

MARKETING NEWSLETTER



August 2025

NEW PLAYER

BINGO 101 SATISFACTION SCORE

92% That's a 5% increase over last month!

NEW PLAYER DABBERS

3,614 A decrease of less than 1% compared to June.

FESTIVALS 2025

Delta's festival series continues!



Upcoming stops include:

- CNE | August 15 - August 17
- TU Jazzfest | August 30
- Etobicoke Ribfest | September 19

Visitors to the booth receive a \$5 or \$10 offer to redeem at their local Delta location.

Check out how much fun we had at Ribfest in Barrie on July 26! [View video here.](#)

UPCOMING EVENTS

- Back To The Books | Fort Erie | August
- \$2k Tuesdays | Barrie | August
- Cash Carnival | Pembroke | August 9
- \$3k Thursdays | Mississauga | August
- Caribana Bingo | Etobicoke | August 17
- Hot Seat Draws | Welland | August 17

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NEWSLETTER ONLINE



Password: D3ltaBingo



CNE ACTIVATION

The countdown is on! Delta Bingo will be at the Canadian National Exhibition August 15-17 with our new game - Spin to Win - a human jackpot machine.

The booth is located on Princes' Blvd, just outside Enercare Centre, on the east end of the exhibition ground. Come check it out!

NEW PLAYER NIGHT

Save the date - New Player Night is set to take place at Delta Brampton on September 18. This event will test a unique new player concept and feature a DJ, photobooth and a shorter/smaller event program.

One fun element of the promotional strategy includes speaking to experienced players about their Bingo journey and capturing video of the 'pro tips' they would offer newbies. These assets will appear on our social media pages and be useful far beyond the event promotion.

Delta will also host 'Bingo on the Block', a pop-up event in a public space to ask Bingo trivia questions, increasing brand awareness and pushing the upcoming New Player Night event.



It's hot outside and so are these prizes! 🔥🔥



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SOCIAL HIGHLIGHT



Delta's top performing social post last month was on July 16. This post had 9,626 views and featured winners from Etobicoke, Pickering and Peterborough.

Showcasing our winners is crucial in building brand trust and recognition. It shows that real people win real cash prizes across the province every day at Delta Bingo. This is the best way to spread the word about the amazing prizes your site awards. Keep the photos coming!

ON THE HORIZON

Set to launch this fall, Corporate Marketing is building out a promotional schedule for **radio spots** and **direct mailers** in each of our markets. More information to come.

OHL PARTNERSHIP



Delta has partnered with the Ontario Hockey League in select markets to boost brand awareness and reach a key market segment. We are proud to partner with Barrie Colts, Brampton Steelheads, Niagara Ice Dogs, Oshawa Generals, Peterborough Petes and Sudbury Wolves! Exciting updates coming soon!

A WINNING GOOGLE REVIEW



"Always a fun place, and winning is a bonus. Staff are super friendly, funny and outgoing. They always..." [Read the full review here.](#)