



# Event Examples Marketing Activity

*Last updated 19/04/21*

## Competition



Skill based competition held in an event space for invited eligible Crown Rewards members

# Video Star Challenge – 30 JUN 2018



E-vite (English)

You're invited to compete in



Event 1: Saturday 3 & Sunday 4 March 2018  
 Event 2: Saturday 21 & Sunday 22 April 2018  
 Championship: Saturday 30 June 2018

**SESSION TIMES**

12.30pm – 2.00pm    4.30pm – 6.00pm    8.30pm – 10.00pm

**PRIZES**

The two winners of each Session will share in 300,000 Crown Rewards Points with the top 10 winners over each weekend (excluding Saturday 30 June 2018) to share in 2,000,000 Crown Rewards Points.

The top 20 winners of the overall Competition will share in over \$65,000 in cash and Crown Rewards Points.

Register each day in the Mahogany Black or Platinum Salon  
 Please RSVP no later than Tuesday 27 February 2018




Patrons must be 18 years or over and not prohibited from entering the casino or the Crown Entertainment Complex for any reason. If you do not wish to receive any further communication from us, please write to Crown Melbourne Limited, 9 Melbourne Street, Southbank, Victoria 3006, email [enquiries@crownmelbourne.com.au](mailto:enquiries@crownmelbourne.com.au) or call 1300 4 CROWN.

Absentee is by invitation and RSVP only. This Competition is only open to selected Crown Rewards Black Box members and selected VIP program members. Members are bound by Crown Rewards and The Mahogany Room rules. To enter the Competition, members must appear in their session with a valid Crown Rewards Card. Members are eligible to participate in one Game per Session only. The Competition commences at 12.30pm on Saturday 3 March 2018 and concludes at 10.00pm Saturday 26 June 2018. Winners of prizes over 10,000 will have their details published on [www.crownmelbourne.com.au](http://www.crownmelbourne.com.au) Friday 7 July 2018 for 21 days. Full terms and Conditions will be available at the Mahogany Room reception for the duration of the Competition.

## Dinner

Dinner held onsite or offsite for select invited patrons of a certain membership tier



# Platinum Birthday Dinners – 19 DEC 2017



E-vite

LET US HELP YOU AND YOUR GUEST

*Celebrate your Birthday in Style*

BIRTHDAY DINNER mahogany DECEMBER 2017



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Tuesday 19 December 2017 at 7:00pm

Please RSVP your attendance one week prior to the date of the dinner\* by contacting your Mahogany Executive Host.

  
Peter Lawrence  
General Manager – VIP Customer Service



\*Due to insurance seating restrictions confirmation attendance is required. Open to those 18 years of age and over.

# Mid-Autumn Tia To Dinners – 11-18 SEP 2018



**Gold E-vite**

**MID-AUTUMN FESTIVAL**

Crown Melbourne invites you and a guest to join us to celebrate Mid-Autumn Festival with dinner at Tia To.

**7:00pm Tia To Level | Crown Melbourne**  
Please RSVP to [rsvpgold@crownmelbourne.com.au](mailto:rsvpgold@crownmelbourne.com.au) to secure your spot.

Tuesday 11 September  
Tuesday 18 September

Booking dependent on availability.

Crown Melbourne trân trọng kính mời Quý khách và 1 người bạn đến tham dự buổi ăn tối thần mật tại nhà hàng Tia To cùng Vui Trung Thu và chúng tôi.

7 giờ 00, Tia To  
Lầu 1 Crown Melbourne

Xin phúc đáp [rsvpgold@crownmelbourne.com.au](mailto:rsvpgold@crownmelbourne.com.au) để đặt chỗ của Quý khách.

Thứ Ba, 11 tháng 9  
Thứ Ba, 18 tháng 9

Đặt chỗ sẽ cần sự thuận vào số lượng ghế ngồi.

**CROWN**

**Platinum E-vite**

**MID-AUTUMN FESTIVAL**

Crown Melbourne invites you and a guest to join us to celebrate Mid-Autumn Festival with dinner at Tia To.

**7:00pm Tia To Level | Crown Melbourne**  
Please RSVP to [rsvpgold@crownmelbourne.com.au](mailto:rsvpgold@crownmelbourne.com.au) to secure your spot.

Wednesday 11 September  
Wednesday 19 September

Booking dependent on availability.

Crown Melbourne trân trọng kính mời Quý khách và 1 người bạn đến tham dự buổi ăn tối thần mật tại nhà hàng Tia To cùng Vui Trung Thu và chúng tôi.

7 giờ 00, Tia To  
Lầu 1 Crown Melbourne

Xin phúc đáp [rsvpgold@crownmelbourne.com.au](mailto:rsvpgold@crownmelbourne.com.au) để đặt chỗ của Quý khách.

Thứ Tư, 11 tháng 9  
Thứ Tư, 19 tháng 9

Đặt chỗ sẽ cần sự thuận vào số lượng ghế ngồi.

**CROWN**

## Gala



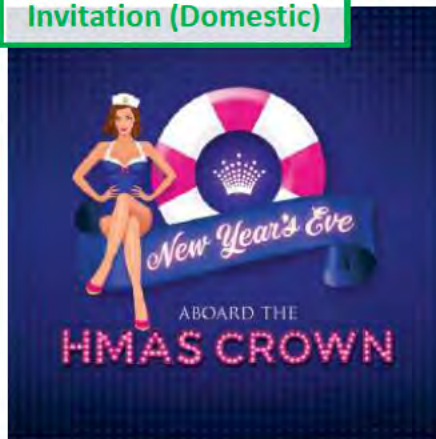
Seated invite only dining event for a large number of people, typically in Palladium, no prize draw component



# New Year's Eve Aboard the HMAS Crown – 31 DEC 2018



## Invitation (Domestic)



IT'S TIME TO PULL UP ANCHOR AND JOIN US FOR THE YEAR'S BIGGEST PARTY AS WE SAY

*Bon Voyage*  
2018



MONDAY 31 DECEMBER 2018 | 7:30PM  
PALLADIUM, CROWN MELBOURNE

DRESS CODE: NAUTICAL - DRESS TO IMPRESS!

RQVY essential by Friday 7 December to your Sales Manager or Personal Host



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是时候拉起您的船锚，  
與我們一起參加今年最大的盛會，  
向2018告別



2018.12.31 晚上7點30  
皇冠鉑金宴會廳

著裝：航海主題服飾

請於12月7號前向您的銷售經理或者公關員復



本活動之內容如有更改恕不另行通知，詳情請向本活動之銷售經理或公關員查詢。© Crown Resorts Limited 2018. All rights reserved. No part of this publication may be reproduced without prior written permission from Crown Resorts Limited.

Đến thời điểm nhổ neo và nói lời chào tạm biệt năm 2018.  
Hãy cùng chúng tôi tham gia vào một trong những bữa tiệc  
lớn nhất trong năm.



Thứ Hai, ngày 31, tháng 12, năm 2018 | Thời gian: 7.30 tối  
Địa điểm: Palladium, Crown Melbourne

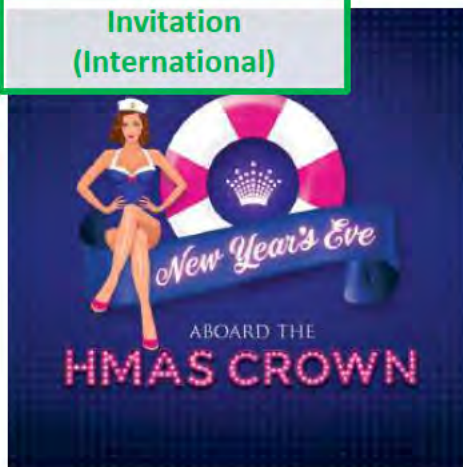
Chọn trang phục thật ấn tượng như những người Thủy Thủ

Xác nhận tham dự với đại diện chăm sóc khách hàng của  
Crown trước Thứ Sáu, ngày 07, tháng 12.



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## Invitation (International)



IT'S TIME TO PULL UP ANCHOR AND JOIN US FOR THE YEAR'S BIGGEST PARTY AS WE SAY

*Bon Voyage*  
2018

MONDAY 31 DECEMBER 2018 | 7:30PM  
PALLADIUM, CROWN MELBOURNE

DRESS CODE: NAUTICAL - DRESS TO IMPRESS!

Confirm your Crown Resorts VIP representation  
by Friday 7 December to secure your place.



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是时候拉起您的船锚，  
與我們一起參加今年最大的盛會，  
向2018告別

2018年12月31日 星期一晚上7:30  
皇冠鉑金宴會廳

著裝：航海主題服飾

請於星期五12月7號前向您的銷售經理或者公關員復



本活動之內容如有更改恕不另行通知，詳情請向本活動之銷售經理或公關員查詢。© Crown Resorts Limited 2018. All rights reserved. No part of this publication may be reproduced without prior written permission from Crown Resorts Limited.



# New Year's Eve Aboard the HMAS Crown – 31 DEC 2018



## E-vite (English)



## E-vite (Chinese)



## E-vite (Vietnamese)



## Program



## Email signature banner



# New Year's Eve Aboard the HMAS Crown – 31 DEC 2018



Card Signs



## Golf Tournament

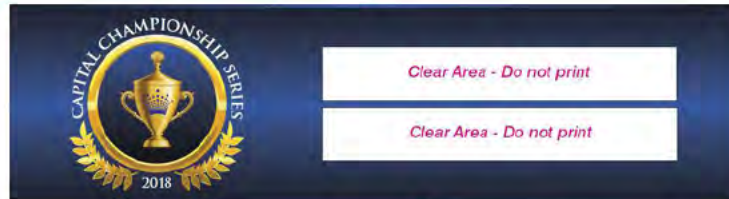


Golf tournament at Capital Golf Club for select invited VIP patrons

# Capital Championship Golf Series – 10 & 11 AUG 2018



## Buggy Decal



## Invitation



## Prize Certificate - Cash



## Prize Certificate – Crown Rewards Points





# Victorian Golf Invitational – 25 AUG 2018



Buggy Decal



Prize Certificate –  
Crown Rewards Points



Invitation



## Lifestyle

Events relating to leisure and lifestyle, no prize draw component



# Suit Supply – 12 & 13 OCT 2018



E-vites

Suitsupply & Crown Invite you to an

## EXCLUSIVE SHOPPING EVENT

at the Crown Towers' Crystal Villa.

Join us for a one-on-one styling session and enjoy a \$500 Suitsupply voucher to celebrate Spring Racing Carnival fashions

**Friday 12th & Saturday 13th**  
Crown Towers Crystal Villa

**Find your own perfect fit**

**SUITSUPPLY**

**CROWN**

If you do not wish to receive any further communication from us, please write to Crown Melbourne Limited, 8 Whiteman Street, Southbank, Victoria 3006, email [unsubscribe@crowntowers.com.au](mailto:unsubscribe@crowntowers.com.au) or call 1300 8 CROWN.

Attendance is by invitation and RSVP only. All guests must be over 18 years of age and not prohibited from entering the casino or the Crown Entertainment Complex for any reason. Subject to Crown Rewards and Mahogany Room rules.

**RECHERCHÉ GARDNER**  
Event Production | Phone: 03 9439 1111 | Email: [info@recherche.com.au](mailto:info@recherche.com.au) | Website: [www.recherche.com.au](http://www.recherche.com.au)

Suitsupply & Crown Invite you to an

## EXCLUSIVE SHOPPING EVENT

at the Crown Towers' Crystal Villa.

Join us for a one-on-one styling session and enjoy a custom made suit by Suitsupply to celebrate Spring Racing Carnival fashions.

**Friday 12th & Saturday 13th**  
Crown Towers Crystal Villa

**Find your own perfect fit**

**SUITSUPPLY**

**CROWN**

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Event Production | Phone: 03 9439 1111 | Email: [info@recherche.com.au](mailto:info@recherche.com.au) | Website: [www.recherche.com.au](http://www.recherche.com.au)





## Prize Draw



Events where prizes are given away to patrons. The winners are selected at random usually by drawing the names out of a barrel or similar random chance to win mechanic.



# Christmas in July – 7 JUL 2018



## Email Banners



## Prize Certificates



## Barrel Stickers



## Entry Cards






# Mid-Autumn Lucky Reds – 22 SEP 2018



**Invitation**





As a valued Crown Interstate Customer, you and a guest are invited to celebrate Mid-Autumn Festival and participate in the

## LUCKY REDS CASH DRAW

at River Room and you will have the opportunity to win a share in

# \$100,000 OF CASH PRIZES\*

River Room, Level 1 Crown Towers  
Saturday 22 September 2018  
7pm  
Draw draw @ 8:45pm

To enter the prizet draw and receive a complimentary entry form, open a program between 6am - 9 September 2018 - 3pm Saturday 22 September. One additional entry will be given for every \$100,000 in turnover thereafter.

Please RSVP for you and a guest to your State Sales Manager to secure your place

**Luke Di Paolo**  
Vice President Domestic Sales Table Games

皇冠尊贵的洲际客户，我们诚邀您下酒席一名贵宾参加中秋盛会，邀请佳宾，参与

## LUCKY REDS 幸运现金抽奖

亲临River Room，届时将有现金赢取抽奖，分享总值

# \$100,000 现金奖\*

River Room, Level 1 Crown Towers  
2018年9月22日星期六  
晚7时抽奖时间晚8时45分

自9月6日至9月9日上午6时至9月12日星期六下午3时期间开进计划，即可获赠一张免费抽奖券参与抽奖，此后每\$100,000的流水将获赠额外抽奖券一张。

请向您的州销售经理以确保保留位

Crown 诚邀每位贵宾携同一名贵宾参加中秋盛会，邀请佳宾，参与

## BOC THAM TRUNG THUONG "MAU DO MAY MAN"

Tại sảnh và tại River Room 88 số sẽ hội trường một trong

# \$100,000

**những giải thưởng tiền mặt tổng trị giá\***

River Room, Bu 1 Crown Towers  
Thứ Bảy ngày 22 tháng 9 năm 2018  
Lúc 7 giờ 00 và rút thăm may mắn lúc 8:45 giờ

Mỗi khách khoản từ 6 giờ sáng ngày 17 tháng 9 năm 2018 đến 3 giờ chiều ngày thứ Bảy 22 tháng 9 sẽ nhận được một phiếu rút thăm may mắn và mỗi \$100,000 vốn luân chuyển quy mô được nhận thêm một phiếu rút thăm may mắn.

Hãy liên hệ ngay với giám đốc phòng Kinh Doanh trong nước để giữ chỗ cho quý vị



# Mid-Autumn Lucky Reds – 22 SEP 2018

## E-vite - English

**LUCKY REDS CASH DRAW**

As a valued Crown Interstate Customer, you and 4 guests are invited to celebrate Mid-Autumn Festival and participate in the **LUCKY REDS CASH DRAW**.

Attend Our Moon and you will have the opportunity to win a share in **\$100,000 OF CASH PRIZES**.

Place: Room, Level 1, Crown Towers  
 Saturday 22 September 2018  
 7pm - 10pm

To win, the prize draw and receive a complimentary entry form, sign a program between 6pm-9pm September 2018 - 9pm Saturday 22 September. One additional entry will be given for every \$100,000 in turnover thereafter.

Make \$200 for you and a guest to win \$100,000. Prizes increase your chance.

**Like Us On Facebook**  
 Visit Facebook.com/CrownSales, Twitter @CrownSales

Prizes may be subject to change without notice. See the official program for full terms and conditions. The prize draw will be held on Saturday 22 September 2018 at 7pm-10pm. The prize draw will be held on Saturday 22 September 2018 at 7pm-10pm. The prize draw will be held on Saturday 22 September 2018 at 7pm-10pm. The prize draw will be held on Saturday 22 September 2018 at 7pm-10pm.

## E-vite - Chinese

**LUCKY REDS CASH DRAW**

LUCKY REDS 幸运现金抽奖

**\$100,000 现金奖**

Place: Room, Level 1, Crown Towers  
 Saturday 22 September 2018  
 7pm - 10pm

为了庆祝中秋节，我们邀请了您和四位贵宾参加中秋赏月，并参加 **LUCKY REDS 幸运现金抽奖**。

参加我们的赏月，您将有机会赢取一份 \$100,000 的现金大奖。

为了赢取现金大奖，请参加我们的抽奖活动。请于 2018 年 9 月 22 日（星期六）晚上 7 点至 10 点，在皇冠酒店 1 楼大堂参加抽奖活动。每消费 \$100,000 即可获赠一份抽奖券。此后每消费 \$100,000 即可获赠一份抽奖券。

为了赢取现金大奖，请参加我们的抽奖活动。请于 2018 年 9 月 22 日（星期六）晚上 7 点至 10 点，在皇冠酒店 1 楼大堂参加抽奖活动。每消费 \$100,000 即可获赠一份抽奖券。此后每消费 \$100,000 即可获赠一份抽奖券。

**Like Us On Facebook**  
 Visit Facebook.com/CrownSales, Twitter @CrownSales

## Event Update/Change Notice

**LUCKY REDS CASH DRAW**

As a valued Crown Interstate Customer, Crown invites to attend our Mid-Autumn Festival **Lucky Reds cash draw on Saturday 22 September 2018**.

To win, the prize draw and receive a complimentary entry form, sign a program between 6pm-9pm September 2018 - 9pm Saturday 22 September 2018. One additional entry will be given for every \$100,000 in turnover thereafter.

Place: Room, Level 1, Crown Towers  
 Saturday 22 September 2018  
 7pm - 10pm

To win, the prize draw and receive a complimentary entry form, sign a program between 6pm-9pm September 2018 - 9pm Saturday 22 September 2018. One additional entry will be given for every \$100,000 in turnover thereafter.

Place: Room, Level 1, Crown Towers  
 Saturday 22 September 2018  
 7pm - 10pm

**Like Us On Facebook**  
 Visit Facebook.com/CrownSales, Twitter @CrownSales

## E-vite - Vietnamese

**LUCKY REDS CASH DRAW**

**BỐC THĂM TRÚNG THƯỞNG "MÀU ĐỎ MÂY MÀN"**

**\$100,000**  
 những giải thưởng tiền mặt tổng trị giá

Place: Room, Level 1, Crown Towers  
 Saturday 22 September 2018  
 7pm - 10pm

Để mừng lễ hội Trung Thu, chúng tôi mời bạn và 4 vị khách tham gia thưởng trăng và tham gia **BỐC THĂM TRÚNG THƯỞNG "MÀU ĐỎ MÂY MÀN"**.

Để có cơ hội trúng thưởng \$100,000 tiền mặt, vui lòng tham gia bốc thăm vào ngày 22 tháng 9 năm 2018, từ 7 giờ tối đến 10 giờ tối tại tầng 1, sảnh lễ tân của khách sạn Crown Towers.

Để có cơ hội trúng thưởng \$100,000 tiền mặt, vui lòng tham gia bốc thăm vào ngày 22 tháng 9 năm 2018, từ 7 giờ tối đến 10 giờ tối tại tầng 1, sảnh lễ tân của khách sạn Crown Towers.

**Like Us On Facebook**  
 Visit Facebook.com/CrownSales, Twitter @CrownSales



# Mid-Autumn Lucky Reds – 22 SEP 2018



## Email Banner



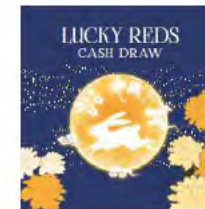
## Barrel Stickers



## Prize Certificates



## Entry Cards



## Media Wall





## Sporting Event



Events that involve sporting activity, outside of Capital Golf Course golf tournaments

# Fishing Championship Series – 1 DEC 2018



E-vite

YOUR EXCLUSIVE INVITATION



Crown is delighted to invite you to participate in the

**FISHING CHAMPIONSHIP SERIES**

The series will consist of three fishing events offering both team and individual prizes as well as the chance to be crowned

**THE ULTIMATE FISHING CHAMPION**

who will win a share in 1 million Crown Rewards Points

Attend a minimum of two tournaments throughout the series

**SERIES SCHEDULE**

Saturday 1st December 2018  
 Sunday 27th January 2019  
 Saturday 2nd March 2019



If you do not wish to participate in the Championship Series, please write to Crown Medals Limited, 1 Whitson Street, Eastleigh, Hants SO50, email [enquiries@crownsports.com](mailto:enquiries@crownsports.com) or call 1 800 070961.

\*Terms & Conditions: Attendance is by invitation and RSVP. Only full guests must be over 18 years of age and not prohibited from entering the venue of the Crown Championship Complex for any reason.

Prize certificate



**CONGRATULATIONS**

YOU HAVE WON

**100,000**

**CROWN REWARDS POINTS**

DATE: SATURDAY 1ST DECEMBER 2018      EXPIRY: SUNDAY 31 MARCH 2019

ADDRESS: UK, GB, IE, CA, HK, SG, CHN




## Ticketing



Tickets purchased to shows, concerts and events for select invited VIP members

# Call of the Card – 4 NOV 2019



E-vite



## CALL OF THE CARD

Call Of The Card proudly supported by TABCORP

Crown & Tabcorp take great pleasure in inviting you to this year's Call Of The Card.

Join us and place your bets this Melbourne Cup Carnival with some of Melbourne's best bookmakers.

Welcome drinks 11.30am | Doors open 11.50am | Event commences 12 noon

Monday 4 November 2019 | Crown Palladium  
Attire: Business

TAB



responsibility

# IMG Tennis Party – 13 JAN 2019



E-vite

On behalf of Crown, we would like to invite you and a guest to the

## CROWN IMG TENNIS PARTY

Sunday 13th January 2019  
5.00pm - 9.30pm

Crown Aviary  
8 Whitehall Street, Southbank  
Enter via the elevators at Crown Towers Hotel to level 3

Dress: Casual Cocktail

Please RSVP by Monday 7th January 2019  
[rsvp@crownmelbourne.com.au](mailto:rsvp@crownmelbourne.com.au)



IMG MASERATI PASPALEY DANN  
@CROWNRESORTS | #CROWNTENNISPARTY

## Tournament



Tournament open to Crown Rewards members, held in Mahogany or Teak Room





# Roulette Tournament – 13 NOV – 9 DEC 2018



E-vite

Prize Certificate



**roulette**  
TOURNAMENT

Round 1 & 2: Saturday 8 December 2018  
 Round 3: Sunday 9 December 2018  
 Finals: Sunday 9 December 2018

**1st place** – \$40,000 cash + trophy  
**2nd place** – \$10,000 cash  
**3rd place** – \$5,000 cash  
**4th place** – \$3,000 cash  
**5th place** – \$1,000 cash  
**6th place** – \$1,000 cash

Please RSVP to your State Sales Manager to secure your place.\*

**CROWN**



**roulette**  
TOURNAMENT

Date: Sunday 9 December 2018  
 Expiry date: Saturday 31 March 2019

**CONGRATULATIONS YOU HAVE WON**  
**\$40,000**

Date: \_\_\_\_\_  
 Patron Name: \_\_\_\_\_  
 Patron No: \_\_\_\_\_  
 Patron Signature: \_\_\_\_\_  
 Received By: \_\_\_\_\_  
 Cashier: \_\_\_\_\_ ID# \_\_\_\_\_  
 Authorized By: \_\_\_\_\_ ID# \_\_\_\_\_  
 Casino Management: \_\_\_\_\_ ID# \_\_\_\_\_

REGISTRATION AND ENTRY FEE: \$100.00

**CROWN**