

MARKETING NEWSLETTER



July 2025

NEW PLAYER

NEW PLAYER TOOLS

Marketing has recently introduced 'Bingo 101' pamphlets—featuring helpful tips and a chance to gather insights on the new player experience. Supporting this, staff are now wearing 'New to Bingo?' pins on their uniforms to encourage questions and help make new players feel welcome.

87%
average
satisfaction score
for survey
respondents in
June.

BINGO 101 SURVEY COMPLETION

All new players should be encouraged to complete the survey on the back of the pamphlet for a chance to win a \$100 Delta gift card. **Mississauga is in the lead with the highest completion rate!**

NEW PLAYER DABBERS

In June, 3,627 new player dabbers were handed out at Delta locations across the province.

FESTIVALS 2025



Delta will have activations at select festivals across the province throughout the summer.

Recent and upcoming stops include:

- Midland Butter Tart Festival | June 14
- Brampton's Northern Heat Rib Series | June 27
- Fort Erie Ridgefest | July 12
- Pickering Summer Concert | July 13
- CNE | August 15 - August 17
- Etobicoke Ribfest | September 19

Visitors to the booth receive a \$5 or \$10 offer to redeem at their local Delta location. If we're in your area, swing by to check out our brand ambassadors in action!



Delta Etobicoke

GRAND OPENING BLOCK PARTY

On June 21, Delta Etobicoke hosted a grand opening block party to celebrate the new facility and community. The response to the event was amazing with almost **1,000 guests present and over 200 people trying Bingo for the first time at the 7pm and 10pm sessions.**

The event featured a live DJ, Plinko board and spin wheel games, 3 local beer vendors, tasty samples from the lounge, a draw for \$1,000 cash and a visit from Gerry Dee!

The event was great exposure for Delta, showcasing everything we have to offer, and a great way to introduce ourselves to the neighbourhood.

[Click here to watch the recap video.](#)



GERRY DEE PARTNERSHIP

Delta recently wrapped our first-ever celebrity partnership with Canadian actor, host and comedian, Gerry Dee. From radio interviews on **Z103.5** and **Newstalk 1010**, to creating a series of **comedic videos** on social media, Gerry has been helping spread the word about Delta Bingo across the province.

A WINNING GOOGLE REVIEW

"Well I've been playing at Delta St. Clair for over a decade and was saddened they moved to Evans with many changes. Well that all changed with my first visit!"

[Read the full review here.](#)



Delta's overall Google business rating is 4 out of 5 stars - a fantastic average! **Highest rated with 4.5 stars is Delta Hawkesbury!** Marketing is working on a Google strategy to earn more reviews for each site and increase our Google Business ranking. Stay tuned!

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EVENT HIGHLIGHT

SOLD OUT

On Canada Day, Delta Brampton hosted their first 'Monster Bingo' game, with a \$31,000 prize board! All 260 attendees purchased their \$144 ticket online - this allowed them to view a full site map and choose their preferred seat. Way to go, Brampton team! Check out the full program [here](#).

UPCOMING EVENTS

- Summer Hits DJ Night | July 11 | Etobicoke
- Christmas in July | Mississauga
- Sip N Spin | Pickering
- Anniversary Party | July 12 | Downsview
- Match Play Bingo | July 22 | Niagara Falls
- Break the Bank Bingo | July 27 | Golden Nugget

In The Works

NEW PLAYER NIGHTS



Delta Marketing is in the early stages of mapping out a New Player Night strategy that will be rolled out to each location.

A 'proof of concept' event is currently set to take place in early September at a site in the GTA. This event aims to bring new, inexperienced players into the gaming centre to teach them the Bingo basics.

More details to come.



Delta Bingo

AT THE CANADIAN NATIONAL EXHIBITION

The CNE welcomes over 1.4 million visitors each year from all across the province. Delta Bingo will be one of the exhibitors at the CNE for opening weekend (Friday, August 15 – Sunday, August 17), with a new and exciting activation that's sure to engage and delight passersby.

Stop in to play our human slot machine! High-energy, hilarious and highly sharable, perfect for drawing crowds and social buzz.

The booth is located on Princes' Blvd, just outside Enercare Centre, on the east end of the exhibition grounds. This area ensures high foot-traffic as people enter and exit. It's also situated next to BMO field which will host a TFC game Saturday evening. Come check us out!



Delta Bingo

IN THE MEDIA

Have you heard? Bingo is having a resurgence. Over the past few months, Delta Bingo & Gaming partnered with local media outlets such as [Narcity](#), [blogTO](#), and the [Toronto Star](#), publishing articles promoting the amenities Delta has to offer. Click on the links to read the full articles.

» TORONTO STAR «

blogTO
NARCITY



In The Wild

BINGO BALLS HEAD DOWNTOWN

Delta's beloved Bingo ball heads made another pop-up appearance on June 30 outside of the Rogers Centre for the Jays vs. Yankees game. As always, the Bingo Balls drew lots of crowds, laughs and so many selfies.

TICATS PARTNERSHIP



Rooted in community, friendly competition, and a shared love of Hamilton (the birthplace of Delta Bingo), Delta has partnered with CFL team, the Hamilton Tiger Cats, for another season. Tigers, Eat 'Em Raw!

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