

CASINO EVENTS

TALENT INTEGRATIONS

- Intimate Dinners and 'Priceless' Experiences for VIPs
- Suite Appearances at Stadiums and Ballparks
- Public Autograph/Meet & Greet Appearances
- Watch Parties
- Sportsbook Grand Openings and Media Tours
- Celebrity/Charity Golf Tournaments
- Ad Campaigns
- Brand Ambassador Programs

YAAMAVA' RESORT CASINO AT SAN MANUEL



// Legends from MLB, NFL, NBA, NHL and the Olympics have created priceless experiences for top players at Yaamava Resort Casino, the largest casino west of the Mississippi River since 2020. Initially launched featuring affable Dodgers broadcaster Nomar Garciaparra, the ongoing dinner series has included legends such as "the Iron Man" Cal Ripken, Jr., Showtime Laker James Worthy, Dodgers folk hero Kirk Gibson (pictured left), Super Bowl champion Jim Plunkett, and two-time World Cup winner Brandi Chastain. Hosted within Yaamava's marquee The Pines Steakhouse, this event series for VIPs and tribal members includes a four course meal, an intimate Q&A session and an autographed piece of memorabilia for attendees.

"MLAM provided me with direct access to former players who fit well within our brand strategy and budget. [My] contact took the time to learn about our specific goals and initiatives and worked together with us to find the right fit for our needs." **Peter Arceo, Chief Gaming Officer, the San Manuel enterprise**

THE BROOK



// Already a preeminent gambling destination in New Hampshire, The Brook capitalized on the star power of New England Patriots legend Tedy Bruschi to deliver a captivating experience for its VIPs, in collaboration with sports DraftKings, inside of the charitable casino's Seasons Showroom. Invitees had the opportunity to individually meet & greet the three-time Super Bowl champion before the public had the opportunity to join the room to experience Bruschi's candid Q&A. The appearance generated hefty local media attention and was received glowingly by attendees.

FANDUEL



Ozzie Smith
@STLWizard

I was excited to place the first bet today at the new @FDSportsbook at @FanDuelStl. Go Cards. -



// FanDuel utilized St. Louis Cardinals great and National Baseball Hall of Famer Ozzie Smith to generate buzz around the opening of its FanDuel Sportsbook and Horse Racing location in Collinsville, Ill. "The Wizard" participated in a coordinated media tour surrounding the grand opening and placed the ceremonial first bet inside of the sportsbook.

// FanDuel collaborated with All-Star and Gold Glove-winning Reds legend Brandon Phillips to amplify the sports book's launch of services in Kentucky in 2023. Phillips recorded a video announcing the Bluegrass State launch and published it on his Instagram and X channels. The pair of posts combined to reach over 100,000 of the platforms' users.

HOLLYWOOD CASINO LAWRENCEBURG



// Within its sports book, Hollywood Casino Lawrenceburg leveraged Todd Frazier's longstanding popularity with the Queen City's baseball fans when they headlined a 2023 Home Run Derby watch party with a meet and greet featuring Frazier. The event included an unfiltered question & answer session, candid photo opportunities and an autographed memorabilia sweepstakes. Former Bengals running back and cult hero Icky Woods appeared at an Away Game Watch Party inside the 'book as well, giving fans the unique opportunity to mingle with the legend and also help the Casino drive traffic into its sportsbook.

BETMGM



// Red Sox and Yankees legend and avid golfer Johnny Damon provided BetMGM VIPs with an unforgettable experience on the renowned Shadow Creek Golf Course in Las Vegas. As part of a VIP Golf Tournament the two-time World Series champion was paired up with a foursome of the sports betting platform's top customers in a shotgun style golf outing. Damon offered tips and advice to the golfers during the round and then held court in the post-round reception, combining his affable personality and colorful stories from his career.

AMERISTAR CASINO HOTEL EAST CHICAGO



// Hall of Fame Chicago Bears coach Mike Ditka and record-setting special teamer Devin Hester appeared inside the Ameristar Sportsbook to help the northwest Indiana casino kick off legalized sports betting in style. The event was a prelude to the start of the 2019 NFL season, with the duo placing ceremonial first bets on the Bears to win the Super Bowl after a ribbon cutting. Fans had a chance to meet Ditka and Hester and get a photograph.

MOHEGAN SUN



// Former New England Patriots linebacker and three-time Super Bowl champion Willie McGinest appeared at Mohegan Sun's inaugural Boston Take Over event at Sun Wine and Food Fest in January 2019. McGinest appeared alongside other former Boston sports legends Pedro Martinez, Paul Pierce and Ray Bourque. Guests had the opportunity to join the quartet and top Boston chefs as they cooked up game day favorites. The event was a sellout and it created countless memories for the patrons who attended.

RYAN THOMAS,

Player Marketing Manager

Ryan@mlbpaa.com | (781) 789-6801