

# 'Playson Rewards' Competition

For: April CashDays (€60k)

**Marketing guidelines and suggested Terms and Conditions**

1<sup>st</sup> of April 2021 – 8<sup>th</sup> April 2021

ver. 1.0

## Terms and Conditions

### General

1. Playson Rewards is a race on a Wlcode level between all Playson's Partners (casino teams).
2. Playson Rewards runs in parallel with the April CashDays Tournament.
3. All participating Wlcodes will be referred to as "**partners**" in this document.
4. To maintain anonymity, instead of the real name/backoffice names, Playson will display on the leaderboard a nickname for each partner.
5. The partners will be able to choose a nickname for themselves. In case it is not chosen, we reserve the right to set a nickname for the partner in question.

### Qualification

6. Playson Rewards is available only for Partners that opted-in to the April CashDays promotion.
7. In order to receive the **marketing points** and be eligible for the **prizes**, the partners must promote the April CashDays tournament for its entire duration.

### Competition

8. During the promotion period, the partners will be awarded with points for **KPI increases (growth)** or for **marketing activities (games positioning, tags on tournament games, tournament banners, other)**, as mentioned below:
  - a. **Growth:** At the end of the month, we will compare the below KPIs with the pre-promotion ones. All calculations will be done by Playson:
    - a.1. **Bets growth:** 1 point per 1% increase
    - a.2. **Spins growth:** 1 point per 1% increase
    - a.3. **Players growth:** 1 point per 1% increase
  - b. **Games positioning:** for each tournament game that is added on a prominent position in the games lobby: 5 points
  - c. **Tags on tournament games:** for each tournament tag added on the tournament game icons: 5 points
  - d. **Tournament banners:** 5 points for every tournament banner added on the website.
  - e. **Other:** Surprise us! Contact your Account Manager with your plans of other ways to promote the Playson brand, and we will award you with extra points! (Examples: newsletters sent to clients, Playson tournament page, Playson tournament section with tournament games added, social media posts, LinkedIn posts, SMS sent to players, extra promo mechanics, etc. **NEW!- points for offering free bonuses or free spins during the promotion, on the promotional games**)
9. In order to be awarded with the points, the partners **must send screenshots with proof that the above-mentioned marketing actions have been performed** (banners, icons, marketing emails, SMS messages etc.)
10. **NEW!** The proof must be sent to the following email address: **rewards@playson.com**
11. In case of a tie, the casino that has the highest ranked player will have priority on the leaderboard.

12. The Bets/Spins/Players increase is calculated by comparing the daily tournament KPIs with the daily KPIs of the last 3 months (excluding the days where a network tournament was held by Playson).
13. When attributing points for KPIs, if there is a decrease instead of an increase, the Partners will not be penalized- instead, they will receive 0 points for that metric.
14. In case of a new partner, which does not have 3 full months with Playson, their daily average KPIs will be calculated starting with a date determined by Playson, with the purpose of making the competition as fair as possible.
15. In case a partner has **minimal to no activity** during the pre-tournament period, then register an increase that is small but might give him an unfair number of points, Playson reserves the right to adjust that increase. This rule may be necessary for a small number of participants with the purpose of maintaining a fair competition. This rule **will not be applied** to the partners that have normal activity in our backoffice, then register a big increase.
16. Since the competition is created for casino teams, If a casino team registers with multiple partners, those specific partners will be merged into one. This way, **KPI and marketing activities** points will be awarded in the same manner for all participants, giving every casino team equal chances of winning.

## Prizes

17. Our winners have the freedom to choose their own prizes. Playson will provide a list with available prizes and the winners will be able to choose any of them, with below rules applying
  1. "Winners" will be considered as the partners that finished 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> on the leaderboard
  2. Once an award has been chosen by the 1<sup>st</sup> place, it will be removed from the prize pool. The 2<sup>nd</sup> place will then be able to choose from the remaining available prizes. The same rule applies for the 3<sup>rd</sup> - the prizes chosen by the 1<sup>st</sup> and 2<sup>nd</sup> places will not be available.
  3. The 4<sup>th</sup> and 5<sup>th</sup> prizes will not be awarded to the 4<sup>th</sup> and 5<sup>th</sup> positions. Playson reserves the right to name two "**honourable mentions**" and award them with the remaining prizes.
18. Available prizes:
  1. **Invoice deduction:** 10% invoice deduction during the next calendar month
  2. **Tournament budget:** 5,000 EUR
  3. **Game GGR deduction:** 25% game deduction during the next calendar month
  4. **Gift for the casino team**
  5. **I'm feeling lucky/ Mystery gift**
19. In order to be eligible for the above **prizes**, the participating clients must send proof of at least one marketing activity that was completed during the promotional period.
20. The tournament budget is available for 3 months following the month of the win. The partner may split the tournament budget as they see fit and run multiple tournaments with it.
21. The gift for the casino team is a physical gift, that could contain: consumables that can be shared, branded materials, gift cards, etc.

22. The “I’m feeling lucky/ mystery gift” is secret random gift sent to the winners by Playson
23. For physical gifts, the partner’s geolocation, COVID regulations and customs may slow down the process of sending the packages, causing delays.
24. The number of prizes is determined by the number of opt-ins in this promotion. Playson reserves the right to add or remove additional prizes if they are considered disproportionate compared to the number of participants.

### **Leaderboard**

25. Playson Rewards leaderboard can be found on our website (<https://playson.com/tournaments/42/view>), please contact your account manager for further instructions (please log in before accessing the link).
26. The leaderboard is updated daily, so make sure to check it every day in order to see your updated position!
27. The final leaderboard will be updated on the 15th of April.

### **Opt-in deadline**

The opt-in deadline for this promotion is **25<sup>th</sup> of March 2021**.