

**REDTOOTH POKER
PROUDLY
PRESENTS...**

**with a
\$25,000
FINAL**





ABOUT REDTOOTH POKER

Redtooth Poker is currently the UK's number one pub poker league boasting around 1000 venues scattered around England, Scotland and Wales. Since its inception in February 2007, the league has set new standards in both equipment and support services. Redtooth is the nominated supplier to most major pub groups. A cash prize fund of £80,000 was introduced in 2009 and helped by increasing popularity of poker, the Redtooth Poker league has experienced unprecedented growth.

The idea of the Redtooth Poker league is to drive customers back into pubs for extended sessions between 7:30pm to 11pm, therefore increasing the pubs wet trade on an otherwise quiet night. A successful poker night also has a knock on effect on other nights in your pub as your players may choose to take advantage of the various offers advertised around your venue.

“Redtooth Poker has been a runaway success. We have had over 200 players register to play and over 35 players turn up to play regularly on a weekly basis. For £20 a week It's a great business builder!” – Martin Briggs, Licensee of the Talbot Inn, Mansfield.

In 2012, Redtooth Poker revolutionised pub poker in the UK by introducing VEGAS100, a concept taking the UK's top 100 poker players, which are found via regional and national qualifiers, to the poker capital of the world, Las Vegas, to join the VEGAS100 experience.

Ever since it's inception, the VEGAS100 brand has gone from strength to strength and has firmly become the target for every pub poker player to aim for. After all, which poker player wouldn't want a free trip to Las Vegas to experience VEGAS100 and all it's perks.





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LANDLORD BENEFITS

As we all know there are many reasons to join the Redtooth Poker league. The main reason being to attract extra customers to your pub for extended sessions.

We have decided to introduce extra incentives for landlords to join the biggest and best pub poker league.

- The UK Pub Poker Champion's pub will receive a year's **FREE** poker subscription. This is worth over £1,200 to the landlord!!
- Redtooth Poker will be giving away two prize draw tickets per year to join the VEGAS100 guest list. This is exclusive to pub landlords who have had one or more of their players qualify for VEGAS100. This will be drawn a week after the UK National Final so the venues of the 10 players who qualify from the UK National Final will also be included in this draw.

This prize is transferable and, if the landlord wishes, can be used as a way to attract new players/customers into their pub. How many landlords can give away a trip to Las Vegas in their pub?

- Throughout 2017/18 we will be offering some brand new point of sale (POS) for landlords such as Redtooth Poker beer mats and Redtooth Poker bar runners – New sign-ups will get 25 beer mats and 1 bar runner included in their pack. Additional beer mats and bar runners will be available at a very small cost.
- All additional poker equipment will now be available on a 'Buy One Get One Free' basis for league members. **This is a HUGE 50% discount on our Redtooth Poker branded table tops and chip sets.**





HOW THE LEAGUE WORKS

The league runs for 13 weeks continuously throughout the year with pubs being able to join at any time during the season. Pubs are not disadvantaged by joining midway through a league season as you don't compete against other venues. Your league is just for your venue.

Four players from each venue qualify for quarterly regional finals. The top three players automatically qualify and the venue has a choice of either the fourth placed player qualifying or staging a play-off game on a separate night.

We would recommend the play-off system as it would maintain interest for a greater number of players throughout the season.

Each pub winner is presented with a glass trophy and certificate at a presentation ceremony held at the regional finals.

There are 72 regional finals nationwide each year, where your customers compete against players from other local participating pubs to play for the title of regional champion. **The winner of the regional final will qualify for the VEGAS100 trip** with the other top players qualifying for our UK National Finals where they will have a further chance to qualify for the VEGAS100 trip.

THE LEGISLATION

Since 1st September 2007 pubs have been allowed to play for small stakes or prizes. The maximum stake per person is £5 per night up to a maximum pot of £100 per night, any prizes given away cannot exceed £100. Private members clubs can play for increased stakes of £10 per night with a maximum pot of £250. Venues are not allowed to charge players or take a cut from the pot.

There are other legal restrictions and procedures which each venue needs to follow in order to fully comply with the law and the penalties can be severe. Redtooth have produced a full briefing with all the options available and provide the documents required as well as the support needed to make the most of these opportunities.

WHAT WE PROVIDE

- 2x 8-seat fold away Redtooth Poker branded pro table tops with top quality speed cloth.
- 2 sets of 14 gram clay chips and 100% plastic playing cards in a Redtooth Poker branded chip case with wooden dividers.
- 2 laminated hand rankings charts.
- Laser etched glass trophy for your league winner (one per season).
- Tournament Director t-shirt.
- 4x A2 full colour empty belly promotional posters.
- Registration forms for your players to complete.
- Plastic credit card size membership cards with unique individual membership numbers.
- 13x tournament report forms to record the weekly results. These forms are to be used on the night for raising the blinds and give the points structure for the event all in one place.
- Pre-paid return envelopes.
- Instructional DVD giving information on how to play poker and how to run Redtooth Poker nights.
- Seating Kit.
- Redtooth Poker rules.
- Guide to Legislation.
- Telephone helpline run from 7pm to 11pm Sunday to Thursday.
- Weekly website updates for league scores.
- Promotion of your pub and its poker night on the Redtooth Poker website.



The equipment provided is sufficient for up to 16 players. It is advisable to promote the poker events beforehand and ask interested players to complete registration forms. If more than 16 players register, you may wish to purchase additional equipment from Redtooth at special rates. Additional paperwork such as player registration forms can be sent on request free of charge.

THE COST

The Redtooth Poker league is just £20+VAT per week regardless of how many players you attract. The minimum subscription is for 13 weeks and we do ask for the full 13 week payment up front. This equates to **£260+VAT**.

The other payment option is paying by Direct Debit on a monthly basis at **£104** per Month with the first month paid up front. Terms and conditions apply.

REGIONAL FINALS

There are 18 quarterly regional finals each season throughout the UK where four players from each venue compete against players from other local participating venues to play for the title of regional champion. Qualifying players are informed of their regional final qualification along with all relevant details of the day by a postal invite.

Regional finals are held a few weeks after the end of the season on either a Saturday or Sunday afternoon in the best Grosvenor Casinos around the UK.

Each event is supervised by members of the Redtooth Poker team to ensure a smooth running of the tournament. The tournament clock and other information are displayed on big screens in the venue.

The event begins with player registration followed by a presentation ceremony where pub champions receive their trophy and certificate. At the mid-session interval a free buffet is provided for players and their guests.

Players are randomly seated and the game begins. A blind structure designed specifically for the regional finals has been developed by Redtooth Tournament Directors which differs to that used in pub tournaments ensuring that the regional final will last around 7 to 8 hours.

Top players from the regional finals will receive an invitation to one of two UK National Finals and also share £500 in cash with the newly crowned regional champion receiving an invitation to join our VEGAS100 trip at the end of the poker year along with a special crystal glass regional final winners trophy.

The top performing venue at the regional final will also be recognised on the day by being awarded a crystal glass trophy to be displayed for your customers to see back in your venue.



UK NATIONAL FINALS

We hold four UK National Finals each year at the UK's top casinos with each final featuring around 200 Redtooth Poker players who have qualified via the regional finals. We run a North and a South final both twice a year so your players won't need to travel to the other end of the country to play.

At our national finals all qualifiers receive an exclusive national final card guard as a special souvenir of their qualification along with a complimentary drink on Redtooth and special access to a buffet lunch during the first break. Qualifiers may also take up to three guests who are also eligible for the buffet lunch.



All of our UK National Finals have a £10 buy-in with a guaranteed prize-pool of £1,500 on top of FIVE VEGAS100 seats at each North and South UK National Final. Cash prizes will be paid out from 6th position using a standard pay-out structure.

There is also a merchandise stall where we sell all of our high quality equipment at special discounted rates! So if you are in need of extra playing cards this is a great time to buy them.

Special guests are also invited to our national finals and are available throughout the day for photo's, autographs and for a general meet and greet. Previous guests have included professional poker player Paul 'Action Jack' Jackson and the star of ITV's 'The Chase' Mark 'The Beast' Labbett.

Our UK National Finals also have an amended blind structure compared to our standard regional finals. This structure gives our registered members an even better poker playing experience and a feel of playing in a professional poker tournament.





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\$25,000GTD VEGAS100

VEGAS100 is the culmination of a twelve month search to find the best pub poker players from around the UK. Only 100 of the top pub poker players from over 200,000 competing in the Redtooth Poker league up and down the country will qualify for this prestigious event, our VEGAS100 National Final with a **\$25,000** GUARANTEED prize-pool..



The Orleans Hotel & Casino, our Las Vegas partner, is the location for Redtooth Poker's VEGAS100 National Final. The award-winning poker room at The Orleans recently added another prestigious honour when it was voted the city's Best Poker Room by the readers of the Las Vegas Review-Journal in the 2012 "Best of Las Vegas" poll. The comfortable 35-table room has been enhanced with state-of-the-art furnishings and plasma screens. Perfect for a Redtooth Poker National Final!

The UK's elite 100 players will be playing for a share of \$25,000 with the day's winner winning the largest share and a £5,000 sponsorship package for the following year. The top 20 players will be paid so everyone has a 1 in 5 chance of winning a prize! We also use our very best blind structure which gives all 100 players a great Las Vegas poker playing experience.



The new UK Pub Poker Champion will then be immediately upgraded to a suite for the rest of the trip and will enjoy a trip back to the airport in a limo drinking Champagne.

We also purposely plan our trip around the World Series of Poker (WSOP) and we even run a WSOP Qualifier for everyone on the trip which offers at least 1 seat into a WSOP event, which is every poker players ultimate dream!

**COULD YOUR VENUE PROVIDE THE NEXT
UK PUB POKER CHAMPION?**

TIPS ON RUNNING YOUR NIGHT

- We strongly recommend that you run your poker night in a highly visible area in your venue. This ensures maximum exposure to all customers that come through your doors, therefore, maximising player acquisition.
- **Table service!** This is probably the most important factor in creating a successful poker night. Most poker players don't like to leave the table while playing but will often order drinks if table service is provided. If you don't arrange table service you are missing out on a lot of extra wet trade.
- **Advertising!** We provide all of our venues with promotional A2 sized posters and these should be put up around your venue for your customers to see. Our posters are empty bellied so there is plenty of space to write details about your poker night. Advertising doesn't just stop with posters though, word of mouth is an excellent way to acquire new poker players. Get the word out there by talking to customers about your poker night, you may be surprised by how many people can play poker. Outdoor banners are also available at a one off cost of £59+VAT.
- **Player Incentives!** Perhaps you could offer a free drink to any player who brings a friend along and registers for your poker night.
- **Small stakes gaming!** By law you can play for small stakes (See 'The Legislation') and this is another good way to keep your players interested week in week out as if they cannot qualify for the regional finals they can still win a cash prize on the evening.
- **Additional prizes for your weekly/seasonal winner!** Venues that offer a food menu could give meal vouchers away as an additional prize for winning a league game or for winning the season. This would ensure the player visits your venue on another night of the week, potentially bringing family or friends along.

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