



2024

PARTNERSHIP

INTRODUCTION KIT

LAND ACKNOWLEDGEMENT

Manitoba Liquor & Lotteries benefits from being on the original territories of the Anishinaabe, Cree, Oji-Cree, Dakota, Lakota, and Dene peoples, lands now known as Treaties One through Five – and the homeland of the Red River Métis.

We commit to respecting the treaties made on these territories while acknowledging the harms of the past and moving forward in partnership with Indigenous communities and a spirit of reconciliation.

While we acknowledge that territorial acknowledgements are only one step in cultivating greater respect for and inclusion of Indigenous Peoples, these words will accompany actions invested in building a future and community better for all.



Photo by Buddy Prince, a member of Brokenhead Ojibway Nation.

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.



\$5.2 million

in Community Sponsorships



4973

Volunteer Hours



\$12.9 million

to support responsible gambling and responsible alcohol consumption programs, including research and 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 visitors to our properties in the 2022/23 fiscal year. Our combined CoW properties span over 306,000 square feet of premium entertainment, gaming, food and beverage amenities.



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



43%
Male



57%
Female

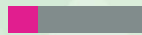


Annual Guest Traffic

1,426,500 - CRC
1,061,400 - MSC

Age

22%
18 - 34



26%
35 - 54



51%
55+



Average Age = 54



Average Length of Stay

2:57



Average Household Income

\$81,618

HH Income – Club Card Members

- 22%**
Under \$40,000
- 38%**
\$40,000 to \$75,000
- 20%**
\$75,000 to \$100,000
- 20%**
\$100,000 or more

Geographic Markets

- 70%**
Winnipeg
- 15%**
Other Manitoba
- 11%**
Other Canadian City
- 4%**
Other Country



+71,000

Active Club Card Members

Visit 16 x annually on average

* Sources: Casinos of Winnipeg Customer Satisfaction Study & Club Card Program 2019/20

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

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

Brand Inclusions

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



Partnership Opportunities

MBLL IS SEEKING PARTNERSHIPS FOR A VARIETY OF ASSETS, INCLUDING BUT NOT LIMITED TO:

Monthly Programs & Events

- o Club Regent Event Centre Shows
- o Seniors Day
- o Double up Thursdays
- o Customer Appreciation Day
- o Bingo (daily)

Annual 'Anchor' Programs & Events

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

Venue Property Naming Rights

- o Club Regent Event Centre
- o Coat Check



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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