

The last few minutes of a sports event are known as “crunch time,” and Foxwoods Resort Casino is expanding a New York sports marketing pact with an eye toward crunching its competition.

The Mashantucket Pequot Tribal Nation-owned casino announced an initiative Tuesday in which it bought exclusive advertising rights to the final five minutes of New York Knicks, New York Rangers,

New York Islanders and New Jersey Devils home games carried on the MSG and MSG Plus TV channels. The pact includes promotions inside Madison Square Garden during Knicks and Rangers home games.

The contract, an expansion of an existing relationship, is a multi-year deal, although Foxwoods declined to say exactly how many years or how much it is paying for the rights. Industry sources put the figure at at least \$1 million.

Foxwoods is trying to put its name on more things in the largest city in the world as a way to blunt increasing competition in key markets and lure more patrons away from Atlantic City. Among its recent moves was signing an agreement with the New York Racing Association to sponsor three major horse races and buying the naming rights for a theater in busy Times Square.

“The last five minutes of any sporting event are the most exciting and widely viewed part of the games, so the Foxwoods Final Five presents a signature opportunity for Foxwoods to engage a captive audience in the world’s largest media market,” said Robert Victoria, chief marketing officer for Foxwoods and its sister MGM Grand at Foxwoods property.

Leaving its mark

The Foxwoods Final Five logo will be shown on Madison Square Garden’s large central scoreboard during the closing minutes of the basketball and hockey games. It also will be visible outdoors on the landmark arena’s Seventh and Eighth Avenue facades. The casino’s logo already adorns the front of the jerseys of the New York Liberty, a women’s pro basketball team that plays its home games at Madison Square Garden.

Foxwoods snatches up the Final 5 - Norwich Bulletin

Written by Administrator

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“Foxwoods has been an MSG partner for nearly two years, and we continue to expand the relationship to include innovative and exciting opportunities,” said Greg Elliott, senior vice president of marketing partnerships at MSG Sports.

New York touches are being added to Foxwoods’ Connecticut property. Besides having well-known Big Apple names like Junior’s and Nathan’s on its restaurant roster, the casino held a United Nations-style Diversity Fair and opened an outdoor skating rink similar to Rockefeller Center’s ice facility.

Massachusetts is another key market for Foxwoods. Victoria declined to say if the casino is expanding its marketing agreements with Boston teams.

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