



ThePokerTree.com

in association with

PokerStars.com

Social Poker League

Information Pack



Taking pub & venue poker into a different league



Who are The Poker Tree?

The Poker Tree, in association with Pokerstars, are poker specialists offering a complete and legal entertainment solution for pubs, bars and clubs. We offer a high-quality and, most of all, cost-effective self dealt pub poker game that enables players to participate in live games as part of a National League. This, in turn, helps draw in more customers to your venue on your quietest nights resulting in greater profits for minimal outlay.

What we are offering

Our knowledge of the pub industry is extensive and we understand the importance of being able to get people through the door on those quiet evenings. A typical tournament will last a minimum of two hours and will feature anything between eight and sixty players, each spending approximately £10.00-£35.00 per head on drinks/snacks in an evening.

The Poker Tree are offering players the opportunity to play in a live tournament at their local pub or club with other like-minded poker enthusiasts, all of whom will have varying levels of experience and knowledge of the game. By joining a League, not only can they improve their skills in a social and enjoyable environment, but they will also have the incentive to progress through the League system and stand a chance to win major cash prizes.

The advantage of our package is that there is no membership fee to the player. Players can join the League at any time and will have to keep returning to your venue in order to qualify for a place in our Finals.

Our League is constantly growing and our extensive investment in advertising and our innovative approach to marketing means that we are able to offer our venues the best tools to help draw in more customers each and every week.

Benefits of holding a Poker Tree poker night.

- Drive more business through your establishment on your most quiet evenings.
- Greatly increase your nightly revenue. Players spend on *average* £10 each per night on food and drinks whilst playing poker. If you have a minimum of 16 players (2 tables), over a month you will **generate an extra £640 over the bar**. All this for only £65 (plus VAT)!!
- Very easy to run and manage.
- Offer something new to your existing customers as well as attract new customers.
- Keep Players coming back week after week.
- No prior knowledge of poker required.
- No sign-up cost or membership fees for the players.
- Promote your venue via our website, as well as in our monthly email blasts.
- Administrator's online access to The Poker Tree's Poker League Software from which you can submit results and maintain complete control over event scheduling and promotions.
- Complete training package, including manuals and access to online training videos.
- Earn from us! £50.00 credit for referring another venue.
- Poker Tree players have exclusive tournaments online with Pokerstars where players can win seats to UKIPT events worth up to £10,000.
- Promotional material including Flyers, Posters in various Sizes available for free
- Good Quality weather proof Out Door Banners available at a very low price.
- Give your players the chance to come to our End of Season Finals Every 17 weeks.

What we provide and monthly costs

Our prices are kept as low as possible to enable you to recoup your outlay many times over by the increase in sales over the bar. The cost for your venue's subscription to The Poker Tree League is £65.00 + VAT per month, with a minimum subscription of 2 months, payable in advance. There are no additional sign-up fees and all registration material is provided as described below.

- Player registration forms
- Laminated hand ranking cards
- Plastic membership cards and registration forms
- Weekly tournament report forms
- Freepost envelopes for returning results
- The Poker Tree poker rules
- Training sheets on how to play, tournament tips and running your night
- Telephone helpline for help and support from 10.00am until 10.00pm
- Interactive website listing for your pub/club league and updates
- Season trophy for the top player within each venue
- Regular website updates
- Extensive promotion of your venue on our website
- Promotional Material including Flyers, Posters in various Sizes
- Other professional hardwearing equipment can be purchased from our store.

Equipment purchased separately depending on your requirements (see page 6)



How the Poker League operates

The League runs for 17 consecutive weeks (season), three times a year. Venues can sign-up anytime during a season and this does not affect the outcome of the league.

Players can join anytime during a season but need to have played for a minimum of 6 weeks to qualify for the season finals. Each player has to register when they first join and is issued with a membership number.

Each player pays a maximum £5.00 stake at the start of the game, which is then held by the tournament director appointed by the venue manager.

At the end of the game, you are left with only one winner and the prize money can be shared out. Normally the top three players of each game would receive the money in a sliding scale, although it is up to the tournament director to decide the format before the game commences.

Players gain points each time they play and points are calculated according to the place the player attains in each game. The points are registered on the score sheet by the Tournament Director or appointed person and added to the League Table via our online system.

Venues have the option to either enter their league score themselves via the website or send them to us by fax or post using our prepaid envelopes. League scores are updated weekly and players are able to check their points via our website.

This gives players a unique way to monitor their progress within the League and adds an element of competition to the game with the incentive to win one of the major cash prizes at one of our Finals. A player can play at as many venues as they wish, and will appear in the League Table of each venue.

As well as each pub/venue having its own League Table and statistics for each player, there is also a National League Table that shows where the players are within the league – detailing the league position of every player in the country. The venue that each player is associated with is also displayed.

Venue details and promotions

Our website is a fully comprehensive and interactive site and receives many thousands of visitors every day. When you sign up for The Poker Tree package you will automatically qualify for an entry on our website. As part of your package, you will be able to create your venue's own homepage, which will include pictures of your premises and any information (such as opening hours, menus, special promotions, etc) that you so choose to include.

We provide you with an easy-to-use webpage template with step-by-step instructions detailing how to enter your information on the website.



If you need help setting up your page, we will be able to do this for you. Venue logins will also have access to our forum and promotion pages.

You will also have access to all members of your League within your local area, thereby enabling you to contact them about any future events that you may be organizing at your venue.

PRIZES

Pub

The winner of each 17 week season will receive a trophy which can be collected when they attend the End of Season Final.

Season Final

Your venues top qualifiers will have the chance to play against qualifiers from other venues for a prize pool of up to £1500.

National Final

Place well in the End of Season Final and you will be invited to attend our annual National Final where prizes can include UKIPT seats, Las Vegas Holidays, vouchers and up to **£5000 CASH!!**

Can you run Poker in your venue legally?

YES, the Gambling Act 2005 (amended in 2007) allows equal-chance gaming (including poker) in pubs, clubs and venues. There are conditions for any gaming, including stakes and prizes. The regulation sets a fixed limit of no more than £5.00 per person per game for pubs and bars and £10.00 per person per game for clubs. There is a limit on prizes of £100.00 per day for pubs (£250.00 for clubs) and no participation fee may be charged.

Examples: 10 Players can play 2 games for £5 each or 25 players can play 1 game each for £4

The Poker Tree Tournament and League structure has been set up to adhere to advice published by the Gambling Commission.

For more information, please contact The Poker Tree directly, or alternatively contact the Gambling Commission by logging on to: <http://www.gamblingcommission.gov.uk>

Referral scheme

If you refer us to another venue, once they sign up for the minimum term, **we will credit your account with £50***. It's that simple.

Still Not Convinced?

If you are still not convinced about poker in your pub, we can send you some posters and flyers that you can put up in your venue to gauge interest from your current customers.

This is absolutely free.

What have you got to lose?



Join the revolution today...

Taking Poker into a different league.

If you have any questions at all, please do not hesitate to call us. We are here to help and make this work for you.

Contact Details

The Poker Tree Ltd
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South Wimbledon
London
SW19 2RL

Telephone: **0844 980 0422** (lines open from 10am-10pm)
Email: **info@thepokertree.com**
Website: **www.thepokertree.com**

* Conditions Apply

Professional Equipment

(To place orders for equipment, please telephone us and items will be dispatched for next day)



Professional Poker Table Top
 70 X 36 inches, Black cloth with line printed Poker Tree / Poker Player logo, black vinyl cushioning all around with a wood effect board for drinks, solid construction folds away easily in a carry bag. Table tops are better suited for pubs and venues as they can be placed directly over your existing tables. One table will seat 8 people comfortably, 10 at a squeeze.
£54.99 per table + £7 next day delivery



Professional Pokerstars / Poker Tree 300 Piece Chip Set
 14.5 gram clay composite tournament chip set in lockable aluminum case. Also contains big and small blind buttons, dealer button, dice, plastic cut cards, 2 packs of plastic poker stars playing cards. This chip set would be enough chips for 10 Players.
Colour and Denomination Variations
Green in 25 denomination x 2 Rolls
Purple in 50 denomination x 2 Rolls
Orange in 100 denomination x 4 Rolls
Red in 500 denomination x 2 Rolls
Blue in 1000 denomination x 2 Rolls
£37.99 per Chip Set + £7 next day delivery



Professional Pokerstars / Poker Tree 500 Piece Chip Set
 14.5 gram clay composite tournament chip set in lockable aluminum case. Also contains 2 big and small blind buttons, 2 dealer button, dice, 2 plastic cut cards, 2 packs of plastic poker stars playing cards. This chip set would be enough chips for 18 Players.
Colour and Denomination Variations
Green in 25 denomination x 4 Rolls
Orange in 100 denomination x 4 Rolls
Red in 500 denomination x 4 Rolls
Blue in 1000 denomination x 4 Rolls
£64.99 per Chip Set + £7 next day delivery



Professional Digital Dealer Poker Timer Button
 A large easy to read LED display - Never lose track of the blinds/antes again with this easy to use digital dealer button! Simply enter the blind times you require and an alarm sounds when the blinds are up. One press of a button stops the alarm, one restarts the blinds, plus you can pause the clock at anytime.
£4.49 per Button + £0.99 delivery (free delivery if ordered with a table or chip set)



Outdoor Weatherproof Banners
 These great Banners are a great way to attract new customers into your venue from passing trade. Banners come with eyelet holes on all sides so they are easy to attach to railing, walls or wherever you choose.
 Banner size is 5ft x 2ft.
£19.90 inc. delivery

Don't take our word for it...

Here's what some of our venue Landlords/Managers think about The Poker Tree?

With Poker being so popular now I wanted to have a company that knew the business well to operate my league. The poker tree was exactly what I needed and my takings on their poker nights have gone through the roof! The committee,

Comrades Club , Epsom (KT18 5BT)

I now have up to 25 players on my poker evenings. Its great fun and never any trouble. The equipment they supply is first class and the way the game is structured as a landlord you do not need to understand the game. Nick the Landlord

Lincoln Arms , Dorking (RH4 1TF)

We approached The Poker Tree as a way of kick starting one of our quieter evenings and were immediately impressed by their friendly and professional manner. The poker evenings brought a new stream of regulars to the pub and have turned one of our quieter evenings into one of our busiest. With the ever growing popularity of poker I would recommend The Poker Tree to any pub landlord. Anna Kostrzewska, Rose and Crown, SW17 8BH

Rose and Crown, London (SW17 8BH)

The poker tree has turned Tuesday night into a great night. We are now a year in and still getting new players coming down and signing up for the poker. Damien, the boss

Stoneleigh Inn, Stoneleigh (KT17 2JA)

We started with the Poker Tree nearly a year ago and our takings on a Sunday night have doubled! Mark, the Manager

The Good Companions, Warlingham (CR6 9RH)

I was skeptical about poker in my pub at first but thanks to the Poker Tree and their easy to use system my locals are having a great time and we are making extra revenue. Rick the landlord

The Old Chestnut, Earlswood (RH1 6HP)

I looked at several different leagues and the poker tree offered the most affordable and efficient service of them all by far. They are Friendly people with a professional attitude and with their help my normally quiet evenings are now busier than ever. Alex Habdas, the Manager

The Port Manor, South Norwood (SE25 4UF)

The Poker Tree has been very efficient right from the outset and I am happy to recommend them to any other venues. Peter Sampson, the Manager

The Railway Tavern, Bexley (DA5 1AH)

I never played poker until I met The Poker Tree. I am now the most enthusiastic player in the pub and am delighted to have qualified for the end-of-season tournament. Thomas O'Brien, Owner

The Roundhouse, Dagenham (RM8 1XD)

SO WHAT ARE YOU WAITING FOR?

JOIN THE POKER TREE PHENONENOM NOW!!