



## SPONSORSHIP

### Why get involved with the Marconi Poker Palace (MPP)?

Poker is the fastest growing sport/entertainment property in Australia.

Club Marconi is the Largest Poker Playing Club / Venue in Australia.

List of events that are fun, exciting and free to our players.

We have a captive audience at our venue.

It's a flexible vehicle upon which you are guaranteed to achieve your brand objectives.

There are over 30,000 Club members.

MPP host over 40 Events monthly.

### What are the benefits?

Strengthen brand awareness.

Increase your company sales.

Promote or launch new products that fit demographically with our player base.

*Sponsorship benefits with the MPP can include and are not limited to:*

Naming rights to a major event.

Signage and branding at MPP special events internally and externally at the venue. This includes the entire Poker Room, Club Premises and Clubs 15,000 Seat Stadium.

MPP Media advertising entitlements.

Sponsorship designation rights, including use of the event title and logo.

Verbal recognition and endorsement from ambassadors, celebrity hosts.

Coverage in select media, including, press both national and local, radio both metro and regional.

Sampling and product placement opportunities at nightly, special events and major events.

Opportunity to communicate with the MPP and Club membership database via targeted emails and offers.

In-event leveraging and promotional opportunities.

Club Magazine advertising.

Ticketing and VIP invitations to special events.

Website.

### PLAYER DEMOGRAPHICS

Below are some details about the Poker player profile for your consideration.

- 42% are aged 18 – 25
- 35% are aged 25 - 39
- 85% are male
- 45% have undertaken tertiary studies
- 74% play poker at least once a week
- 47% play poker at home
- 95% watch poker on TV
- 66% earn more than \$40,000 per annum
- 91% regularly spend their venue entertainment funds on food

Companies interested in marketing their products and/or services to the largest database of poker enthusiasts in Australia can do so in several ways by sponsoring the MPP through its events and promotions.

In this new year of competition, sponsors will have the opportunity to customise their brand exposure to MPP's customer base with a comprehensive list of events, promotions and marketing tools.

For Further information please contact [sponsorship@marconipoker.com.au](mailto:sponsorship@marconipoker.com.au)