



CELEBRITY POKER TOUR

2024 | LIVE ON **pokerGO**





2024 SCHEDULE

FEBRUARY 8TH

**CELEBRITY
POKER TOUR**



AUGUST 31ST



CHAMPIONSHIP

MAY 4TH

**CELEBRITY
POKER TOUR**

**SUMMER
INVITATIONAL**

NOVEMBER 20TH

**CELEBRITY
POKER TOUR**

**CREATOR
INVITATIONAL**

BETWEEN INVITATIONALS

**CELEBRITY
POKER NIGHTS**



*Dates subject to change within a ~14 day range

*Minimum of Four
*All within 21 days prior to the upcoming invitational



CREATING VIRAL MOMENTS ONE INVITATIONAL AT A TIME





UPCOMING TOURNAMENT



INVITATIONAL

Building upon the success of our previous invitational, which shattered tournament records with an unprecedented number of unique aggregate live viewers, we invite everyone to join us for **CPT's *Second Celebrity Poker Invitational*** in the heart of Las Vegas, coinciding with the excitement of Super Bowl weekend.

Watch a night of high-stakes poker and star-studded entertainment as we bring together pro-athletes, A-list celebrities, seasoned poker players, and viral creators under one roof. Tune in to witness the drama, skill, and entertainment unfold right before your eyes as unresolved rivalries and hidden poker enthusiasts add an extra layer of intrigue to the already thrilling mix.





BRAND INTEGRATIONS

PHYSICAL ACTIVATIONS

- STEP & REPEAT LOGO PLACEMENT
- ENTRANCE SIGNAGE LOGO PLACEMENT
- FELT LOGO PLACEMENT ON ALL TABLES
- INNER LINING LOGO PLACEMENT ON MAIN EVENT TABLE
- BRANDED REBUY CHIPS FOR WHEN PLAYERS GET ELIMINATED
- GIFT MERCHANDISE & SEED PROMO ITEMS
- RESKINNING OF STUDIO WALL PANELS
- HOST POST-ELIMINATION INTERVIEWS
- NICHE BRANDING (I.E. TOURNAMENT TROPHY, PLAYER WRISTBANDS, TABLE NAME CARDS, MERCH COLLABS, ETC.)
- BAR/LOUNGE TAKEOVER
- AFTER-PARTY SPONSOR

DIGITAL ACTIVATIONS

- COMMERCIAL FILLS
- COMMENTATOR CALL-TO-ACTIONS W/ ON-SCREEN GRAPHICS
- LOGO ON ALL STUDIO TV'S
- LOGO ON 20FT LED SCREEN BEHIND THE MAIN EVENT TABLE
- LOGO PLACEMENT ON OFFICIAL TOURNAMENT FLYER
- BRAND A 15 MINUTE 'PLAYER-BREAK' DURING THE BROADCAST
- BE A PREGAME/PRE-SHOW SPONSOR
- BRAND TOURNAMENT MOMENTS (I.E. ALL-IN'S, BLUFFS THAT WIN, ELIMINATIONS, REBUYS, ETC.)

ADDITIONAL ADD-ONS

- HAVE PLAYERS BE OFFICIAL BRAND "BOUNTIES" (I.E. IF A BOUNTY PLAYER GETS ELIMINATED, WHOEVER ELIMINATED THEM RECEIVES A PRIZE FROM YOU)
- PRODUCT GIVEAWAYS
- INCLUSION IN PRESS ARTICLES
- BRAND FOCUSED VIDEOS (LONG & SHORT FORM)
- GUESTLIST INVITES
- TOURNAMENT SEAT FOR YOUR BRAND AMBASSADORS
- *RESORTS WORLD* ROOM DISCOUNT FOR TEAM EXECUTIVES



WHAT'S A WIN?





PLATINUM

PHYSICAL ACTIVATIONS

- STEP & REPEAT LOGO PLACEMENT FOR RED CARPET PHOTOS
- ENTRANCE SIGNAGE LOGO PLACEMENT
- FELT LOGO PLACEMENT ON ALL TABLES
- GIFTING OPPORTUNITY (ABILITY TO GIFT EACH CELEBRITY AN ITEM OF YOUR CHOICE)

DIGITAL ACTIVATIONS

- (2) COMMENTATOR CALL-TO-ACTIONS W/ ON-SCREEN GRAPHIC (20 SECONDS EACH)
 - UTILIZE TOURNAMENT MOMENTS TO TRIGGER CTA (I.E. ALL-INS, BLUFFS, ELIMINATIONS, ETC.)
- LOGO PLACEMENT ON OFFICIAL TOURNAMENT FLYER
- LOGO CYCLED ON ALL STUDIO TV'S

ADDITIONAL ADD-ONS

- *RESORTS WORLD* ROOM DISCOUNT FOR TEAM EXECUTIVES
- (1) PLAYER AS AN OFFICIAL BRAND "BOUNTY". WHOEVER ELIMINATES THEM RECEIVES A PRIZE FROM YOU (PLAYER CHOSEN AT ENCLAVE'S DISCRETION)
- YOUR BRAND MENTIONED IN ALL PR EXECUTED BY ENCLAVE SURROUNDING THE TOURNAMENT
- (2) 15 SECOND MICRO-CLIPS

TOTAL: \$30,000



DIAMOND

PHYSICAL ACTIVATIONS

- STEP & REPEAT LOGO PLACEMENT FOR RED CARPET PHOTOS
- ENTRANCE SIGNAGE LOGO PLACEMENT
- FELT LOGO PLACEMENT ON ALL TABLES
- LOGO PLACEMENT ON THE INSIDE LINING OF THE MAIN EVENT TABLE
- GIFTING OPPORTUNITY (ABILITY TO GIFT EACH CELEBRITY AN ITEM OF YOUR CHOICE)
- LOGO PLACEMENT ON WRISTBANDS FOR ALL ATTENDEES

DIGITAL ACTIVATIONS

- (2) COMMERCIAL FILLS ON MAIN BROADCAST (30 SECONDS EACH)
 - COMMENTATOR CALL-TO-ACTIONS INCLUDED IN EACH (2 TOTAL)
- LOGO PLACEMENT ON OFFICIAL TOURNAMENT FLYER
- LOGO CYCLED ON THE 20FT LED SCREEN BEHIND THE MAIN EVENT TABLE
- LOGO CYCLED ON ALL STUDIO TV'S
- BRAND A 15 MINUTE 'PLAYER-BREAK' DURING THE BROADCAST

ADDITIONAL ADD-ONS

- *RESORTS WORLD* ROOM DISCOUNT FOR TEAM EXECUTIVES
- (2) PLAYERS AS OFFICIAL BRAND "BOUNTIES". WHOEVER ELIMINATES THEM RECEIVES A PRIZE FROM YOU (PLAYERS CHOSEN AT ENCLAVE'S DISCRETION)
- YOUR BRAND MENTIONED IN ALL PR EXECUTED BY ENCLAVE SURROUNDING THE TOURNAMENT
- (2) 15 SECOND MICRO-CLIPS
- (1) 30 SECOND BRAND-FOCUSED VIDEO
- (2) GUESTLIST INVITES
- (1) TOURNAMENT SEAT FOR BRAND AMBASSADOR (APPROVED BY ENCLAVE)

TOTAL: \$60,000



ALL IN

PHYSICAL ACTIVATIONS

- STEP & REPEAT LOGO PLACEMENT FOR RED CARPET PHOTOS
- ENTRANCE SIGNAGE LOGO PLACEMENT
- *PREMIUM* FELT LOGO PLACEMENT ON ALL TABLES
- LOGO PLACEMENT ON THE INSIDE LINING OF THE MAIN EVENT TABLE
- GIFTING OPPORTUNITY (ABILITY TO GIFT EACH CELEBRITY AN ITEM OF YOUR CHOICE)
- LOGO PLACEMENT ON WRISTBANDS FOR ALL ATTENDEES
- LOGO DISPLAYED ON EACH SIDE OF THE DEALER OF THE MAIN EVENT TABLE

DIGITAL ACTIVATIONS

- (4) COMMERCIAL FILLS ON MAIN BROADCAST (30 SECONDS EACH)
 - COMMENTATOR CALL-TO-ACTIONS INCLUDED IN EACH (4 TOTAL)
- *PREMIUM* LOGO PLACEMENT ON OFFICIAL TOURNAMENT FLYER
- LOGO CYCLED ON THE 20FT LED SCREEN BEHIND THE MAIN EVENT TABLE
- LOGO CYCLED ON ALL STUDIO TV'S
- BRAND A 15 MINUTE 'PLAYER-BREAK' DURING THE BROADCAST

ADDITIONAL ADD-ONS

- (1) COMPLIMENTARY HOTEL ROOM FOR TEAM EXECUTIVES
- (4) PLAYERS AS OFFICIAL BRAND "BOUNTIES". WHOEVER ELIMINATES THEM RECEIVES A PRIZE FROM YOU (PLAYERS CHOSEN AT ENCLAVE'S DISCRETION)
- YOUR BRAND MENTIONED IN ALL PR EXECUTED BY ENCLAVE SURROUNDING THE TOURNAMENT
- (3) 15 SECOND MICRO-CLIPS
- (1) 60 SECOND BRAND-FOCUSED VIDEO
- (4) GUESTLIST INVITES
- (2) TOURNAMENT SEATS FOR BRAND AMBASSADORS (APPROVED BY ENCLAVE)

TOTAL: \$120,000



PREVIOUS INVITATIONAL
RECAP



KEY DATA

200K+

Total Live Stream Views

500+

Social Media Posts
About The Tournament

50M+

Impressions/Views Across
Social Media

296M+

Accumulative Follower Count
Across All Players

More unique aggregate live viewers than the final table of
the WSOP (largest poker tournament in the world)





NOTABLE PLAYERS



JOSH RICHARDS

(@JOSHRICHARDS | 40M FOLLOWERS)

WENGIE

(@WENGIE | 21M FOLLOWERS)

MARC D'AMELIO

(@MARCDAMELIO | 12.5M FOLLOWERS)

JOSIE CANSECO

(@JOSIECANSECO | 1.5M FOLLOWERS)

ZACH CHOI

(@ZACHCHOI | 40M FOLLOWERS)

PIERSON WODZYNSKI

(@PIERSON | 20M FOLLOWERS)

ALEXANDRA BOTEZ

(@MISSBOTEZ | 3M FOLLOWERS)

WOLFGANG POKER

(@WOLFGANGPOKER | 1.5M FOLLOWERS)

BRYCE HALL

(@BRYCEHALL | 35M FOLLOWERS)

NICK AUSTIN

(@NICKAUSTIN | 13M FOLLOWERS)

FAZE NIKAN

(@FAZENIKAN | 2M FOLLOWERS)

AUSTIN EKELER

(@AUSTINEKELER | 400K FOLLOWERS)

*COLLECTIVE FOLLOWER COUNTS / ONLY 12 OUT OF 72 TOTAL PLAYERS



Duelbits INTEGRATION

DISPLAY YOUR LOGO ON THE 20FT LED
SCREEN INCLUDING ALL STUDIO TV'S
(CYCLED EVERY 60 - 90 SECONDS)

LOGO PLACEMENT ON INSIDE
LINING OF MAIN EVENT TABLE





LOUIS XIII INTEGRATION

ATTACH YOUR BRAND TO THE
WINNER'S CASH PRIZE





INTEGRATION

HAVE THE COMMENTATORS SAY "AND WE HAVE OURSELVES AN OFFICIAL BRAND NAME ALL IN WITH NEMO SHOWING KING NINE AGAINST WEBB'S ACES")



ATTACH YOURSELF TO POTENTIAL VIRAL MOMENTS LIKE THE FOLLOWING WITH NEMO FLOPPING TRIPS TO CRACK THE ACES – AN INCREDIBLY REPLAYABLE MOMENT.





Reclip INTEGRATION

INCLUDE A GRAPHIC
DIRECTLY ON THE
BROADCAST FOR
VIEWERS TO CHECK OUT



HAVE THE
COMMENTATORS
MENTION A CALL-TO-
ACTION INCENTIVIZING
VIEWERS TO SCAN
YOUR QR CODE



CASH
CAPITAL

INTEGRATION

HOST POST-ELIMINATION
INTERVIEWS WITH STAR TALENT
FOR INTIMATE 1 ON 1
CONVERSATIONS

CREATE VALUABLE RELATIONSHIPS
WITH UNREACHABLE TALENT



MARC D'AMELIO /
12.5M FOLLOWERS

BRYCE HALL /
35M FOLLOWERS





JING INTEGRATION

CATER FOR TOP
CELEBRITIES, BUSINESS
EXECUTIVES, TALENT
MANAGERS, AND
MOVERS & SHAKERS
WITHIN THE INDUSTRY







culture kings

| *Johnny Fly*TM

INTEGRATION

LET'S COLLABORATE ON
EXCLUSIVE TOURNAMENT
APPAREL

OR LIMITED EDITION
SUNGLASSES





ADDITIONAL INTEGRATIONS

PREMIUM FELT LOGO
PLACEMENT ON ALL
TABLES

LOGO PLACEMENT ON
WRISTBANDS FOR ALL
ATTENDEES





FOR A CONTINUED DIALOGUE PLEASE CONTACT

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