** at the conclusion of gaming on a gaming website **710**. In response to receiving a (1) cashout request from the player **714**, an (2) offer can be provided to the player **714** to accept a stored value payment vehicle **716**. Upon receiving an (3) acceptance form from the player **714**, an enrollment form can be provided to the player **714**. The player **714** can review, possibly augment, and then accept the enrollment information provided on the enrollment form which can be based on data that is stored in a user database **717**. The (4) enrollment information can then be provided to an issuer processor computing system **726**, as described above with regard to FIGS. 7B and 7C. A stored value account **728** can be created and a stored value payment vehicle **716** can be (5) issued to the player **714** in substantially real-time. Some or all of the funds in gaming account **788** can be used to (6) fund the stored value account **728**. The funds can then be accessible to the player **714** in real-time, or substantially real-time, through the stored value payment vehicle **716**.

[0078] FIG. 8 illustrates an aspect of the present disclosure that aims to capture patron spending behavior that occurs in non-gaming environments of a casino, such as in the restaurants, hotels, retail establishments, ATM's and well as spending behavior that occurs in non-casino environments, such as in the restaurants, hotels, retail establishments, ATM's. The spending behavior is captured and related to the consumer's loyalty program for processing. Capturing the behavior is possible because of a communication link that is established between a processor of the transactions based on a stored value payment vehicle and the casino loyalty program processor. In the illustrated embodiment, the player **814** is issued a stored value payment vehicle **816**. The player **814** also has a player loyalty profile **852** that is maintained by a customer relationship management computing system. In accordance with the presently disclosed systems and methods, tracking information regarding the player's **814** use of the stored value payment vehicle **816** can be provided to improve the depth and value of player loyalty profile **852**.

[0079] The stored value payment vehicle **816** can be used for financial transactions at a variety of locations, such as an unaffiliated merchant **818** or an ATM machine **822**. These transactions can use traditional open-loop payment network communications to seek authorizations from the issuer processor computing system **826** associated with the stored value payment vehicle **816**, as is known in the art. The stored value payment vehicle **816** can also be used at an affiliated merchant **812**, such as at a casino hotel or restaurant. Depending on the acquirer processor used by the merchants **812**, **818** the transaction may be routed to the issuer processor computing sys-

tem **826** through either open-loop network communication links or closed-loop network communication links.

[0080] For both types of transactions, data regarding these transactions can be provided to the transaction facilitator **890**. Upon receiving (or in some cases retrieving) transactional data, a player tracking engine **804** can determine a loyalty profile account associated with the cardholder. In some embodiments, the player tracking engine **804** utilizes a player database, which may be similar to the player database **792** shown in FIG. 7. The transaction facilitator **890** can then dispatch an intelligence report **832** to the casino computing system **820** or otherwise make the intelligence report **832** available to the casino computing system **820**. The intelligence report **832** can be in a variety of different forms and include a wide variety of information. The intelligence report **832** can be, for example, data provided to a casino computing system and/or customer relationship platform. The intelligence report **832** can be provided using any suitable distribution technique and may vary based on implementation. For example, the intelligence report **832** can be provided as a data feed in some embodiments. In other embodiments, the intelligence report **832** can be provided as a data file or other type of file. In some embodiments, the intelligence report **832** includes identifications of the various merchants where the player **814** used, or attempted to use, the stored value payment vehicle **816**.

[0081] In some embodiments, the player tracking engine **804** can be configured to assign a loyalty value, such as using a point system, or other metric, to various transactions involving the stored value payment vehicle **816**, or the player based on the transactions of the stored value payment vehicle **816**. Transactions at a first set of merchants, as identifiable by a merchant category code received from a POS device, may receive a higher point value or different value metric than transactions received from a second set of merchants. In the context of the illustrated embodiment, financial transactions at the affiliated merchant **812** can provide the player **814** with more loyalty "points" than financial transactions at the unaffiliated merchant **818**. In some cases, the transaction at the unaffiliated merchant **818** may have zero loyalty value or even have a negative loyalty value. For example, the unaffiliated merchant **818** may be a merchant at a competing casino. Based on the incentivized behavior, the player **814** may decide not to use the stored value payment vehicle **816** at unaffiliated merchant **818** and instead use it at affiliated merchant **812**.

[0082] The player tracking engine **804** can accumulate points or other loyalty data/values for the player **814** for a particular period and then provide a reporting of the points in the intelligence report **832**. Based on the points values, or other metrics, incentives **834** can be provided to the player through the player loyalty program.

[0083] In accordance with certain embodiments, a couponing engine **806** can allow for the distribution of merchant-specific coupons as part of a loyalty program. The couponing engine **806** can store a table, for example, correlating the stored value payment vehicle **816** to particular discounts, coupons, or offers as part of a loyalty program (collectively referred to as coupons) at particular merchants, which may be both affiliated and unaffiliated. When an authorization request is received by the issuer processor computing system **826** from a POS device associated with a merchant (which may be an affiliated or unaffiliated merchant), the issuer pro-

cessor computing system **826** can query the couponing engine **806** to see if a coupon or other offering is available.

[0084] By way of example, a player **814** may have a received a coupon from a casino for \$10 off a meal at a specific restaurant. For this example, the player **814** has an available balance of \$100 in their stored value account **828**. The player **814** dines at the restaurant and charges \$50 to their stored value payment vehicle **816**. The POS device seeks authorization from the issuer processor computing system, as is known in the art. Upon receiving the authorization request, the issuer processor computing system **826** uses the couponing engine **806** to see if a coupon is available for use (in this case, based on the cardholder and the merchant). The \$10 off a meal coupon is identified as being applicable. The issuer processor computing system **826** returns a message to the POS device at the restaurant authorizing the full \$50 charge. The stored value account **828**, however, is only debited \$40, thereby taking the available balance to \$60. Accordingly, a coupon was automatically applied to the open-loop transaction using the stored value payment vehicle **816** without needing the merchant to apply the coupon to the sale. Once the coupon is applied to a transaction, the player tracking engine **804** can report the redemption of the coupon in the intelligence report **832**, or using other forms of reporting.

[0085] Players using the systems and methods described herein in a gaming environment may desire to load funds into their stored value account. It may be desirable to load such funds in substantially real-time so that the funds are accessible via their stored value payment vehicle relatively quickly. FIG. 9 schematically illustrates various techniques for a player **914** to load funds to a stored value account **900** that is associated with a stored value payment vehicle **916**. The player **914** can utilize any number of fund sources **940**, including player-sourced funds **942** and jackpot funds **944**. Referring first to the player-sourced funds **942**, a player can approach a computing system **920** of the casino environment with the funds **942**. The computing system **920** may be, for example, an attended computing system (such as a casino cage) or an unattended computing system (such as at a kiosk). The type of computing system **920** will determine which type of funding module can be executed. For example, the cage module may allow for a player **914** to load both chips and cash into their stored value account **916**. The cage module may also allow for the player **914** to load a jackpot **944** into their stored value account **916**, which is described in more detail below with regard to FIG. 12. The kiosk module may only allow for a player **914** to load cash, coins, or tickets to their stored value account **916**. A pit module, which can be executed on a computing system accessible by a dealer or a pit boss, can allow for the loading of a stored value account **916** using chips. A mobile module may be executing on a mobile computing device **920**, such as a tablet computer, that can read tickets. In some embodiments, the mobile module can facilitate a player **914** transferring funds to/from the stored value account **916** to/from a gaming account (i.e., an iGaming wagering account). If the computing device **920** is part of a gaming device, the slot module can allow for the funding of the stored value account **916** through gaming credits (as described above).

[0086] The computing system **920** can communicate with a transaction facilitator **990** through network communications, as described above. The transaction facilitator **990** can be provided using any suitable processor-based device or system, such as a personal computer, laptop, server, mainframe,

or a collection (e.g., network) of multiple computers, for example. The transaction facilitator 990 can include one or more processors 992 and one or more computer memory units 994. For convenience, only one processor 992 and only one memory unit 994 are shown in FIG. 9. The processor 992 can execute software instructions stored on the memory unit 994. The processor 992 can be implemented as an integrated circuit (IC) having one or multiple cores. The memory unit 994 can include volatile and/or non-volatile memory units. Volatile memory units can include random access memory (RAM), for example. Non-volatile memory units can include read only memory (ROM), for example, as well as mechanical non-volatile memory systems, such as, for example, a hard disk drive, an optical disk drive, etc. The RAM and/or ROM memory units can be implemented as discrete memory ICs, for example.

[0087] In some embodiments, a server 996 can provide a graphical web user interface through which various users (such as players, casino operators, and so forth) can interact with the transaction facilitator 990. The server 996 can accept requests, such as HTTP requests, from clients (such as a web browser on the computing system 920), and serve the clients responses. In some embodiments, the server 996 can provide a user interface for users who do not communicate with the transaction facilitator 990 using a web browser. Such users can have special software installed on their computing system 920 that allows them to communicate with the transaction facilitator 990 via the network.

[0088] FIG. 10 is a diagrammatic representation of various computing devices associated with a casino that are in communication with a transaction facilitator 1090. The transaction facilitator 1090 is configured to perform various financial transactions associated with a stored value account 1029 managed by an issuer processor computing system 1026. In illustrated embodiment, computing devices 1008, 1010, 1012 are shown that are respectively associated with a casino kiosk 1002, a casino gaming pit 1004, and a casino pit 1006. Each computing device 1008, 1010, and 1012 also has a respective display 1014, 1016, and 1018. Content received from the transaction facilitator 1090 over the network can be presented on the displays 1014, 1016, and 1018.

[0089] Similar to the transaction facilitator 990 of FIG. 9, the transaction facilitator 1090 can include various computing components, such as a web server 1096, an application server 1098, a memory unit 1094, and a processor 1092. Computing devices contacting the transaction facilitator 1090 can each be assigned an identifier, such as a Device ID. Using the Device ID, the transaction facilitator 1090 can determine which module to execute based on permissions or functionality associated with that Device ID. In the illustrated embodiment, the transaction facilitator 1090 has a module for computing devices that are associated with casino kiosks, as well as a module for computing devices associated with a gaming pit and computing devices associated with the casino cage. As described above, the particular functionality offered at these different computing devices can differ.

[0090] Still referring to FIG. 10, example simplified screen displays 1018A-1018E of the computing device 1012 associated with the casino cage 1006 are shown. Referring first to home screen 1018A, a variety of options are displayed, including "load funds," "load jackpot," "withdraw funds," and "search." As illustrated, the "load funds" option has been selected. At screen 1018B, the user is prompted to identify if the funds will be loaded to an "existing" stored value payment

vehicle or if a "new" stored value payment vehicle will need to be issued prior to loading. As illustrated, the "existing card" option has been selected. At screen 1018C player identification information is received, such as name, address, and so forth. Additionally the card information for the existing card is provided to the system. The stored value payment vehicle can be physically swiped, or otherwise read, by the computing device 1012 or the card information can be manually typed. Next, a screen 1018D is provided which optionally allows the operator to identify the particular type of funds that the player is providing. For example, source 1 can be "chips" and source 2 can be "cash." Other sources may be delineated on the screen as well. Itemizing the type of funds may be beneficial for internal auditing or tracking purposes. The funds are totaled to determine the total load amount and the computing device 1012 communicates a "load funds" message to the transaction facilitator 1090 for the amount of funds tendered by the player, less any processing fees. Upon successfully crediting the stored value account 1028, the transaction facilitator 1090 can provide an approval number and other transaction information for display on a transaction approval screen 1018E.

[0091] FIGS. 11-14 depict more example simplified screen displays of the computing device 1012 of FIG. 10. Referring first to screen 1018F of FIG. 11, the "load jackpot" option has been selected. Similar to screen 1018B, screen 1018G allows an operator to select whether the jackpot will be loaded to an existing card or a new card. In this embodiment, the "new card" option has been selected. The transaction facilitator 1090 then proceeds to gather personal information from the player needed to issue a stored value payment vehicle. At screen 1018H, for example, the player's name and address is entered. A card number is issued to the player, as shown by screen 1018I. In some embodiments, a non-personalized card is printed and provided to the player at the time of registration with a personalized card to be issued and mailed to the player at a later point in time. Once the player has a stored value card number that is linked to a stored value account, the player is asked at screen 1018J to provide a jackpot ID and jackpot amount. As is known in the art, jackpots payouts are tracked and are verified prior to payout. Therefore, upon receiving the jackpot ID, the computing system 1012 can query the appropriate casino computing systems to verify the validity of the jackpot. Once the jackpot has been validated, the computing device 1012 communicates a "load funds" message to the transaction facilitator 1090 for the amount of the jackpot payout, less any processing fees. Upon successfully crediting the stored value account 1028, the transaction facilitator 1090 can provide an approval number and other transaction information for display on a transaction approval screen 1018K.

[0092] Referring now to screen 1018L of FIG. 12, the "load jackpot" option has been selected. Similar to screen 1018G, screen 1018M allows an operator to select whether the jackpot will be loaded to an existing card or a new card. In this embodiment, the "existing" option has been selected. At screen 1018N player identification information is received, such as name, address, and so forth. Additionally the card information for the existing card is provided to the system. The stored value payment vehicle can be physically swiped, or otherwise read, by the computing device 1012 or the card information can be manually typed. Now that the player has provided their stored value payment vehicle number that is linked to a stored value account, the player is asked at screen 1018O to provide a jackpot ID and jackpot amount. Once the

jackpot has been validated, the computing device **1012** communicates a “load funds” message to the transaction facilitator **1090** for the amount of the jackpot payout, less any processing fees. Upon successfully crediting the stored value account **1028**, the transaction facilitator **1090** can provide an approval number and other transaction information for display on a transaction approval screen **1018P**.

[0093] Referring now to screen **1018Q** of FIG. **13**, the “withdraw funds” option has been selected. Using this option, a player can access funds that are stored by the issuer processor computing system **1026** in the stored value account **1028**. At screen **1018R** cardholder information, such as name and address is received, and at screen **1018S** the card number and other security-related data can be received. In some embodiments, the transaction facilitator **1090** can perform a balance check and report, via the computing device **1012**, the amount of funds available for withdraw. At screen **1018T**, the amount of funds, associated processing fee, and total amount is withdraw is itemized. The transaction facilitator **1090** then dispatches the appropriate messaging to the issuer processor computing system **1026** to debit the stored value account **1028** accordingly. Similar to other embodiments, a transaction approval screen **1018U** can report data regarding the withdrawal.

[0094] Referring now to screen **1018V** of FIG. **14**, the “search” option has been selected. Selection of the search option accesses a transaction database **1020** that is displayed on **1018W**. It is noted that the transaction database **1020** illustrated in FIG. **14** has been simplified for the sake of clarity. The transaction database **1020** may be maintained by the transaction facilitator **1090** or may be stored by the computing device **1012** or associated computing system. In any event, the transaction database **1020** stores transactions processed by the transaction facilitator **1090** and allows sorting or searching by transaction date **1040**, transaction type **1042**, patron name **1044**, transaction amount **1046**, and transaction status **1048**. Additionally, the data can be manipulated based on username **1054**, device type **1052**, and based on a time period **1050**.

[0095] FIG. **15** depicts an example user interface screen **1014A** of the display **1014** of the computing device **1008** that is associated with an unattended casino kiosk **1002**. The casino kiosk **1002** can be any suitable kiosk, such as an ATM-Ticket redemption machine or a kiosk dedicated to stored value payment card-related processing. As shown by screen **1014A**, example functionality offered at this computing device include the ability for the player to deposit funds to their prepaid account, purchase slot tickets with funds from their prepaid account, and withdraw cash.

[0096] FIG. **16** depicts an example user interface screen **1016A** of the display **1016** of the computing device **1010** that is associated with a casino gaming pit **1004**. As shown by screen **1016A**, example functionality offered at this computing device include the ability for the player to purchase chips with funds on their prepaid card and deposit chips to their prepaid card.

[0097] It is to be understood that the figures and descriptions of the present invention have been simplified to illustrate elements that are relevant for a clear understanding of the present invention, while eliminating, for purposes of clarity, other elements. Those of ordinary skill in the art will recognize, however, that these sorts of focused discussions would

not facilitate a better understanding of the present invention, and therefore, a more detailed description of such elements is not provided herein.

[0098] Any element expressed herein as a means for performing a specified function is intended to encompass any way of performing that function including, for example, a combination of elements that performs that function. Furthermore the invention, as may be defined by such means-plus-function claims, resides in the fact that the functionalities provided by the various recited means are combined and brought together in a manner as defined by the appended claims. Therefore, any means that can provide such functionalities may be considered equivalents to the means shown herein.

[0099] Moreover, the processes associated with the present embodiments may be executed by programmable equipment, such as computers. Software or other sets of instructions that may be employed to cause programmable equipment to execute the processes may be stored in any storage device, such as, for example, a computer system (non-volatile) memory, an optical disk, magnetic tape, or magnetic disk. Furthermore, some of the processes may be programmed when the computer system is manufactured or via a computer-readable memory medium.

[0100] It can also be appreciated that certain process aspects described herein may be performed using instructions stored on a computer-readable memory medium or media that direct a computer or computer system to perform process steps. A computer-readable medium may include, for example, memory devices such as diskettes, compact discs of both read-only and read/write varieties, optical disk drives, and hard disk drives. A non-transitory computer-readable medium may also include memory storage that may be physical, virtual, permanent, temporary, semi-permanent and/or semi-temporary.

[0101] A “computer,” “computer system,” “host,” “engine,” or “processor” may be, for example and without limitation, a processor, microcomputer, minicomputer, server, mainframe, laptop, personal data assistant (PDA), wireless e-mail device, cellular phone, pager, processor, fax machine, scanner, or any other programmable device configured to transmit and/or receive data over a network. Computer systems and computer-based devices disclosed herein may include memory for storing certain software applications used in obtaining, processing, and communicating information. It can be appreciated that such memory may be internal or external with respect to operation of the disclosed embodiments. The memory may also include any means for storing software, including a hard disk, an optical disk, floppy disk, ROM (read only memory), RAM (random access memory), PROM (programmable ROM), EEPROM (electrically erasable PROM) and/or other computer-readable memory media.

[0102] In various embodiments of the present invention, a single component may be replaced by multiple components, and multiple components may be replaced by a single component, to perform a given function or functions. Except where such substitution would not be operative to practice embodiments of the present invention, such substitution is within the scope of the present invention. Any of the servers described herein, for example, may be replaced by a “server farm” or other grouping of networked servers (e.g., a group of server blades) that are located and configured for cooperative functions. It can be appreciated that a server farm may serve to distribute workload between/among individual compo-

nents of the farm and may expedite computing processes by harnessing the collective and cooperative power of multiple servers. Such server farms may employ load-balancing software that accomplishes tasks such as, for example, tracking demand for processing power from different machines, prioritizing and scheduling tasks based on network demand, and/or providing backup contingency in the event of component failure or reduction in operability.

[0103] The examples presented herein are intended to illustrate potential and specific implementations. It can be appreciated that the examples are intended primarily for purposes of illustration of the invention for those skilled in the art. No particular aspect or aspects of the examples are necessarily intended to limit the scope of the present disclosure. For example, no particular aspect or aspects of the examples of system architectures, table layouts, or report formats described herein are necessarily intended to limit the scope of the disclosure.

[0104] In general, it will be apparent to one of ordinary skill in the art that various embodiments described herein, or components or parts thereof, may be implemented in many different embodiments of software, firmware, and/or hardware, or modules thereof. The software code or specialized control hardware used to implement some of the present embodiments is not limiting of the present invention. Such software may be stored on any type of suitable computer-readable medium or media such as, for example, a magnetic or optical storage medium. Thus, the operation and behavior of the embodiments are described without specific reference to the actual software code or specialized hardware components. The absence of such specific references is feasible because it is clearly understood that artisans of ordinary skill would be able to design software and control hardware to implement the embodiments of the present disclosure based on the description herein with only a reasonable effort and without undue experimentation.

[0105] In various embodiments, the systems and methods described herein may be configured and/or programmed to include one or more of the above-described electronic, computer-based elements and components. In addition, these elements and components may be particularly configured to execute the various rules, algorithms, programs, processes, and method steps described herein.

[0106] While various embodiments have been described herein, it should be apparent, however, that various modifications, alterations and adaptations to those embodiments may occur to persons skilled in the art with the attainment of some or all of the advantages of the present disclosure. The disclosed embodiments are therefore intended to include all such modifications, alterations and adaptations without departing from the scope and spirit of the present disclosure as set forth in the appended claims.

1. A computer-based method of transferring funds between a stored value account and a gaming account, the method comprising:

receiving, by one or more processors, a player funding instruction to transfer a balance from a stored value account to a gaming account, wherein the stored value account is associated with a stored value payment vehicle issued to the player and the gaming account is associated with a gaming website; wherein the player funding instruction is entered into a remote computing device and identifies a balance amount to be transferred from the stored valued account to the gaming account;

identifying, by any of the one or more processors, the stored value account, wherein a balance of the stored value account is maintained by an issuer processor computing system; and

causing, by any of the one or more processors, a decrease of the balance of the stored value account and an increase of the balance of the gaming account, wherein the balance of the gaming account is usable for gameplay at the gaming website.

2. The computer-based method of claim 1, wherein the gaming website is any of a real-money gaming website, a real-money or play for fun poker site, a dog or a horse racing site, a real-money sports wagering site, an online casino, a fantasy sports site, a social casino site, a social gaming site, or a video gaming site.

3. The computer-based method of claim 1, further comprising:

receiving a player funding instruction to transfer a balance from the gaming account to the stored value account; and

causing, by any of the one or more processors, an increase of the balance of the stored value account and a decrease of the balance of the gaming account.

4. The computer-based method of claim 3, wherein the causing of the increase of the balance of the stored value account and the decrease of the balance of the gaming account occurs in substantially real-time.

5. The computer-based method of claim 1, wherein the causing of the decrease of the balance of the stored value account and the increase of the balance of the gaming account occurs in substantially real-time.

6. The computer-based method of claim 1, wherein the causing of the increase of the balance of the gaming account occurs subsequent to a delay.

7. The computer-based method of claim 1, further comprising:

subsequent to the player completing an online application process, causing the stored value payment vehicle to be issued to the player.

8. The computer-based method of claim 1, wherein the remote computing device is any of a mobile computing device, a smart phone, a tablet computer, a desktop computer, a laptop computer, a gaming device, a wearable computing device, and a kiosk.

9. The computer-based method of claim 1, further comprising:

subsequent to identifying the stored value account, sending, by any of the one or more processors, an indication of the balance of the stored value account for display on the remote computing device.

10. The computer-based method of claim 1, wherein the player funding instruction comprises a player identifier, wherein the player identifier is a unique identifier associated with a player loyalty program affiliated with the gaming website.

11. The computer-based method of claim 1, further comprising, preceding the receiving of the player funding instruction, and responsive to a declined funding request, providing to the player an offer to accept enrollment into a stored value payment vehicle.

12. The computer-based method of claim 11, further comprising, subsequent to the player providing an indication of acceptance of the offer, causing the issuance of the stored value payment vehicle to the player.

13. The computer-based method of claim **12**, wherein the balance transferred from the stored value account to the gaming account comprises funds received from the issuer processor computing system from a player funding source subsequent to the issuance of the stored value payment vehicle to the player.

14. A computer-based method of funding an account associated with a player, comprising:

receiving, by a transaction facilitator computing system, a load request, wherein the load request is initiated at an application executed on a remote computing device and comprises a request to credit a gaming account associated with a gaming website with player funds held by a stored value account associated with a stored value payment vehicle, wherein the gaming account has a balance amount, wherein the balance amount of the gaming account is usable for online gaming;

causing, by the transaction facilitator computing system, an increase of the balance amount of the gaming account based on an amount of funds requested in the load request;

causing, by the transaction facilitator computing system, a decrease of the balance amount of the stored value account associated with the stored payment vehicle based on the amount of funds requested in the load request.

15. The computer-based method of claim **14**, wherein the remote computing device executing the application is any of a mobile computing device, a smart phone, a tablet computer, a desktop computer, a laptop computer, a gaming device, a wearable computing device, and a kiosk.

16. The computer-based method of claim **15**, wherein the gaming website is accessible via the remote computing device.

17. The computer-based method of claim **14**, wherein the stored value payment vehicle is a branded stored value payment vehicle associated with a brand.

18. The computer-based method of claim **17**, wherein the brand is affiliated with a gaming brand or a third party brand.

19. The computer-based method of claim **18**, wherein the funds held by the gaming account are only usable for gaming at gaming websites affiliated with the brand.

20. The computer-based method of claim **14**, wherein the causing of the increase of the balance amount of the gaming account occurs substantially in real-time.

21. The computer-based method of claim **14**, further comprising:

causing the issuing of the value payment vehicle to a player based on a denial of a funding request from the player.

22. A gaming account funding system, comprising:

a stored value payment vehicle issued to a player, wherein funds accessible by the stored value payment vehicle are maintained in a stored value account and are accessible through a payment network;

a gaming website facilitating gameplay with real-money wagers supplied from a gaming account, wherein the gaming account hold funds for the player;

at least one processor and non-transitory computer readable medium having instructions stored thereon which when executed by a processor cause the processor to: selectively increase and decrease funds held by the stored value account and the gaming account based on a funding command provided by the player through interactions with the gaming website.

23. The gaming account funding system of claim **22**, wherein the gaming website is any of a real-money gaming website, a real-money or play for fun poker site, a dog or a horse racing site, a real-money sports wagering site, an online casino, a fantasy sports site, a social casino site, a social gaming site, or a video gaming site.

24. The gaming account funding system of claim **22**, further comprising the remote computing device.

25. The gaming account funding system of claim **22**, wherein the computing device is any of a mobile computing device, a smart phone, a tablet computer, a desktop computer, a laptop computer, a gaming device, a wearable computing device, and a kiosk.

26. The computer-based method of claim **25**, wherein the gaming website is accessible via the remote computing device.

27. The gaming account funding system of claim **22**, wherein the increase of funds of the gaming account based on the amount of funds requested in the load request occurs subsequent to a delay.

29. The gaming account funding system of claim **22**, wherein the selective increase and decrease of funds held by the stored value account and the gaming account based on the amount of funds requested in the load request occurs substantially in real-time.

29. The gaming account funding system of claim **22**, wherein in response to receiving a cashout request from the player, the instructions further cause the processor to offer an opportunity for the player to enroll into a stored value payment vehicle, and when the player accepts the enrollment opportunity, causing the issuance of the stored value payment vehicle to the player.

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