



GPWA SPONSORSHIP

Where the Affiliates Are!

GPWA.org

“I look for recommendations and feedback from my peers at GPWA before I decide to add an affiliate program’s gaming sites to my site.”

*- robertmedl,
theonlinecasinogamblingdirectory.com*



More Affiliates + Higher Earnings = Maximum ROI

Why the GPWA? Established over a decade ago, the GPWA is the premier association and forum site for active online gaming affiliates around the world. Today the GPWA's international membership represents thousands of portals and millions of monthly visitors.

The GPWA provides true value to the affiliate marketing community by delivering top quality content and an exceptional networking venue for affiliates and affiliate program managers.

With over 375,000 posts, the GPWA's forum is more than twice as active as any other online gaming affiliate community. Here you'll find seasoned, rookie and aspiring webmasters interacting and sharing information.

According to an Income Access study, affiliates who actively participate in forums like the GPWA's are more likely to have more industry experience and make higher earnings.

Where we are today. The GPWA has a track record of continuous improvement throughout its history, including:

- Weekly email newsletter
- GPWA Times affiliate lifestyle magazine
- GPWA online affiliate member and portal directory
- GPWA Seal of Approval program to recognize reputable portals
- GPWA Sponsor Program seal for sponsor affiliate programs
- Affiliate Program search feature for affiliates to find programs to work with
- Affiliate Program tweets posted on the GPWA.org homepage and on sponsor program pages

Be Where the Affiliates Are

Hear What Our Members Have to Say

We've interviewed many of our affiliate members to find out what they think of the GPWA and how they use the GPWA forum and resources to grow their businesses.

“The GPWA is a bridge between affiliates and affiliate managers, and if I want to contact an affiliate program I almost always do that through the GPWA.”

*GPWA Member: aksana
777-online-gambling.net*



“Thanks to the GPWA for not only the knowledge that we gain from their forums, but also for the affiliate trust and confidence that the GPWA seal has added to our site.”

*GPWA Member: CasinoRecommender
casinorecommender.com*

“When I first started I knew nothing about anything. It's in the forums that I learned everything, from Web design to SEO. The GPWA has been a great source of information for me.”

*GPWA Member: OnlineBingoClub
unluckyforsome.co.uk*

“I believe that the GPWA is hands down one of the best gambling forums on the Net today. . . . There are a few GPWA members who set the standard, and reading their threads has helped me a great deal.”

*GPWA Member: cass
cassaon-casino.com*



“The GPWA has helped me tremendously! From coding questions to members giving site reviews and suggestions, the information is invaluable.”

*GPWA Member: UltimatePokerBonus
ultimatepokerbonus.com*

“I am confident that being a GPWA member has definitely helped with conversions.”

*GPWA Member: RakeTheRake
raketherake.com*



“The advice and constructive criticism from the GPWA forums have been a tremendous help in overcoming a steep learning curve. . . . I compare the forums to a smorgasbord; look at it all and take what fits your taste.”

*GPWA Member: jctroy440
bestcasinoonlinenow.com*

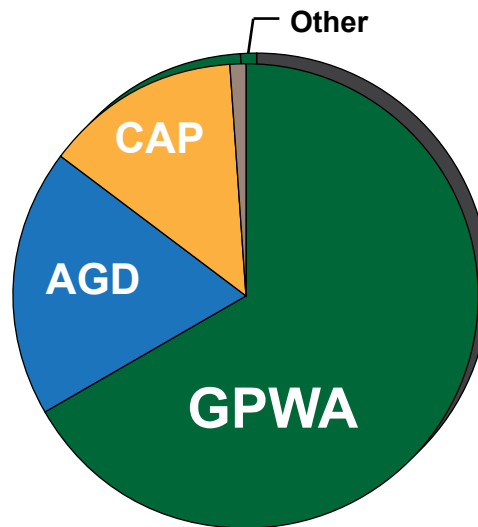
Be a Part of Our Thriving Community

The Most Active iGaming Affiliate Forum

The GPWA has the most active iGaming affiliate forum, with nearly 71% of all posts in non game-specific forums during all of 2011.

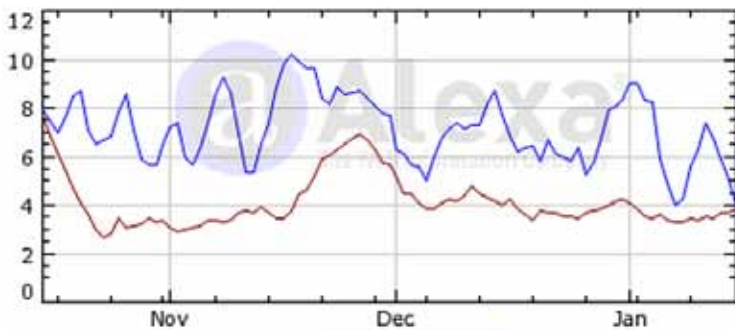
71% of Forum Posts

2011 data excluding game-specific forums



The Most Engaged Community

The GPWA has the most engaged iGaming affiliate community, with an average of more than 7 minutes spent on the site per visit over the past three months, according to Alexa.



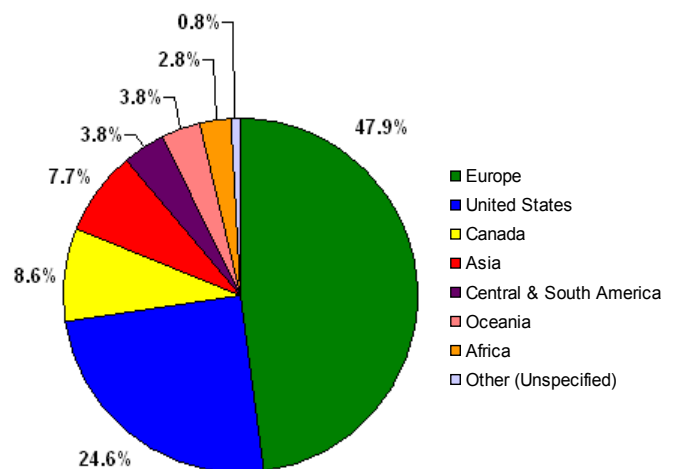
Time on Site (minutes)

gpwa.org

casinoaffiliateprograms.com

Reaching an International Audience

With 2,284,993 pageviews annually from across 203 countries and territories, the GPWA is the most active and most international resource of its kind.



GPWA Traffic by Region

Based on Google Analytics traffic data for 1 January 2011 - 31 December 2011

Benefits of Sponsorship

- **Recruit New Affiliates** – Gain exposure to thousands of active affiliates and build new partnerships.
- **Strengthen Existing Relationships** – Develop closer relationships with your affiliates and gain valuable feedback to improve and grow your program.
- **Build Trust for Your Brand** – The GPWA is respected as a trustworthy, ethical organization that works with its sponsors. Displaying the GPWA Sponsor Program Seal on your site shows affiliates you're a reputable organization.

What Sponsors Get

- **Dedicated Forum** – use your dedicated forum to connect directly with affiliates interested in promoting your brands. Email notifications will be sent out whenever a new post is made to help you stay on top of affiliate communications. Additionally, an experienced account manager is available to help you maximize the results of your forum participation.
- **Detailed Program Review** - showcase your program's brands and offers for affiliates on your customized program profile page.
- **Targeted Exposure** – have your message seen by affiliates through web advertising, affiliate manager interviews, newsletter features, magazine listings, stand-alone email blasts, a unique affiliate program gaming site search feature, and a sponsor affiliate program directory that lists all sponsors according to the vertical markets they serve.
- **Additional Benefits** – receive extra exposure with a featured program listing on iGamingAffiliatePrograms.com and promote your program in the Online.CasinoCity.com iGaming site directory. Platinum and Gold sponsors also receive complimentary copies of Casino City's iGaming Business Directory database.





What Our Sponsors Say...

“Naturally, the GPWA is the most obvious choice for any operation involved in online gaming, be they operator or affiliate. The GPWA is an integral part of our overall marketing strategy, and the benefits it affords our affiliate programme and operations make it an absolute necessity for the bet365 affiliates brand to be engaged in a long term platinum partnership with this site. We’re impressed with the experience and calibre of its affiliates, and it is refreshing to see a company do so much to educate and assist gaming industry websites in an effort to continue to nurture new and existing talent. bet365 employees have always had a fun and engaging experience working with the GPWA, and long may this relationship continue.”

– James Woods, Affiliate Operations Manager, Bet365 Affiliates



“GPWA gives us the possibility to get in touch with new, highly motivated affiliates as well as the established ones. We are happy to see that lots of affiliates are using GPWA as a tool to start their research and find their way into our myBet partner program. It’s not just that we believe it, we see it in the figures! “

– Alex Laske, Affiliate Manager, myBet Partners



“Having a network like GPWA has been really helpful for Rewards Affiliates. It’s an easy way to stay in touch with affiliates, meet new affiliates, and share good times. Thanks to GPWA for understanding the industry, and making my job that little bit easier.”

– Renee Mate, Affiliate Manager, Rewards Affiliates



“GPWA Sponsorship has provided a direct avenue to connect with the affiliates that drive our business forward every day. Not only have we acquired countless new affiliates, but we’ve solidified relationships with our current base, making them more comfortable to promote us more aggressively. A must be place for any serious affiliate program in my books.”

– David Merry, CEO, Castle Entertainment



“GPWA has been an outstanding tool for me ... Working closely with the super friendly team has allowed myself and [Affiliate Edge] to develop close relationships with some of the industry’s top affiliates. As a direct result of our affiliation with Michael and the GPWA team, we can honestly say that it has benefitted our business as a whole and added value in terms of how affiliates view us. The GPWA seal is a trusted industry logo.”

– Martyn Beacon, Affiliate Manager, Affiliate Edge



Affiliate Program Gaming Site Search

Affiliates rely on our unique search feature to decide on the perfect sites for their target audiences – and search results give exclusive coverage to GPWA sponsor brands. As a sponsor, each site you represent is included in the search and features a detailed profile plus ranking information. Webmasters search by language, geographic focus, payment methods, software used, and games offered, allowing the sophisticated targeting decisions needed to maximize conversions and revenue for both affiliate and sponsor.



The GPWA Times Newsletter

The GPWA Times email newsletter is mailed weekly to the GPWA membership. The newsletter covers industry news of particular interest and concern to portal webmasters, and is compiled by a full-time team of reporters who have in-depth familiarity with the online gaming industry. Major highlights are the Affiliate Manager Interview Series and the Portal Webmaster Interview Series. Additional features include question-of-the-week, member polls and affiliate program news. The newsletter has proven to be very popular with our members, which is why it's a great spot to run your program's ads (available to Gold and Platinum sponsors), be included in the Featured Affiliate Program section (available to Platinum sponsors), or announce news about your program (priority given to Gold and Platinum sponsors).



PLATINUM EXCLUSIVE Platinum sponsors receive an annual stand-alone email blast to the GPWA membership.



GPWA Times Magazine



The GPWA Times magazine was an instant success when we launched it at CAC Amsterdam in 2007. This fun, fact-filled publication is centered on building world-class portal businesses and connecting webmasters with potential partners. As a GPWA sponsor, you'll receive a logo listing for your affiliate program in every issue and discounts on display advertising. After reading the magazine, affiliates have information needed to maximize profits for both themselves and for the affiliate programs – which is why visibility in the magazine is definitely exposure well placed.



Casino City's iGaming Business Directory

Use the iGaming Business Directory as a resource to identify prospective affiliates.

This unique book covers thousands of iGaming sites and over 4,500 iGaming portal sites and site owners organized by iGaming type including online casinos, online poker, online betting, bingo, lottery and skill games. Additional sections feature affiliate programs, iGaming products and services, payment processors, software suppliers, regulatory jurisdictions, and more. It is an outstanding resource for identifying prospective affiliates, and the comprehensive affiliate program section and long shelf-life make it a useful vehicle for showcasing your program.

- Platinum and Gold sponsors receive a featured listing with logo in the affiliate programs section of the Directory.
- Gold sponsors receive a copy of the CD version of *Casino City's* iGaming Business Directory
- Platinum sponsors receive a copy of the Book and CD versions of *Casino City's* iGaming Business Directory

iGamingAffiliatePrograms.com

Gold and Platinum sponsors receive a featured listing with their logo in all relevant game categories on iGamingAffiliatePrograms.com, the world's most complete directory of online gaming affiliate programs with 800 programs listed. Platinum sponsors additionally receive 250x250 banner rotation in their primary gaming category.



Online.CasinoCity.com

For Platinum Sponsors Only: Your affiliate program will be featured on the profile page of each gaming site you represent on the hugely popular Online.CasinoCity.com website, a comprehensive directory of over 2,800 online gaming sites ranked in order of popularity.



GPWA Sponsors

Platinum Sponsors



affcorner.com
support@affcorner.com



affiliateedge.com
martyn@affiliateedge.com



affutd.com
manager@affutd.com



bet365affiliates.com
support@affiliates365.com



betcruise.com/en/affiliate/
marketing@betcruise.com



bettingpartners.com
support@bettingpartners.com



bingocamspartners.com
bas@bingocams.com



bringit.bet-at.eu
thomas.jones@bet-at.euw



clubgoldcasino.com/partners
partners@clubgoldcasino.com



commission.bz
support@commission.bz



crazyrewards.com
partners@crazyrewards.com



europartners.com
support@europartners.com



everestaffiliates.com
contactus@everestaffiliates.com



fortuneaffiliates.com
support@fortuneaffiliates.com



g2affiliates.com
affiliates@g2affiliates.com



genesysaffiliates.com
a-team@genesysaffiliates.com



interpartners.com
support@interpartners.com



intertops.com/affiliate
affiliate@intertops.com



isispartner.com
affiliates@isispartner.com



lotocasino.com/affiliates
affiliates@aff.lotoplay.com



luckywinaffiliates.com
affiliates@casinoluckywin.com



partners.mybet.com
partner@mybet.com



pokerhost.com
affiliates@pokerhost.com



spinwinpartners.com
affiliates@spinwin.com



winneraffiliates.com
support@winneraffiliates.com



partners.youwin.com
partners@youwin.com

Gold Sponsors

7Red Affiliates
B3W affiliationn
Betfair Affiliates
Bet Victor Affiliates
Casino Lunch Affiliates
Castle Affiliates
Comeon! Affiliates
DublinBet Affiliate Program
Firebrand Affiliates

Genting Affiliates
GGS Affiliates
Lucky Vegas 77 Affiliates
Slotland Affiliates

Silver Sponsors

Ace Live Casino Affiliates
Ace Revenue
AffActive
Affiliate Club
Bellevue Affiliates
BETDAQ Affiliates
Betfred Affiliates
Big Time Revenue
BrightShare

CanAffco
GoWild Affiliates
Guru Revenue
iAffiliates
Income Access
Jackpot Party Affiliates
Live Casino Partners
Mojo Affiliates
NordicBet Partners

Red Returns
Referback
Revenue Giants
Rewards Affiliates
Rome Partners
Roxy Affiliates
Skrill (Moneybookers)
Star Partner
Wajer Junction

Sponsorship Packages

There are three levels of sponsorship — Platinum, Gold and Silver — and each one offers an attractive array of benefits that will enhance your presence and credibility with our members.

Sponsorship Package Features	Platinum	Gold	Silver
Affiliate program profile page with logo, 468x60 banner, 120x600 banner, and text link to your home page and GPWA affiliate program forum page	✓	✓	✓
Official GPWA Sponsor Program Seal for your website	✓	✓	✓
Your own affiliate program forum with email notification when a post is made	Top Section	2nd Section	3rd Section
Profile of each brand you represent included in affiliate program search tool	Top Section	2nd Section	3rd Section
Logo listing in GPWA Times magazine	Top Section	2nd Section	3rd Section
GPWA home page/Run of Site banner rotation	Top Position 120 x 240	2nd Position 125 x 125	3rd Position 125 x 125
Affiliate manager interview on GPWA website	✓	✓	
Featured listing with logo on iGamingAffiliatePrograms.com and in Casino City's iGaming Business Directory	✓	✓	
Priority review and publication of your press releases (press releases must meet our editorial standards to be eligible for publication)	✓	✓	
Banner rotation in GPWA Times newsletter	Top Position 120 x 240	2nd Position 125 x 125	
A copy of Casino City's iGaming Business Directory	Book & CD	CD	
GPWA forum pages - 468x60 banner rotation	Top of Page	Bottom of Page	
Top of home page/Run of site - 468x60 banner rotation	✓		
Stand-alone email blast to GPWA membership	✓		
Rotation in Featured Affiliate Program section of GPWA Times newsletter	✓		
Your affiliate program featured on the Online.CasinoCity.com profile page of each gaming site you represent	✓		
iGamingAffiliatePrograms.com 250x250 banner rotation in your primary gaming category	✓		
Sponsorship Package Fees*	Platinum	Gold	Silver
Annual Fee	\$12,000 (£7,491)	\$8,000 (£4,994)	\$6,000 (£3,745)
Quarterly Fee	\$3,600 (£2,247)	\$2,400 (£1,498)	\$1,800 (£1,124)

*All advertising fees are payable in dollars. Rates in pounds are estimates for your convenience only, based on an exchange rate of \$1.602 per pound, and are subject to change.

Dual Sponsorship Discount

Sponsor both the GPWA and its sister organization, the APCW, and benefit from extra savings and cross-promotion opportunities for your program!

Contact sales@gpwa.org for more details.

Contact Us Today to Get Started!

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Skype: StevenCorfman