

CELEBRITY POKER TOUR

2024 LIVE ON poker GO





2024 SCHEDULE

FEBRUARY 8TH LELEBRITY POKER TOUR INVITATIONAL

MAY 4TH CELEBRITY **POKER TOUR**

SUMMER INVITATIONAL

NOVEMBER 20TH



*Dates subject to change within a ~14 day range



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



AUGUST 31ST CEPT CHAMPIONSHIP

BETWEEN INVITATIONALS

CELEBRITY POKER NIGHTS



CREATING VIRAL MOMENTS ONE INVITATIONAL AT A TIME





UPCOMING TOURNAMENT



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 <u>ALL</u> 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 <u>ALL</u> 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
 <u>ALL</u> 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



Total Live Stream Views

50M+

Impressions/Views Across Social Media 500+

Social Media Posts About The Tournament

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



JOSIE CANSECO MARC D'AMELIO (@WENGIE | 21M FOLLOWERS) (@MARCDAMELIO | 12.5M FOLLOWERS) (@JOSIECANSECO | 1.5M FOLLOWERS)

WENGIE

JOSH RICHARDS (@JOSHRICHARDS | 40M FOLLOWERS)

ZACH CHOI

(@ZACHCHOI | 40M FOLLOWERS)

ALEXANDRA BOTEZ WOLFGANG POKER (@MISSBOTEZ | 3M FOLLOWERS) (@WOLFGANGPOKER | 1.5M FOLLOWERS)

PIERSON WODZYNSKI

(@PIERSON | 20M FOLLOWERS)

BRYCE HALL

<u>NICK AUSTIN</u>

(@BRYCEHALL | 35M FOLLOWERS) (@NICKAUSTIN | 13M FOLLOWERS)

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

FAZE NIKAN (@FAZENIKAN | 2M FOLLOWERS)

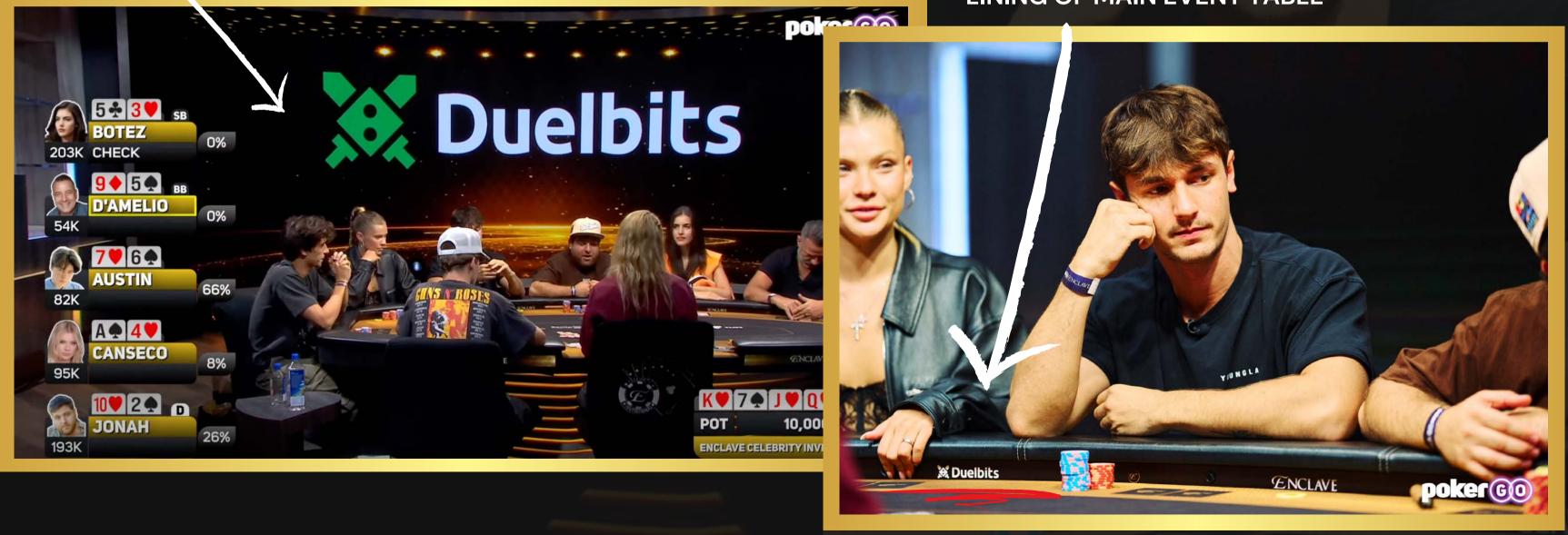
AUSTIN EKELER

(@AUSTINEKELER | 400K FOLLOWERS)



Duelbits Duelbits

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 <u>YOUR BRAND</u> TO THE WINNER'S CASH PRIZE

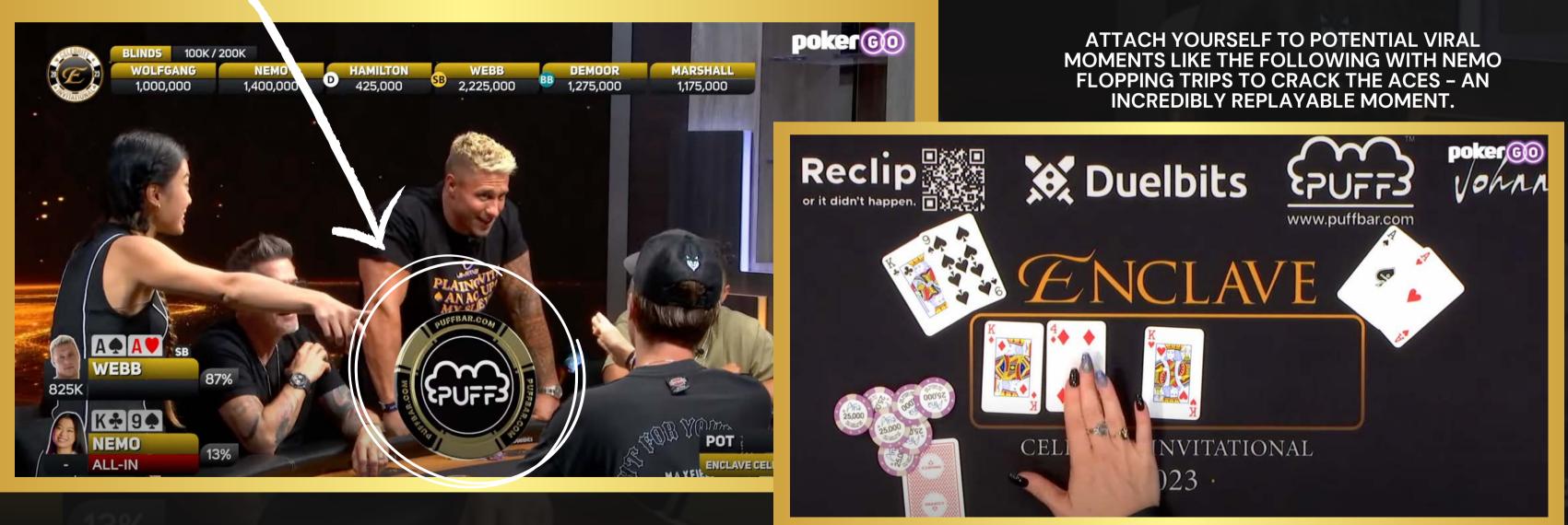






INTEGRATION

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







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



EXAMPITAL

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



MARC D'AMELIO / 12.5M FOLLOWERS

BRYCE HALL / 35M FOLLOWERS

CREATE VALUABLE RELATIONSHIPS WITH UNREACHABLE TALENT



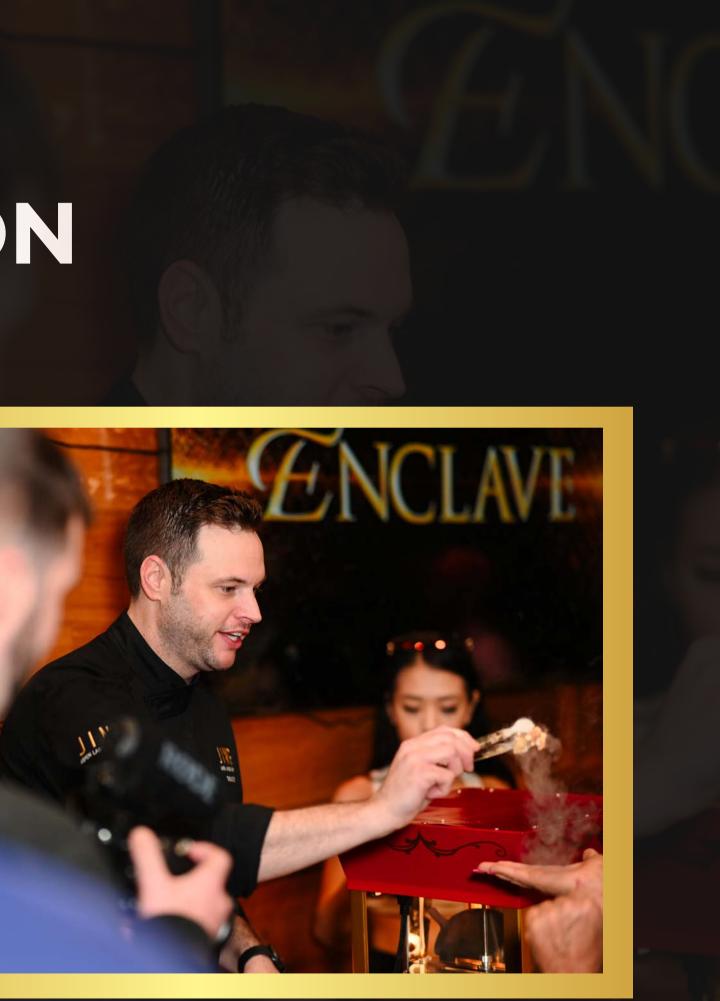


JING INTEGRATION

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



THOMAS GRIESE







culture kings Johnny Fly NTEGRATION

LET'S COLLABORATE ON EXCLUSIVE TOURNAMENT APPAREL









OR LIMITED EDITION SUNGLASSES



Nick Antonyan



PREMIUM FELT LOGO PLACEMENT ON ALL TABLES

CP1



LOGO PLACEMENT ON WRISTBANDS FOR ALL ATTENDEES



BROCK PRINCE \mathbf{COO} BROCK@ENCLAVEANDKEY.COM

BLAKE WYNN CEO & FOUNDER BLAKE@ENCLAVEANDKEY.COM