

elephantpink™ × GAMBLING

GAMEWORLDBET × ELEPHANTPINK

PARTNERSHIP PROPOSAL

BRANDINGS

GAMEWORLDBET

COUNTRY

SLOVAKIA

SERVICES

**MARKETING & OPS
MANAGEMENT**

ACCOUNT

JUAN CIRERA

N° PROPOSAL

PRE-GWB-2536

DATE

16 · 06 · 2026

[INDEX]

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[01 · PROPOSAL]

A PHASED MODEL. ONE SINGLE FEE.

Todas las fases se ejecutan dentro del mismo equipo y el mismo fee mensual. No hay hand-off entre agencias, ni re-briefings: el mismo equipo que diseña es el que lanza y optimiza. Contrato 1 + 1 años (24 meses total).



01 FOUNDATION JUL / AUG

BUILD SOLID FOUNDATIONS

Visual identity, creative concept, tone of voice and applications. You provide the strategy (brand DNA, messaging, tone); EP develops and produces it.

- VISUAL IDENTITY SYSTEM
- CREATIVE CONCEPT + VISUAL LANGUAGE
- TONE OF VOICE FRAMEWORK + APPLICATIONS
- ARQUITECTURA SITIO
- SOCIAL KICKOFF 4 CANALES
- CRM WELCOME FLOW
- DASHBOARD REAL-TIME

02 PRE-LAUNCH AUG / SEP

ACTIVATE CHANNELS · OPTIMISE

Always-on, promos, CRM lifecycle, tournaments, UGC semanal. Primer ajuste por data.

- WEB LIVE + LANDINGS
- ALWAYS-ON + PROMOS
- 2 UGC/SEMANA (OPT)
- MATCH DAY + EVENTOS
- CRM LIFECYCLE 100%
- TOURNAMENTS LIVE
- PRIMER WAR-ROOM

03 SOFT LAUNCH OCTOBER

OPERATE · OPTIMISE · SCALE

Compounding de retención, reactivación, VIP management, creative refresh mensual.

- PAID CONTINUA
- CREATIVE REFRESH MENSUAL
- REACTIVACIÓN INACTIVOS
- VIP MANAGEMENT
- SEGMENTACIONES AVANZADAS
- SPORTSBOOK / CASINO TUNING
- AFFILIATE (OPT)

[01 · PROPOSAL / YEAR 2]

[04] HARD LAUNCH & GROWTH — YEAR 2

Annual renewal by mutual agreement. Expansion phase: new markets, affiliate programme, quarterly war-rooms, brand audits and continuous optimisation.

<p>EXPANSIÓN</p> <h3>Multi-país</h3> <ul style="list-style-type: none">NEW EUROPEAN MARKETSLOCALIZATION LAYERSREGULATORY COMPLIANCE	<p>AFFILIATE</p> <h3>Program</h3> <ul style="list-style-type: none">NETWORK SETUPTRACKING + PIXELSCOMMISSION MODEL	<p>CREATIVE</p> <h3>Refresh Q</h3> <ul style="list-style-type: none">CAMPAÑA HERO/QBRAND EVOLUTIONUGC CAMPAIGN	<p>GOVERNANCE</p> <h3>War-rooms</h3> <ul style="list-style-type: none">REVISIÓN TRIMESTRALBUSINESS REVIEWSSTRATEGY PIVOTS
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24

MESES · CONTRATO 1+1

5

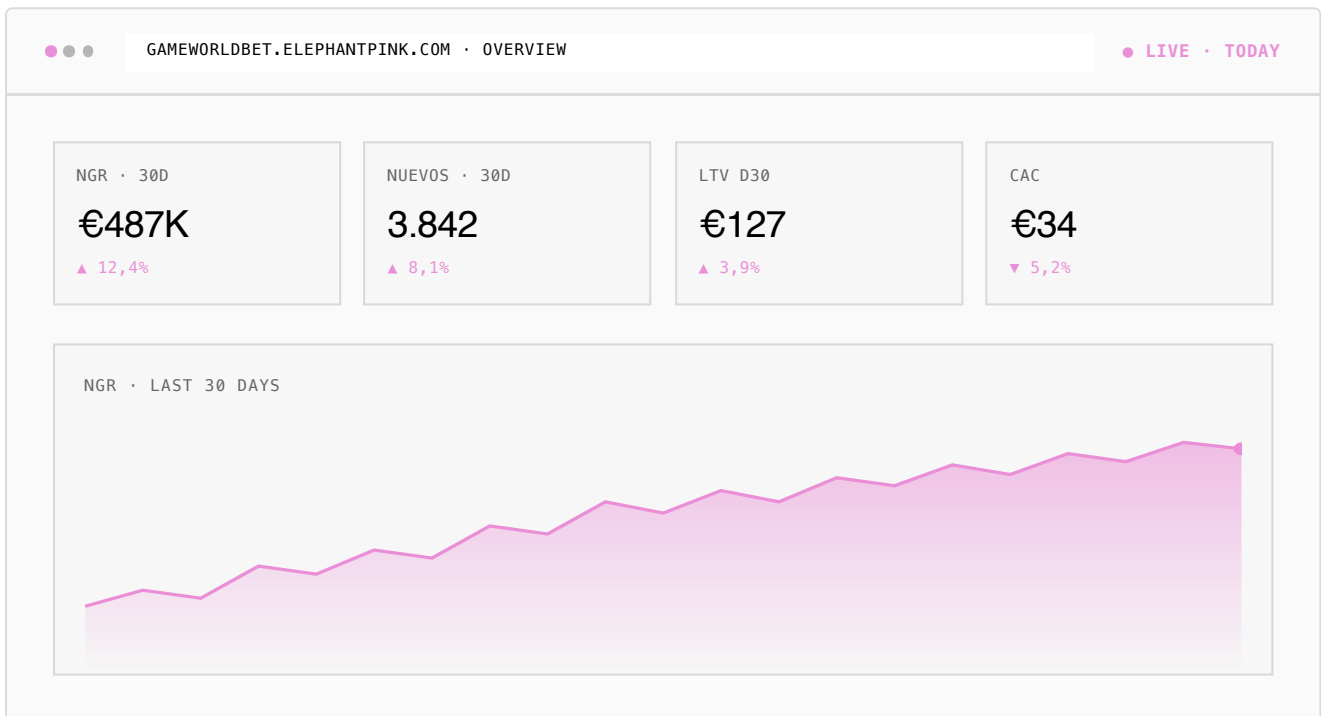
WORKSTREAMS
SIMULTÁNEOS

One team runs all 4 phases. No agency hand-offs. A single monthly fee covers WS1-WS5.

[02 · PLATFORM]

YOUR DATA. UPDATED EVERY DAY.

gameworldbet.elephantpink.com centralises acquisition, retention, NGR, player journeys and creative campaigns in a single dashboard. Daily cron 07:00 CET + real-time ingest. Acceso 24/7 con roles por stakeholder. Exportable a CSV + PDF.



● DAILY CRON 07:00 CET

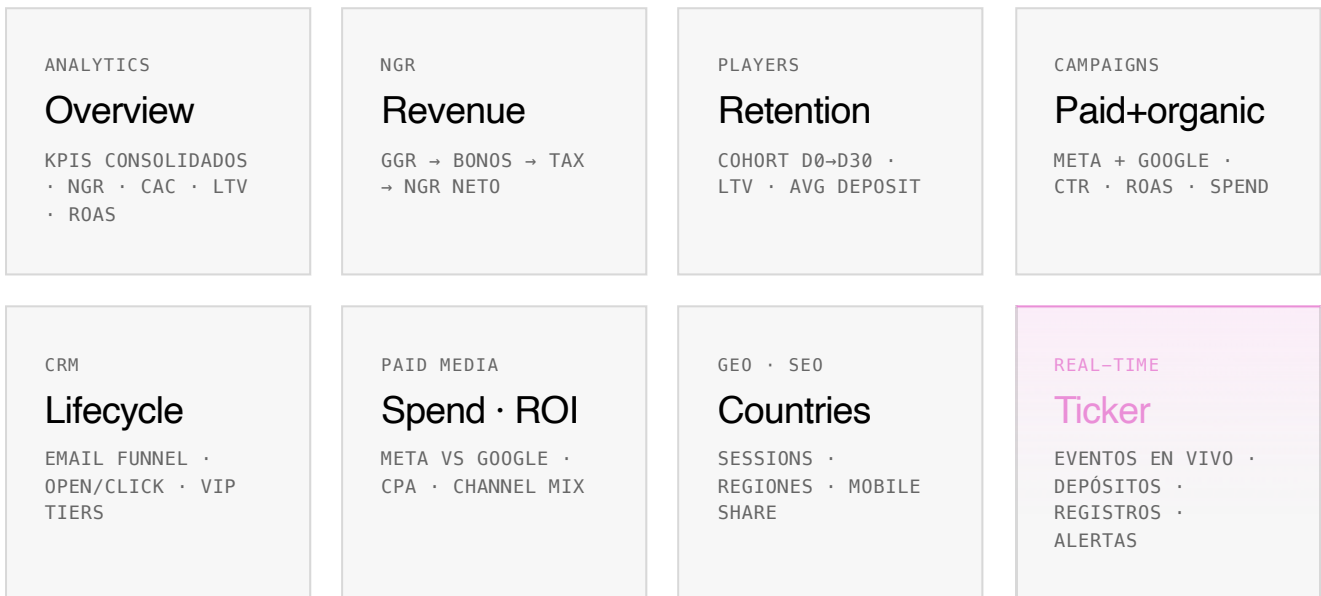
EXPORT CSV · PDF · SLACK WEEKLY

ROLES: CLIENT · STAKEHOLDER · AGENCY

[02 · PLATFORM / MODULES]

7 MÓDULOS CONECTADOS SOBRE UN SOLO STACK.

Cada módulo refresca en tiempo real y alimenta el siguiente. Accesible por rol desde cualquier dispositivo.



[03 · SERVICES]

5 WORKSTREAMS. ONE TEAM.

Todas las capas operan simultáneamente dentro del mismo fee. Una única célula ejecuta – sin hand-offs, sin silos, sin pérdida de contexto.

[01] **GENERAL MARKETING** WS 01

Market research, B2C strategy, buyer personas, localized branding, national campaigns, sponsors, social content, key visual, TV spot, influencer, AI workflows.

[02] **MARKET ADAPTATION** WS 02

Legal & regulatory compliance, localized marketing, partnerships with local media, product and service adaptation, continuous market research + competitor benchmarking.

[03] **DIGITAL MARKETING** WS 03

Daily casino and sportsbook pieces, bonus promos, local and international matches, Reels/Stories, sports+holiday calendar, moderation and support.

[04] **FULL PLATFORM & OPERATIONS** WS 04

Real-time dashboards, campaign control, segmentation + journeys, KPI analysis, sportsbook/casino tuning, CRM avanzado, UX/UI, tournaments, game management, KYC/AML, VIP.

[05] **CRM & RETENTION** WS 05

Promotions and bonuses, loyalty + reward programs, email marketing, lifecycle automation (FastTrack), SMS + WhatsApp vía operadores locales, reactivación.

[04 · INVESTMENT]

ALIGNED WITH YOUR NGR.

Fixed monthly fee + 5% variable on NGR. No opaque tiers. If the operator generates no net cash, no variable. Simple.

<p>MAIN FEE</p> <p>€18.000 /mes</p> <p>TAX-FREE · EXPENSES-FREE</p> <ul style="list-style-type: none"> ↳ GENERAL MARKETING ↳ BRANDING + ASSETS ↳ DIGITAL (ORGÁNICO) ↳ FULL PLATFORM & OPS ↳ CRM & RETENTION ↳ TV SPOT 20" PRINCIPAL ↳ AI-DRIVEN WORKFLOWS 	<p>VARIABLE · NGR</p> <p>5% flat</p> <p>NGR = GGR - BONUSES - CHARGEBACKS - GAMING TAX. VARIABLE ONLY ON REAL NET PROFIT.</p> <table border="1"> <tr> <td>NGR €200K</td> <td>€28.000</td> </tr> <tr> <td>NGR €500K</td> <td>€43.000</td> </tr> <tr> <td>NGR €750K</td> <td>€55.500</td> </tr> <tr> <td>NGR €1,5M</td> <td>€93.000</td> </tr> </table>	NGR €200K	€28.000	NGR €500K	€43.000	NGR €750K	€55.500	NGR €1,5M	€93.000	<p>ADD-ONS (OPTIONAL)</p> <p>PAID MEDIA €3,000 + €1,500 + 15%</p> <p>META · GOOGLE ADS · RTB · UGC</p> <p>SEO ADVANCED €3.200/MES</p> <p>ON/OFF-PAGE · BLOG · LINK BUILDING</p> <p>AFFILIATE PROGRAM ON REQUEST</p> <p>PERFORMANCE-BASED OR FIXED</p>
NGR €200K	€28.000									
NGR €500K	€43.000									
NGR €750K	€55.500									
NGR €1,5M	€93.000									

CONTRACT DURATION	1 + 1 YEARS · RENEWABLE	INITIAL PAYMENT	€33,000 ON SIGNING
ONGOING BILLING	MONTHLY IN ADVANCE	TAXES	NOT INCLUDED
PAYMENT METHODS	BANK TRANSFER · BINANCE	EXCLUSIVITY	SECTOR-WIDE IN TARGET COUNTRY

[04 · MEDIA PLAN]

PAID MEDIA OVER 12 MONTHS.

A realistic scenario for the Slovak market, calibrated with real data from our own operation (Gana777). It starts with the October soft launch and steps up at the November/December hard launch. Media spend is kept separate from the management fee.

SPEND · YEAR 1 €331,000	REGISTRATIONS · YEAR 1 ~39,550	FTD · YEAR 1 ~9,300
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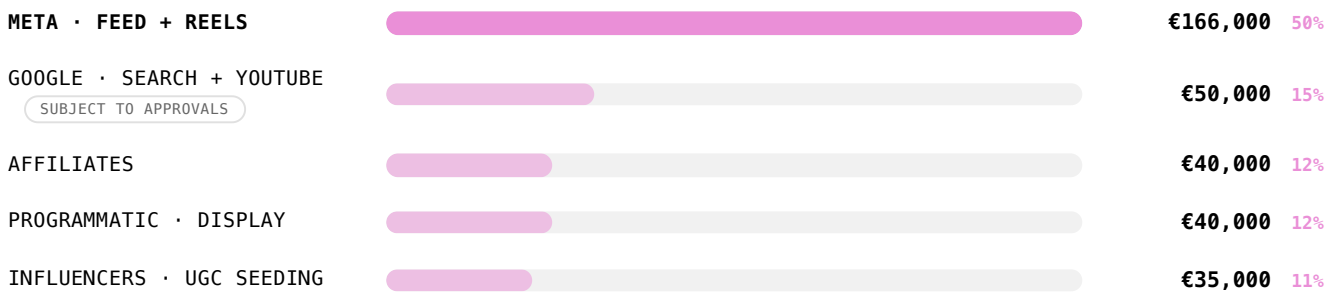
MONTH	PHASE	BUDGET	REGISTRATIONS	FTD	CPA	DEPOSITS
Oct	Soft launch	€15,000	1,162	273	€55	410
Nov	Soft launch	€16,000	1,336	314	€51	471
Dec	Soft launch	€16,000	1,447	340	€47	510
Jan	Ramp-up	€24,000	2,374	558	€43	837
Feb	Ramp-up	€24,000	2,553	600	€40	900
Mar	Ramp-up	€24,000	2,689	632	€38	948
Apr	Scale	€30,000	3,647	857	€35	1,286
May	Scale	€30,000	3,753	882	€34	1,323
Jun	Scale	€36,000	4,643	1,091	€33	1,637
Jul	Scale	€36,000	4,787	1,125	€32	1,688
Aug	Scale	€40,000	5,489	1,290	€31	1,935
Sep	Scale	€40,000	5,672	1,333	€30	2,000
Year total		€331,000	~39,550	~9,300	€36	~13,900

Blended CPA €36. Deposits = number of transactions (~1.5 per player: we start from scratch, first deposits dominate). Approximate figures.

[04 · MEDIA PLAN / CHANNELS]

CHANNEL MIX · ANNUAL BUDGET.

Breakdown of the total media budget by channel. Meta is the lead channel. Google is subject to sector approvals; affiliates and the rest are activatable in phases.














MEDIA SPEND · YEAR	€331,000	PAID MEDIA MANAGEMENT	€3,000 + €1,500 + 15% · META + UGC
TOTAL PAID MEDIA · YEAR 1	€434,650	SOFT LAUNCH	OCTOBER
HARD LAUNCH	NOVEMBER / DECEMBER		

[05 · PARTNERS]

OFFICIAL PARTNERS.

Acuerdos exclusivos con las plataformas líderes de iGaming, KYC, CRM, media y tracking. Incluidos en nuestro fee – no los pagas por separado.

					
					+ MORE PARTNERS

60%

REDUCCIÓN COSTES
OPERATIVOS

**USD
10.700**





/MES AHORRADOS EN
FEES

A través de acuerdos exclusivos con partners oficiales. Lo que pagarías por separado, viene incluido en nuestro fee.

[06 · AI EXPERTISE]

WE ARE AI EXPERTS. WE APPLY IT TO EVERYTHING.

Integramos IA en cada workstream – copy, imagen, vídeo, edición, insights, automatización. Producimos 3–5× más rápido sin perder calidad. El equipo se concentra en estrategia y dirección creativa; la ejecución repetitiva la absorbe el stack.









 AI AUDIOVISUAL Higgsfield, Nano Banana 2, PinkStudio · imagen + vídeo generados y editados con prompts estratégicos.	 AI COPY & STRATEGY Brief → concepto → claim → copy por canal en minutos. Consistencia de marca validada con guardrails humanos.
 AI OPERATIONS Agentes propios orquestan reportes, campañas, segmentaciones y flujos CRM. Menos fricción, más output.	 AI AGENTS INTEGRADOS Conectores a FastTrack, SoftGamings, Meta, Google – decisiones automatizadas con human-in-the-loop.

<p>3–5x</p> <p>MÁS RÁPIDO EN PRODUCCIÓN</p>	<p>–40%</p> <p>HORAS OPERATIVAS REPETITIVAS</p>	<p>24/7</p> <p>AGENTES MONITOREANDO KPIS</p>
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[07 · TEAM]

37 PROFESSIONALS. 7 ON YOUR ACCOUNT.

España · Argentina · Venezuela · Colombia · Rusia · Ucrania · Turquía.
Equipos especialistas se suman según scope.

			
<p>CMO JAVIER MÉNDEZ CHIEF MARKETING OFFICER</p>	<p>DIRECTOR JUAN CIRERA DIRECTOR & PLATFORM EXPERT</p>	<p>PROJECT DANIEL MUNKHOLM PROJECT MANAGER</p>	<p>SPORTSBOOK DAVID MUÑOZ SPORTSBOOK MANAGER</p>
			
<p>CRM ADRIÁN RODRÍGUEZ CRM MANAGER</p>	<p>CREATIVE MATÍAS MAIDANA GRAPHIC DESIGNER</p>	<p>COMMUNITY MAURICIO GÓMEZ COMMUNITY MANAGER</p>	<p>+ MORE 30 SPECIALISTS ON-DEMAND · BY SCOPE</p>

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× GAMBLING

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