

Media Bingo

General Provisions

A (i)

All media bingo events conducted in Manitoba must be licensed by the Liquor, Gaming and Cannabis Authority of Manitoba (LGCA) or by a local gaming authority named or authorized by the Lieutenant Governor in Council.

A (ii)

The LGCA may license charitable and/or religious organizations to conduct media bingo events within Manitoba in accordance with Section 207(1)(b) of the *Criminal Code (Canada)*.

A (iii)

Licensees must follow the requirements of *The Liquor, Gaming and Cannabis Control Act*, associated regulations and the Media Bingo Terms and Conditions. The LGCA may add or change terms and conditions of a licence at its discretion.

Penalties

B (i)

Licensees that breach any term or condition, or fail to conduct a media bingo event as approved by the LGCA, are subject to remedial action deemed necessary by the LGCA.

B (ii)

The LGCA may suspend a licence at any time, with or without notice, for the breach of any term or condition or, if in the opinion of the LGCA, it is in the public interest to do so.

Definitions

“accumulator” means a media bingo game where the prize amount and/or maximum numbers allowed to complete a pattern increases at a specified rate under clearly stated conditions.

“game program” means a complete listing of all media bingo games to be played during each media bingo event. It also lists the criteria to win (e.g. pattern) and the prizes offered for each game.

“gaming service provider” means a person who is licensed by the LGCA to provide gaming management services directly or indirectly to a person who holds a gaming event licence.

“gaming supplier” means a person who makes, sells, or advertises or distributes media bingo product used in Manitoba.

“house rules” are rules established by the licensee that describe required player conduct and the event’s conduct or operation. All house rules must comply with these terms and conditions.

“master control books” identify each unique card and are used to verify potential winner(s) and winning card(s). They are provided to licensees by Manitoba Liquor & Lotteries or a licensed gaming supplier.

“media bingo” means a lottery scheme played using mass media communication. This includes, but is not limited to, radio, newspaper, magazine and television. Media bingo product is sold to players, random numbers that may appear on the bingo product are called and a prize(s) is awarded to a winner. To win, players complete a predetermined pattern on the media bingo product using the least amount of numbers called. Winners must also meet the criteria in the house rules.

“media bingo product” means a card, sheet or booklet of sheets displaying rows and columns of numbers. These must be sealed so that the bingo numbers cannot be seen until purchased and opened by a player.

“standard rules of play” are those established by the LGCA as provided in Section 7 of these terms and conditions.

General

1.01

Licensees must ensure the honesty and integrity of the individuals involved in the conduct and operation of the media bingo event.



1.02

Licensees must notify the LGCA without delay about anything that has, is or is likely to compromise the honest conduct and management of their media bingo event.

1.03

The LGCA and its representatives may, at any time before, during or after the media bingo event, audit or inspect anything related to the media bingo event. This includes, but is not limited to, event facilities, buildings, equipment, expenses, documents, records, sales agents or retailers used for the sale of media bingo product and recipients of funds.

1.04

The LGCA and its representatives must be given free access at all times and must be allowed to remove anything they consider relevant to the media bingo event for inspection, examination or audit.

1.05

Applicants must identify all gaming service providers, gaming suppliers and the types of services and media bingo product on the application. The LGCA will determine if these service providers and gaming suppliers require licensing.

1.06

Licensees must not do business with a gaming service provider or gaming supplier that is not licensed, if the LGCA has determined that licensing is required.

1.07

Licensees cannot assign the conduct or management of media bingo events to any gaming service provider on their behalf.

Use of Funds

2.01

Funds generated from media bingo events must be used for the advancement of education, religion, health or the relief of poverty, or they must benefit the community through the promotion of sport, recreation, culture or any other area considered appropriate by the LGCA.

2.02

An organization using media bingo funds to purchase, build or renovate real property must ensure the proceeds from the subsequent sale, mortgaging or other disposition of that property (at least an amount equal to the value of funds raised

by the media bingo events) are used for a charitable or religious purpose.

2.03

An organization using media bingo funds to purchase, build or renovate property owned by the licensee must have a dissolution clause that comes into effect should the organization fold or wind up. This clause must be included as a specific provision for distribution of assets in the organization's constitution and/or in its articles of incorporation to ensure the organization's assets are used for charitable purposes upon dissolution.

2.04

An organization using funds for a future capital project may place media bingo funds into an interest-bearing investment or bank account until the organization has sufficient funds to begin the project. Special reporting is required while the funds are invested outside of the organization's lottery account.

Fees and Expenses

3.01

Licence fees are set by the LGCA and must be submitted as required.

3.02

Licensees that own the premises or the media outlet in which their media bingo event takes place, cannot deduct rent or any media-use charges (e.g. air time) as an expense.

Licence Applications

4.01

Applicants must provide all information required on the application form. In addition, the LGCA may request any other information it deems necessary.

4.02

The application for a media bingo licence must include:

- a) the method of distributing and selling media bingo product;
- b) the method of tracking and re-circulating unsold media bingo product;
- c) the method of collecting and recording receipts;
- d) the amount of commissions paid to sales agents or retailers;
- e) administrative expenses; and,
- f) any imprinting intended to be used on the media bingo product.



4.03

The LGCA may limit the number of events held by a licensee during any specific time period.

4.04

A licence to conduct media bingo events will generally be granted to a single organization. This organization must retain full responsibility for the operation of each media bingo event. Partnerships or associations of two or more licensable organizations will be considered.

4.05

Applicants must ensure enough funds are available to award all prizes offered. Applicants may be required to provide a prize guarantee in a form satisfactory to the LGCA.

4.06

Licensees or applicants may ask in writing for an exemption from any term or condition and must satisfy the LGCA that compliance with that term or condition would cause them unreasonable hardship.

Product and Equipment

5.01

Media bingo equipment must be in good working order and is subject to inspection and approval by the LGCA.

5.02

All media bingo product must be purchased from Manitoba Liquor & Lotteries or a licensed gaming supplier.

5.03

Licensees or applicants that wish to use media bingo product supplied by a licensed gaming supplier other than Manitoba Liquor & Lotteries must submit the product for approval by the LGCA. This product cannot be used unless the LGCA approves.

5.04

Media bingo product and supplies must be securely stored.

5.05

Tampering with media bingo product is prohibited.

5.06

Media bingo product must not be sold or exchanged between licensees.

5.07

Media bingo product must be sealed so that the bingo numbers cannot be seen until purchased and opened by a player.

5.08

When a licence is suspended or cancelled by the LGCA, all media bingo product will be confiscated by the LGCA.

5.09

Multiple or discounted prices are only allowed for media bingo product if a method of ensuring financial accountability is provided in writing by the applicant and approved in writing by the LGCA.

5.10

The outside of the sealed media bingo paper or the envelope containing the media bingo paper must include:

- a) the licence number issued by the LGCA;
- b) the licensee's name, address and telephone number;
- c) the number of faces and selling price;
- d) the game number or date; and,
- e) any other information approved or directed by the LGCA.

Conduct

6.01

A media bingo licence may not be transferred, assigned, lent or borrowed.

6.02

Licensees must post or make available the following for each media bingo event:

- a) a copy of the current licence;
- b) all posters provided by the LGCA; and
- c) any other information required by the LGCA.

6.03

Copies of the following must be available in a way directed by the LGCA for each media bingo event:

- a) the game program;
- b) house rules, including those specified in 7.01; and,
- c) the LGCA Standard Rules of Play (as set out in Section 7).

6.04

Individuals directly involved in the conduct, management or operation of a media bingo event may not play at that event.

6.05

Gaming service providers that are licensed by the LGCA to assist licensees with the operation of



media bingo events must not play at any event as long as their contract with the licensee is in effect.

6.06

The approved application, the Media Bingo Terms and Conditions and the approved rules are part of the licence. Any change must be applied for and approved in writing by the LGCA before being advertised or implemented. All approved amendments must be available at each event.

6.07

Media bingo events may only be held in the location and on the date and time specified on the licence or any subsequently-approved amendment.

6.08

Accumulators must not be changed in any way unless the changes are applied for in writing by the licensee and approved in writing by the LGCA. Approved changes must be advertised before the changes are implemented.

6.09

Licensees planning to stop operating their media bingo events for more than 90 days must give away any existing accumulator at the last scheduled event before closing, unless otherwise approved by the LGCA.

6.10

Licensees planning to stop operating their media bingo events must notify the LGCA in writing of:

- a) the last scheduled event date; and,
- b) the method of giving away existing accumulators.

6.11

Licensees must ensure advertising accurately reflects the approved licence and includes the organization's name and licence number. Advertising of prizes must identify any applicable restrictions.

6.12

Licensees must not sell media bingo product outside Manitoba, and must not advertise media bingo events outside Manitoba.

6.13

Licensees may accept orders for product through a website under the following conditions:

- a) Credit card information may be collected online, but the completion of the payment process online is not allowed.
- b) Online ordering cannot be the sole method offered.

- c) Immediate confirmation of the order may be done electronically, but actual product must be delivered by mail or in-person to the purchaser.
- d) Only orders placed within Manitoba may be processed.

Standard Rules of Play

7.01

House rules are part of the licence, must be compliant with the Media Bingo Terms and Conditions, and must identify:

- a) how to obtain a list of bingo numbers called;
- b) the criteria to win any game or prize, including accumulator and consolation prizes;
- c) the method and time limit to declare a possible winner;
- d) the method and time limit to claim the prize; and,
- e) the procedure for handling any media transmission or telephone failures.

7.02

The sale of all media bingo product must stop prior to any numbers being called for the event.

7.03

All potential winning cards must be verified by comparing the control number located in the centre (free space) of the card to the appropriate master control book.

7.04

When at least one player has been identified as a potential winner, no more numbers need to be called.

7.05

The player(s) correctly completing the required pattern in the least amount of numbers called and meeting the criteria to win as stated in the house rules, will be declared the winner(s).

7.06

Potential winners must present their card within the time limit stated in the house rules to claim a prize.

Prizes and Winners

8.01

Media bingo product must not be awarded or given away as a bonus or prize, unless a way of ensuring financial accountability is approved by the LGCA.



8.02

Licensees must identify the method of awarding a merchandise prize when there is more than one confirmed winner.

8.03

Promotional prizes are allowed only if there is no charge or consideration, including the requirement to purchase product, for the chance to win.

8.04

Cannabis cannot be given as a prize.

Records and Reporting

9.01

Licensees must maintain complete records of each media bingo event. These records must include, but are not limited to:

- a) sales and distribution records;
- b) records of potential winners; and,
- c) a list of each number called, in the order they were called, for each media bingo game.

9.02

Licensees must keep all records relating to the conduct and operation of media bingo events for at least three years after the expiration of the licence, unless otherwise approved in writing by the LGCA.

9.03

All media bingo revenue must be deposited immediately into a separate lottery bank account. This bank account must be separate from other organizational bank accounts and used for the sole purpose of depositing and disbursing funds earned by conducting LGCA-licensed events.

9.04

Licensees must make payments directly from their lottery bank account to the providers of goods and services and charitable purposes as approved by the LGCA. All forms of payment from the lottery bank account must be supported by invoices and/or receipts. Cash payments for expenses at an event are only allowed if they are supported by receipts that are attached to the applicable event sheet.

9.05

Licensees must submit required financial reports in an approved paper or electronic format. Reports must be complete and accurate and must include copies of all applicable bank statements.

9.06

Within 60 days after the final event, licensees must:

- a) return all unused media bingo product to Manitoba Liquor & Lotteries, when the product was not a special order;
- b) ensure media bingo product is destroyed, when the product was a special order;
- c) disburse all funds as approved with the licence; and,
- d) submit required financial information on approved forms;

unless otherwise approved by the LGCA.

9.07

Licensees must make available to the public on request, information regarding the charitable use of media bingo revenue.

9.08

Licensees must provide the LGCA with supporting documentation for the use of media bingo revenue upon request. This documentation must include, but is not limited to, invoice copies, receipts and written acknowledgements from each recipient.

9.09

Upon written request from the LGCA, licensees must provide an independent audited financial statement or financial review of its media bingo operations.



This document is available in alternate formats, upon request.

