

# Playson July CashDays 60k Network Promotion

**Marketing guidelines and suggested Terms and Conditions**

1st - 8th of June 2021

ver. 1.0

## Terms and Conditions

### General

1. **July CashDays 60k** tournament runs between 0:01 UTC on the 1<sup>st</sup> of July 2021 and 8<sup>th</sup> of July 2021 until 23:59 UTC.
2. Participating games (15) are:
  - 3 Fruits Win: Double Hit™
  - Book of Gold 2 : Double Hit™
  - Book of Gold: Double Chance
  - Book of Gold: Multichance
  - Buffalo Power: Hold and Win
  - Burning Wins: classic 5 lines
  - Diamond Wins: Hold and Win
  - Divine Dragon: Hold and Win
  - Hand Of Gold
  - Hot Coins: Hold and Win
  - Legend of Cleopatra Megaways™
  - Solar Queen
  - Solar Temple
  - Super Sunny Fruits: Hold and Win
  - Wolf Power: Hold and Win

### Qualification

3. The minimum bet required to qualify is **0.50 EUR** or currency equivalent.

### Competition

4. **July CashDays 60k** tournament is available to play for real mode only.
5. The minimum bet required to participate is **0.50 EUR** or currency equivalent.
6. Any win will contribute to the Player's Total score that will be shown in the Leaderboard. The total score is calculated by the addition of the points scored during all rounds played on participating games during the tournament period.
7. Points are calculated round-by-round, with **each 1 EUR (or currency equivalent) won equalling 10 points**. For example, 10€ won represents 100 points.

### Prizes

8. The cash prizes will be credited to the players' accounts as withdrawable funds within 72 hours (3 business days) after the end of the promotion.
9. Prize pool and minimum bet for this campaign are set up in EUR and might be subject to currency conversion fluctuations.
10. The currency conversion rates are being set automatically by our system with 72 hours before the tournament starts, and the values will remain the same during the whole tournament period.

11. We reserve the right to void scores, or not pay out a prize, where all or part of the score results from any obvious error, mistake or technical fault (including incorrect game payouts) whether caused by a machine or human error in respect of any of the participating games.
12. We further reserve the right to void scores, or not pay out a prize where, in our opinion, all or part of the score results from cheating or collusion with other players.
13. We reserve the right to amend or cancel the campaign at any time.

### Compensation System

14. All prizes are deducted from the GGR before invoice regardless of the percentage of Bonus deduction according to the contract.
15. Additionally, we offer the **Insurance feature**, which means that If the total winnings of all players of 1 customer exceed **10%** of the prize fund, the excess amount is deducted directly from the invoice

**Example:** We have a Network tournament with Prize fund - 60,000 EUR:

- The players from “Operator1” (wlcodes) have won 10,000 EUR of prizes.
- The players from “Operator2” have won 4,500 EUR of prizes.
- 10% of the Prize fund is 6,000 EUR.
- For “Operator1” 6,000 EUR will be deducted from GGR and 4,000 EUR directly from the License Fee.
- For “Operator2” 4,500 EUR will be deducted from GGR.

### Prize pool

Prize pool			
From place	To place	Prize	Sum
1	1	€ 10,000.00	€ 10,000.00
2	2	€ 5,000.00	€ 5,000.00
3	3	€ 3,000.00	€ 3,000.00
4	4	€ 1,500.00	€ 1,500.00
5	5	€ 1,000.00	€ 1,000.00
6	6	€ 900.00	€ 900.00
7	7	€ 800.00	€ 800.00
8	8	€ 700.00	€ 700.00
9	9	€ 600.00	€ 600.00
10	10	€ 500.00	€ 500.00
11	25	€ 400.00	€ 6,000.00
26	50	€ 200.00	€ 5,000.00
51	100	€ 150.00	€ 7,500.00
101	200	€ 100.00	€ 10,000.00
201	350	€ 50.00	€ 7,500.00
<b>Grand total</b>			<b>€ 60,000.00</b>

If you have any further questions about this promotion, please contact your dedicated Playson Account Manager or [sales@playson.com](mailto:sales@playson.com).

**Opt-in deadline**

The opt-in deadline for this promotion is **24th of June 2021**.

**Marketing Activities**

Thank you for your participation in and support of Playson's **July CashDays 60k** network tournament!

Although you are welcome to support the promotion with the specific marketing activities which work best for your players, to help with ideas please refer to the table below of suggested marketing activities across mobile and desktop platforms which we recommend:

Mobile	Desktop
Mobile banner on casino homepage  <b>We recommend using the Playson tournament widget options. Please contact your AM for more details.</b>	Desktop banner on casino homepage  <b>We recommend using the Playson tournament widget options. Please contact your AM for more details.</b>
Dedicated promotion area on 'Promotions' page with a widget displaying the live leaderboard	Dedicated promotion area on 'Promotions' page with a widget displaying the live leaderboard
Email marketing to players <ul style="list-style-type: none"> <li>- Pre-tournament phase</li> <li>- Early tournament phase</li> <li>- Late tournament phase</li> </ul>	Email marketing to players <ul style="list-style-type: none"> <li>- Pre-tournament phase</li> <li>- Early tournament phase</li> <li>- Late tournament phase</li> </ul>
Banner/advertising on social media platforms	Banner/advertising on social media platforms
Banner/advertising on sports book (if applicable)	Banner/advertising on sports book (if applicable)
Inbox messaging on site/in player account pages	Inbox messaging on site/in player account pages

SMS marketing	
Push notifications	

[End]