

Player Sponsorship Rules – July 2010 through June 2011

WPT Enterprises, Inc. (“WPTE”) reserves the right to refuse entry of any player to the Final Table or any Featured Table who does not comply with all of the following sponsorship rules:

Sponsorship Rules for Players:

1. Players are allowed to wear up to two (2) pre-approved sponsorship logos at a WPT Final Table. However, only one (1) logo may be for a gaming company. If a player would like to wear two (2) pre-approved, non-gaming sponsorship logos, such logos may not be for the same company or affiliated companies (for example, a player may not wear one logo for Coke and one logo for Sprite).
2. Each logo may be no larger than six (6) square inches (e.g., 2”x3”, 3”x2”, 1”x6”, 6”x1”).
3. Players may wear logos on their left and/or right breast pocket and/or on their shirt sleeves. No other sponsorship logos will be allowed anywhere on a player, including on hats or caps.
4. Only Pre-Approved Logos will be allowed on a player. Due to regulatory differences between the U.S. and Europe, logos/sponsors that have been Pre-Approved in the U.S. may not necessarily be Pre-Approved in Europe. See the first chart below for a list of current Pre-Approved Sponsors for U.S. events ONLY and the second chart below for a list of current Pre-Approved Sponsors for European events ONLY. If you do not see your sponsor in the U.S. list below, your sponsor may apply for consideration for its logo to be deemed “Pre-Approved” for U.S. events via the [WPTE Sponsor Application and Affidavit](#) found on the website (www.worldpokertour.com). If you do not see your sponsor in the European list below, your sponsor may apply for consideration for its logo to be deemed “Pre-Approved” for European events by providing WPTE with the following information and documentation: (i) the [WPTE Sponsor Application and Affidavit](#) found on the website (www.worldpokertour.com), (ii) full details of the sponsor logos that are intended to be worn by a player – this should include a full color representation of the logo reproduced in actual size; (iii) the sponsor’s registered company details; (iv) if a gaming-related sponsor, written confirmation that the sponsor is licensed, incorporated in and/or operated from one of the territories included within the UK Gambling Act 2005 advertising “white list”; and (v) if a gaming-related sponsor, a copy of the sponsor’s gaming license.
5. No more than two (2) players at a Final Table may wear logos from any single entity, except at European events with an eight (8) person Final Table where three (3) players at a Final Table may be permitted to wear logos from a single entity at WPTE’s sole discretion. Such entity includes multiple brands controlled by the same company or individual(s). While both sponsored players may wear the same logo, the Sponsor must provide an alternative clothing option that distinguishes each player, while maintaining Rules 2 and 3 above (e.g., Player 1 wears a black polo w/ logo and Player 2 wears a dress shirt w/ logo).
6. If more than two (2) players sponsored by any entity (or three (3) players in the case of European events where WPTE has allowed an additional player to wear a single entity) make it to a Final Table, the sponsored players may decide among themselves as to who will wear sponsorship logos for such entity. If the players are unable to agree on which player will remove or cover their logos for the common entity, WPTE will high card to decide which players get to wear the logo. At this time, players must make an immediate substitution for another pre-approved sponsor or forfeit their opportunity for sponsorship.
7. Pre-Approved Sponsors with logos referring to online “play for fun” gaming entities cannot display “.com” in the logo, but **must** replace the online reference to “.net” or other extension which such URL address does not contain “pay for play” gambling. The placement of the “.net” or other extension must remain part of the logo and must be in the same font size and of similar visibility to the rest of the logo, but cannot make the logo size any larger than the six (6) square inches. For example, a “GenericPoker.net” logo must set forth the “.net” portion of the logo with at least the same size and visibility as the “GenericPoker” portion of the logo.
8. No logos representing illegal activity of any kind, pornography, firearms, tobacco, personal hygiene, sexual aids, or hard liquor will be allowed. No logos representing any professional sports teams, colleges or universities, competing broadcast

networks or companies competitive with WPTE will be allowed. In addition, no logos that are competitive with any branding on the WPT Final Table set will be allowed. Finally, no logos that include any element of intellectual property without the owner's consent to such use or that may give rise to any claim of infringement, misappropriation, or other form of unfair competition will be allowed. WPTE, the broadcaster, and the hosting member casino reserve the right to restrict logo wear for any reason whatsoever at their sole discretion.

List of Pre-Approved Sponsors for Players at U.S. Events Only:

UB.net	Deepstacks Live	Bodog.net	Unabomberpoker.net
Cakepoker.net	Doylesroom.net	Absolutepoker.net	Allinenergy.com
Pokerstars.net	Fulltiltpoker.net		

List of Pre-Approved Sponsors for Players at European Events ONLY:

As of August 17, 2010, there are no pre-approved sponsors for Season IX WPT Europe Events. Please have your sponsor apply for consideration for European events as described in Section 4 above.

All rules, criteria, qualifications and/or list of Pre-Approved Logos announced herein are subject to change at the sole discretion of WPT Enterprises, Inc. (WPTE) and the broadcaster and nothing in this announcement is intended to constitute a guarantee, warranty, or contract of any kind. WPTE may at any time, without notice, end or suspend the tournament or any of its rules without any obligation whatsoever.



WPT® Player Sponsor Application Form

Please complete the following fields. Type or print clearly.

Sponsor Contact Information

Sponsor Name:	
Type of Sponsor:	
State/Country of Incorporation:	
Federal or International ID#:	
Contact Name:	
Contact Position:	
Parent Company:	
Address:	
City, State, Zip:	
Country:	
Phone #:	
Fax #:	
e-mail:	
Date of Submission:	

Please detail the nature of the sponsoring brand below:

Potential Sponsors will be contacted to verify legitimacy. WPT Enterprises, Inc. shall not be responsible for erroneous contact information supplied during the registration process. Once you return all appropriate documents, a WPT Enterprises representative will contact you regarding approval or rejection of your submission.

Approval process will take at least five (5) business days. Sponsors not approved at least three (3) days prior to the start of a WPT Tournament will not be allowed as Sponsors for that Tournament.

Once a potential Sponsor is approved, such Sponsor shall be approved for future tournaments during the current WPT season, subject to approval of the applicable Host Member Casino. WPT and the broadcaster reserve the right to exclude any Sponsor at any time at their sole discretion.

WPT reserves the right to refuse entry of any player to the Final Table who does not comply with all WPT, broadcaster and Host Member Casino rules.

Return completed forms to:

Sponsorships c/o
WPT Enterprises, Inc.
5700 Wilshire Blvd., Suite 350
Los Angeles, CA 90036
Main: (323) 330-9900
Fax: (323) 330-9901

_____, 20____
WPT Enterprises, Inc.
5700 Wilshire Blvd., Suite 350
Los Angeles, CA 90036

Ladies and Gentlemen:

_____ (“[Sponsor][Advertiser]”) hereby represents, warrants and agrees as follows with respect to the _____ website (the “Website”):

The Website, including all of its pages, games, and other components, contains no links or references whatsoever to online gambling or any online gambling websites, including to _____ .com or any other “pay for play” gambling websites.

If the Website includes “play for fun” gaming, it was established as an entertainment and/or educational website with the sole purpose(s) of entertaining and/or teaching participants how to play poker or other games. The sole purpose(s) of the Website is(are) to provide such entertainment and/or instructional information.

If the Website includes “play for fun” gaming, it clearly states the following: that it does not permit players to play for real money; that chips in players’ accounts have no value, cash or otherwise, and cannot be exchanged for anything of value; that, if a prize is being offered, the person who has a chance to win such prize paid no money for such opportunity; and that any and all references in the Website to “pots,” “limits,” “betting” or the like are solely for entertainment, instructional or illustrative purposes and do not involve real money or other items of value.

The Website does not use any “popup,” “adware,” “spyware” or similar software for the purpose of directing visitors to online gambling websites.

Any and all online gambling websites that are in any way affiliated with the [Sponsor][Advertiser] contain no references or links to the Website.

The Website contains no references to gambling or monetary gain.

The Website does not conduct any cross-promotional, advertising or marketing activities with any online gambling websites.

[Any advertisements run by the Advertiser will include a clear and conspicuous disclosure that the Website is “not a gambling website,” is “For at least 18+ (or 21 where required),” and has “no real money wagering.”] *[applicable to Advertisers]*

[Sponsor][Advertiser] hereby represents and warrants that the Website and the tournament and games contained therein (if any) and any advertising for the Website and associated tournament and games shall comply with all laws, rules and regulations, including, without limitation, all state and federal laws, rules and regulations covering gambling and lotteries.

There are currently no claims or investigations by law enforcement officials, regulators or other governmental authorities in connection with the business activities of the [Sponsor][Advertiser] or any of its employees. If, during the period in which the [Sponsor][Advertiser] is involved with the WPT Enterprises (“WPT”), the [Sponsor] [Advertiser] learns of any such investigation or claim, the [Sponsor][Advertiser] will immediately notify WPT.

The [Sponsor][Advertiser] agrees to defend, indemnify and hold WPT and WPT’s parent, subsidiary and affiliated companies (including, without limitation, the broadcasters) and the directors, officers, employees and agents of each, harmless from and against any and all third party claims, damages, liabilities, costs and expenses, including but not limited to reasonable attorneys’ fees and expenses, arising from or relating to any alleged or actual breach of Advertiser’s obligations, covenants, agreements, warranties or representations hereunder.

The [Sponsor][Advertiser] agrees to adhere to all of the above conditions at all times during the duration of [its sponsorship][its advertising campaign], and the failure to adhere at any time to the above conditions shall be a breach of this letter agreement.

All [sponsorship of][advertising during] the World Poker Tour shall be subject to the approval of WPT Enterprises, Inc., in its sole discretion. [Sponsor][Advertiser] acknowledges that the broadcaster shall have ultimate control over the broadcast/telecast of the [sponsorship][advertisement] and that WPT makes no representations or warranties with respect to the same.

Sincerely,

[Name of Advertiser][Name of Sponsor]

By: _____
Name: _____
Title: _____

Agreed to:

WPT Enterprises, Inc.

By:

Name:

Title: