

MGM Resorts International Event Marketing and Sponsorships

Align your brand with one of the world's leading global hospitality companies, operating an unmatched collection of destination resort brands

Where Brands Come Together

MGM Resorts International operates a unique portfolio of destination resorts in Las Vegas and select markets designed to provide customers with a total resort experience, including: first-class accommodations, dining and amenities; exciting production shows; state-of-the-art meeting and convention facilities; venues for headline entertainment and shopping and attractive gaming facilities.

Your Name...HERE

Capture 65 million customers

Key demographic audience between the ages of 35 and 65 years of age

Las Vegas resort brands include ARIA, Bellagio, Vdara, MGM Grand, The Signature at MGM Grand, Mandalay Bay, THEhotel at Mandalay Bay, The Mirage, Monte Carlo, New York-New York, Luxor, Excalibur and Circus Circus

Join MGM Resorts International, a global brand synonymous with A-list entertainment and invested brand equity



Opportunities to Align Your Brand with MGMRI Event Marketing & Sponsorships

Advertising & Public Relations
Guerrilla Marketing
Sweepstakes
Product Placement
Sampling
Hospitality

Creative Development and Brainstorming
Datashare
Internet: Social Media and Mobile Marketing
On Premise Brand Activations
Retail

Event-driven Alignment

Brand Visibility
Result Oriented Measurement
Multi-platform Consumer-facing Sponsorships
Co-branding Opportunities
Impression-based Media Valuations

About EM&S

A subdivision of MGM Resorts Corporate Advertising – Event Marketing and Sponsorships leads the development and execution of annual proprietary event programs among MGM Resorts International Las Vegas resorts, including sponsorship support for city-wide events that impacting MGMRI properties on multiple levels. It is also responsible for the evaluation, negotiation and execution of corporate and property-based sponsorship agreements. Beyond sponsorship packages, the team also works to sell large-format media, naming rights, IP and brand integration opportunities for all Las Vegas resorts, providing analysis of reach and frequency among hotel guests and supporting media sales agencies that represent corporate assets in the market.

Calendar of Events:

Fabulous, July 12 - 15

iHeart Radio, September 21 - 23

Professional Bull Riders, October 24 - 28

National Finals Rodeo, December 6 - 16

Barrett-Jackson, September 20 - 22

Food & Wine All Star Weekend, October 5 - 7

Bitten, October 26 - 28 and 31

