

Casino Listings Terms & Conditions V 1.1

Last modified: September 30, 2024

Our platform is dedicated to offering a dynamic and accessible directory to serve both operators and affiliates within the casino industry. Our commitment to maintaining a free service is designed to enhance visibility for all parties and to create growth opportunities. By participating in our directory, you agree to the terms and conditions outlined below.

Free Directory Listings

We uphold a steadfast policy of providing free directory listings for affiliate programs that offer a sub-affiliate deal, limited to 2 per entity, regardless of the number of accounts created. This initiative aims to support a broad spectrum of opportunities for collaboration within the casino affiliate community, ensuring an inclusive and diverse platform. If you have more than 2 brands you'd like to add, please refer to our premium upgrades section below.

Example: If ABC Marketing owns 6 casinos, they cannot have 3 different employees sign up to each get 2 free listings. Since all the casinos are under ABC Marketing, they would only receive 2 free listings and would need to purchase additional ones.

Uploading Your Brand

When uploading your brand, please ensure that each listing contains only one casino brand. Avoid adding multiple brands in a single listing. This practice benefits both you and our users, as each brand typically serves different markets, offers distinct payment methods, and provides separate contact methods. Once you have submitted your first brand, you can proceed to upload your second brand if desired.

Sub-Affiliate Revenue Share Agreement

We request that operators submitting their casino affiliate programs to our directory agree to a Sub-Affiliate Revenue Share arrangement. This entails:

- Providing us with a unique tracking link for our platform.
- Agreeing to a revenue share percentage on the earnings generated by affiliates who sign up through our website and social media channels.
- This revenue share will not involve any negative carryover, ensuring a fair and sustainable partnership.
- The agreement will persist for the lifetime of the affiliates acquired through our platform, contributing to our ability to sustain and enhance the free services we offer.

Once you've submitted your casino affiliate program, if you haven't already closed a sub-affiliate deal with an account manager, one will reach out to you within 7 business days. Once we finalize the sub-affiliate agreement, at which point we'll connect the tracking link.

Optional but Encouraged Sub-Affiliate Deals

While not obligatory, we strongly encourage the provision of a sub-affiliate deal. Such agreements play a pivotal role in the longevity and continuous improvement of our free platform. A sub-affiliate deal ensures that we receive a recurring share of the revenue produced by affiliates who discover your program through our services, benefiting all parties involved. If your brand does not offer sub-affiliate arrangements then an annual arrangement may be requested.

Commitment to Transparency and Accuracy

By listing your affiliate program with us, you commit to providing accurate and up-to-date information about your offerings. You also agree to promptly update your listing should any details change, ensuring that our platform remains a reliable resource for the casino affiliate community.

Premium Upgrades

- Users have the option to enhance their directory listing through our upgrade packages, providing increased exposure and benefits. These upgrades are available for a one-time fee. [See our upgrade options here.](#)
- By selecting an upgrade package, users agree to pay the specified fee and accept the terms outlined below.
- It is important to note that while upgrades offer enhanced visibility, we do not guarantee specific outcomes or results from these enhancements.
- Upon payment, users secure the selected upgrade package. Confirmation of the upgrade will be provided via email.
- Upgrade fees are non-refundable once the upgrade has been confirmed. Users may not cancel or downgrade their upgrade package after confirmation.
- We reserve the right to modify or discontinue upgrade packages at any time. In such cases, users with confirmed upgrades will not be affected, but future upgrades may be subject to different terms and pricing.
- We are not liable for any damages or losses incurred as a result of using or inability to use the upgraded services, including but not limited to lost profits, data loss, or business interruption.
- Selection of an upgrade package constitutes acceptance of these terms and conditions.
- Upgrade packages may be subject to availability and may vary based on geographical location or other factors.
- Additional listing upgrades are valid for a period of 12 months, and then will need to be renewed.

Acceptance of Terms

Submission of your casino affiliate program for inclusion in our directory constitutes your acceptance of these terms and conditions. It affirms your understanding of the importance of the Sub-Affiliate Revenue Share agreement in supporting our mutual goals and the sustainability of the free services provided by our platform.

Right to Amend Terms

We reserve the right to modify these terms and conditions as necessary. Any changes will be communicated in a timely manner, and your continued participation in our directory will signify your agreement to such adjustments.