

St. John's Sports & Entertainment Ltd.

50 New Gower Street, St. John's, NL A1C 1J3

info@mbcentre.ca | info@sjcc.ca

mbcentre.ca | sjcc.ca | 709.758.1111

Featured Craft Beer Program

Introduction

Want to put your craft beer on display for thousands of guests at Mary Brown's Centre? St. John's Sports & Entertainment Ltd. (SJSEL) invites local craft breweries to participate in our featured craft beer program.

The opportunity

Showcase your craft beer at our dedicated local bar, where guests will be able to find their favourite local beers and discover new ones. We will also feature craft beer in 2 new, self-serve beer dispensing machines that will be sure to capture the attention of our guests.

How will it work?

The year will be divided into two periods. Each period we will feature different beer.

Here's how it looks:

1. September 1st – December 31st = \$2,000 (per SKU)
2. January 1st – May 31st = \$2,500 (per SKU)

What type of beer are we looking for?

Mary Brown's Centre has an official Beer Pouring Partner that offers a variety of popular lagers. We are seeking products that will compliment the products of our Beer Pouring Partner and diversify the offerings at Mary Brown's Centre. As such, we are looking for craft breweries to fill the whitespace in our beer lineup by supplying alternate styles of beers, such as sours, IPAs, etc.

What's our selection process?

Our primary goal is guest experience. We want all our patrons to find something that satisfies their taste. To do so, we will collaborate with interested local craft breweries to identify a product that fills a gap and improves the guest experience. Ultimately, SJSEL will decide on a suite of craft products that we believe meet our guests' desires.

What's on tap at Mary Brown's Centre?

Partners can reasonably assume the following events and estimated yearly attendance based on historical data:

- QMJHL Hockey Games: 32 regular season games, plus exhibition/playoff games, with an average attendance projected to be 5000 per game.
- BSL Basketball: 24 regular season games, with an average attendance of 800-1000 per game.
- 1 Major sporting event per year with attendance varying depending upon event, number of days, etc. For example, the Grand Slam of Curling had over 105,000 tickets sold over a six-day period.
- Up to 16 concerts per year, with average attendance of approximately 3500-4000 per event.

[Check out our events schedule.](#)

Timeline:

The deadline to submit your proposal for period #1 (September 1st – December 31st) is **5:00 PM on August 29th, 2025.**

Interested?

Contact Kristian Piraino, Manager of Corporate and Community Partnerships at kpiraino@sjsel.ca.