

# Media Bingo

## APPLICATION GUIDE

- This information is provided to help you complete your application.
- These instructions and/or explanations do not replace the Media Bingo Terms and Conditions.
- Please allow 6 weeks for us to process your completed application form.

### SECTION A: Organization Information

This section provides us with important contact information. It also helps us determine your organization's eligibility for a licence.

- 1. Previous Licence:** If your organization was licensed in the past, include the licence number.
- 2. Organization's Full Legal Name:** Must be the full legal name of the organization.
- 3. Physical Address:** Provide your organization's street address, where the building is physically located.
- 4. Mailing Address:** Provide a mailing address, if different than the physical address.
- 5. Background Information:** First-time applicants and organizations that have not been licensed in over three years must complete this question and provide as many of the following supporting documents with the application:
  - charter
  - constitution and by-laws
  - articles of incorporation (and most recent corporate annual return)
  - minutes of most recent annual general meeting
  - membership list
  - most recent financial statement
  - bank statements

All documents provided must be in the applicant organization's name. Additional documentation may be requested.

- 6. Current Executive:** This list must include complete information regarding your elected

executive. Each person whose personal information is being included on the application to be used for our purposes only. They must be prepared to respond to any inquiries regarding this application.

- 7. Media Bingo Contacts:** The media bingo chair is our primary contact. Their contact information must be included to ensure we communicate with the individual from your organization who is responsible for your events.
- 8. Address Where Records Are Kept:** You must retain all records pertaining to your licensed events for a period of three years. The address of where the records are physically kept cannot be a P.O. box number.

### SECTION B: Financial Information

This section will tell us about your financial plan for the operation of the event(s). It also provides us with details about your organization's general financial situation.

- 9. Estimated Expenses:** This section requires you to provide your budgeted expenses to operate media bingo events. Choose per event if you are applying for single events and per month if you are applying for ongoing events. Use the selected period for all estimated expenses identified throughout this section.

The example below, is for a licensee that operates ongoing weekly events; 4 events per month.

- A. Wages** – If you will be paying wages, you must identify each paid position and include the number of people in that



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position for each event. Total that amount for the selected period you are using. Example: You pay the caller \$50 per event, and 2 checkers \$10 each per event. You would specify:

Caller x 1 x \$50 x 4 = \$200

Checkers x 2 x \$10 x 4 = \$80

**B. Promotions** – Identify each promotional or giveaway item. Example: You have budgeted \$100 monthly for promotional items to be given away for customer appreciation when purchasing product. You would specify:

Promotional Calendars/Pens/Dabbers = \$100

**C. Facility Rental / Air Time Fees / Publication Space Fees** – Identify the rent paid for the facility in which you operate your events, media air time in which you operate your events or publication in which you post your media bingo numbers for play. If your organization owns the facility in which you operate events, do not include rent as an expense.

**D. Advertising** – Identify each media used and the amount for all advertising for that period. If you use mobile signs or any other form of advertising, include them in this section.

Example: You wish to advertise weekly in a community newspaper at a cost of \$18 per ad. You would specify:

The Local Times = \$72

(calculation: \$18 x 4 ads)

**E. Professional Services** – Identify only those professional services used specifically for your media bingo operations. The name and type of service provided needs to be included. These service providers may need to be licensed by the LGA and we may contact you for more information. Example: Your organization has hired or has contracted with a professional media bingo manager to assist you in the operation of your events for \$200 per event. You would specify:

Frank Lee – Media Bingo Management Services = \$800 (calculation: \$200 x 4 events)

**F. Media Bingo Product Supplier** – Identify the supplier from which you purchase your media bingo product. If you do not purchase media bingo product from Manitoba Liquor & Lotteries, the supplier you use must be licensed with the LGA and the product itself must meet technical integrity approval. If you do purchase product from Manitoba Liquor & Lotteries, simply check the appropriate box, and continue to include your cost of product for the identified period (per event or per month).

**G. Sales Commissions** – Identify all individuals or retail outlets who assist with selling your media bingo product and the commissions paid to each (if any). Please attach a list if more space is required.

**H. Other Expenses** – Please specify each item.

This area could include such things as:

- Media bingo equipment rental, purchase or maintenance costs.
- Costs associated with stamping and/or packaging product.
- Costs associated with volunteer appreciation (in lieu of wages).
- Any other cost related to the operation of your event(s).

**10. Use of Profits:** List specific details on how the profits from the event will be spent. Please be specific. For example, write “utilities” or “property taxes” rather than “ongoing operating expenses”. Provide supporting documentation, such as a budget or financial plan, for any special projects or programs.

**11. Profit Disbursement Date:** Specify the date that all profits will be used in the areas you have identified. This question must be answered if:

- you are an ongoing licensee with a long-term special project you are saving for
- you are applying for a single event or a limited series of events

Special reporting will be required for funds held outside of your media bingo bank account or if funds will be held for more than 60 days after you cease operating. A detailed plan may be requested for long-term projects (e.g. construction of a new building).

**12. Current Funds:** Does your organization have current funds to cover the cost of prizes? You need to provide a guarantee that all prizes offered in the media bingo will be awarded as promised, regardless of media bingo product sales. This may be in the form of a current bank statement showing a balance equal to or greater than the total cost of all prizes. If your organization does not have sufficient funds, an *Irrevocable Standby Letter of Credit* (sample available upon request) or bank draft is required.

We may ask for additional confirmation, if necessary.

**13. Media Bingo Bank Account:** A separate media bingo chequing account must be used to deposit all revenue. You may not transfer media bingo revenue into any of your organization's general operating accounts.

**14. Media Bingo Accountability Procedures:** Be specific describing each of the required procedures and methods you wish to use to ensure financial, inventory and prize accountability. You must also attach any forms or records you intend to use to support the stated procedures.

## SECTION C: Media Bingo Information

This section provides us with information about your media bingo event's schedule and location.

### 15. Event Schedules and Location:

Select **Ongoing** if you do not have a planned end date, and you want to operate weekly, bi-weekly or monthly events.

Select **Limited Series** if you have a start and end date, and you want to operate weekly, bi-weekly or monthly events within that specific period.

Select **Single Event** for all one-day events.

The following example shows an organization applying for a limited series of media bingo events to be held from July 5 to December 15 on a weekly basis every Monday (1:00 p.m. to 2:00 p.m.) and every Wednesday (7:00 p.m. to 8:00 p.m.) at the same location.

You may attach a separate sheet to apply for multiple events. Please attach a schedule if you have an irregular schedule of events or if you are not able to complete this section.

\*\*\* For televised or radio media bingo events, the **Start Time** must be the time at which you intend to start any part of your event.

LICENCE TYPE	EVENT TYPE AND FREQUENCY		EVENT DAY(S)	EVENT TIME		MEDIA OUTLET/ EVENT LOCATION	
				START	END		
<input checked="" type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Newspaper <input type="checkbox"/> Other (specify)	<input type="checkbox"/> Ongoing	<input checked="" type="checkbox"/> Weekly	<input type="checkbox"/> Sunday			Building/Media Provider <b>ABC Community Access Television</b>	
		<b>OR</b>	<input type="checkbox"/> Bi-weekly Start: _____ (MM/DD/YYYY)	<input checked="" type="checkbox"/> Monday	<b>1 pm</b>		<b>2 pm</b>
	<input checked="" type="checkbox"/> Limited Series	<b>OR</b>		<input type="checkbox"/> Tuesday			Building Address <b>123 Main Street Anytown, Manitoba</b>
		From: <b>07/05/2014</b> To: <b>12/15/2014</b>	<input type="checkbox"/> Monthly <input type="checkbox"/> 1st wk <input type="checkbox"/> 2nd wk <input type="checkbox"/> 3rd wk <input type="checkbox"/> 4th wk	<input checked="" type="checkbox"/> Wednesday	<b>7 pm</b>	<b>8 pm</b>	
	<input type="checkbox"/> Single Event Date: _____ (MM/DD/YYYY)		<input type="checkbox"/> Thursday			Building Owner <b>Community</b>	
		<input type="checkbox"/> Friday					
		<input type="checkbox"/> Saturday					

**16. Closed Periods:** You must identify any specific period of time when you do not intend to operate events within your schedule (e.g. summer closures, Christmas Day, etc.). You must notify us prior to any subsequent closures by submitting a Licence Amendment Request Form.

**17. Partnerships or Associations:** If you have formed a partnership or association with any other organization for the purpose of operating these events, please identify them in this section.

### SECTION D: Media Bingo Program and Product Information

This section provides us with specific information about your media bingo games, house rules and product used. We will use this section to determine whether you are conducting appropriate games and that the rules and criteria are clearly communicated to players.

**18. Game Program and House Rules:** You must attach the game program you will be providing to your players. It should clearly identify the games played and the prizes offered and must include your own house rules, as specified in 7.01 of the Media Bingo Terms and Conditions. Your organization’s name, licence number and event start time should also be on your program.

**19. Media Bingo Product:** You must list all product offered for sale at your events. The product code, product description, the games played on them and the price charged for each must be identified. Please be sure you have included ALL PRODUCT you wish to use, as errors or omissions will cause problems when placing product orders with Manitoba Liquor & Lotteries.

Example:

PRODUCT CODE	PRODUCT DESCRIPTION	GAME PLAYED WITH THIS PRODUCT	SELLING PRICE
#091	Bonanza Triple Media (Blue)	Wee House into Full House Game	\$3.00
#085	Bonanza Single Media (Blue)	Wee House into Full House Game	\$1.00

**20. Sample Imprinting and Sample Product:** If you are a first-time applicant, please include a sample of what you intend to include on a stamp or imprint on your media bingo product. If you are being re-licensed, simply enclose an imprinted product sample.

### Section E: Reporting

**21.** If you will be required to report, please indicate the financial reporting method you would prefer and the person responsible for preparing and submitting the report.

### Section F: Certification

**22.** The president and another executive must sign and date the application. Make sure both individuals have read, understood and agree to abide by the Media Bingo Terms and Conditions and the information included in your completed application before signing it.

#### Did you remember to:

This section of the application will provide a checklist to assist you with submitting a completed application for efficient and timely processing. Missing or incomplete information may result in your application being delayed or returned to you. When fully completed, please send your application form to our Gaming Licence Department at 1055 Milt Stegall Drive, Winnipeg, Manitoba R3G 0Z6, by email to [gaminglicence@LGCamb.ca](mailto:gaminglicence@LGCamb.ca), or by fax to 204-927-5385.