



2021

PARTNERSHIP

INTRODUCTION KIT

Get to Know Us

Manitoba Liquor and Lotteries Corporation is a Crown corporation of the Province of Manitoba.

We are responsible for the distribution and sale of liquor, for providing gaming and entertainment experiences in Manitoba, and for the supply and distribution of cannabis to private retail vendors. Our core mandate is to provide revenue to the Government of Manitoba to support provincial programs and initiatives in areas such as health care, education, social services, housing and infrastructure. We employ more than 3,000 people in our Liquor Marts, casinos, gaming centre, distribution centres, and corporate offices in Winnipeg, Brandon and Morris.

Our Purpose

ENRICHING THE LIVES OF MANITOBANS

Manitoba Liquor & Lotteries strives to make the greatest possible contribution to the economic and social well-being of our province.



We Heart Community

MAKING MANITOBA A BETTER PLACE TO LIVE

Manitoba Liquor & Lotteries sponsors 100s of community festivals, arts and cultural events and charitable fundraising initiatives throughout the province every year – providing millions of dollars in support – all with the goal of improving the quality of life for Manitobans. We believe community support is about strengthening vital connections with people and their neighborhoods.



\$ 1.6 million

In community sponsorships



5,957

Volunteer hours



\$12.9 million

To support responsible gambling, responsible cannabis & responsible alcohol consumption programs, including research & treatment

Where You Want to Be!

ENGAGEMENT – ENTERTAINMENT - EFFECTIVENESS

Whether you're looking to expand your integrated campaign or target a specific audience, we have unique and unconventional venues and platforms to achieve all your marketing needs.

A premier entertainment attraction in central Canada and one of Manitoba's busiest entertainment attractions, the Casinos of Winnipeg (CoW) consisting of McPhillips Station Casino, Club Regent Casino and the Club Regent Event Centre, welcomed 2.5 million unique visitors to our properties in the 2019/20 casino fiscal year. Our combined CoW properties span over 306,000 square feet of premium entertainment, gaming, food and beverage amenities.

McPHILLIPS STATION
CASINO



club
Regent
CASINO EVENT CENTRE



2.5M ANNUAL VISITORS TO CONNECT WITH

Vast opportunities within the Casinos can align & deliver impactful marketing programs, by offering large or small customizable placement to garner the attention of our engaged consumers. These partnership opportunities can include branding, activations and sales through our Event Centre and entertainment facilities, our gaming floors, lounges, restaurants, Club Card program and more.

**Connect and
network with
your target
audience!**

Exclusive Club Card Audience

Visitor Profile

Gender

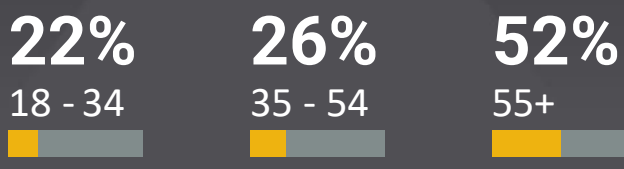


Annual Guest Traffic

1,426,500 - CRC

1,061,400 - MSC

Age



Average Length of Stay

2:57

Average Age = 54



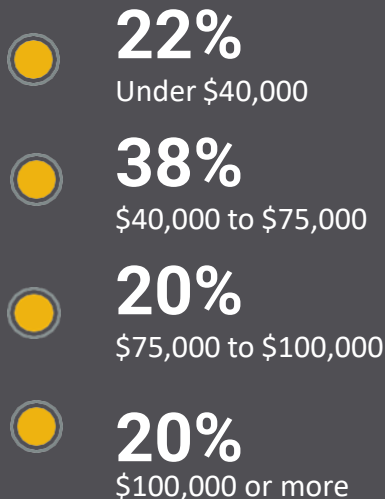
Average Household Income

\$81,618

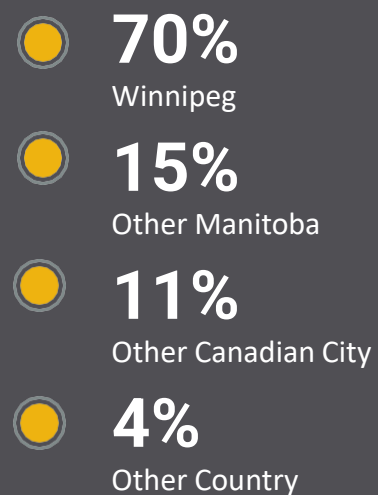


+85,000 active Club Card members
Visit 16 x annually on average

HH Income – Club Card Members



Geographic Markets



Endless Possibilities

PROMOTE YOUR BRAND THROUGH AN ARRAY OF CUSTOM POSSIBILITIES

By cultivating the right opportunities within the right space, our partnership portfolio has a wealth to offer. We provide unique venues to help customize and deliver impactful marketing programs. As a partner you can leverage activations and brand exposure to reach, connect and network with your target audience. This enables you to showcase, increase engagement and drive sales of your products and services.

Activations

- Pop up activations and marketplaces
- Sampling + consumer engagement
- Retail executions + leases
- Cross brand activations
- Contesting and prize integration

Brand Inclusions

- On-site advertising
 - Print signage
 - Digital media
- Naming rights opportunities
- Event Centre + stage sponsorships
- Official supplier partnerships
- Audio announcements
- Product displays



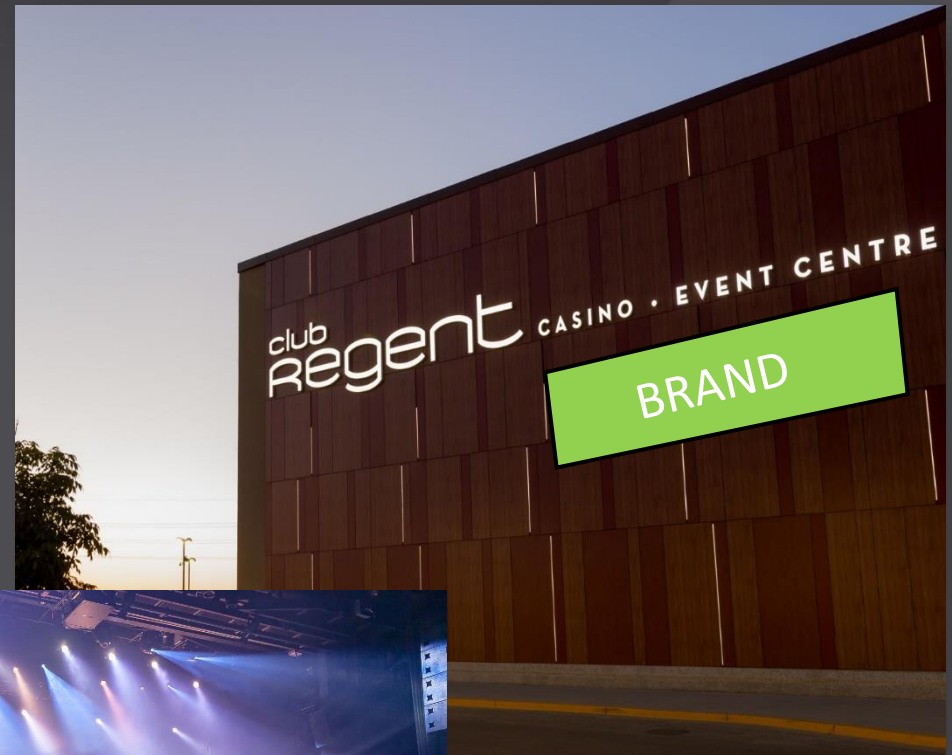
Harley-Davidson cross promotion
Location: Club Regent Casino & Event Centre

Partnership Opportunities

MBLL is seeking partnerships for a variety of assets, including but not limited to:

Venue Property Naming Rights

- Club Regent Event Centre
- Club Regent Centre Bar
- MSC Loft 180 (Presenting)
- Coat Check



Partnership Opportunities

Preferred Category Partnerships:

- Ride hailing services
- Consumer automotive
- Communications
- Travel
- Cannabis



Partnership Opportunities

Monthly Programs & Events

- Club Regent Event Centre Shows
- Seniors Day
- Ladies Night
- Customer Appreciation Day
- Bingo (daily)

Annual 'Anchor' Programs & Events

- Birthday Celebration (June)
- Canada Day Celebrations
- Halloween Celebration
- Holiday Giveaways (Dec)
- New Year's Eve
- Chinese/Lunar New Year
- St. Patrick's Day

- Marquee digital and static advertising
- COW Club Card Program



Let's Collaborate

Our partnership team offers valuable support & guidance to develop a custom marketing program to fit your brand's needs

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**Manitoba Liquor &
Lotteries**

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