



Elite Poker Challenge

Davis Enterprises International, LLC

3041 Corona Drive

Holiday, FL. 34690

(727) 491-3897 Office

www.elitepokerchallenge.net

Company Description

Elite Poker Challenge is a free bar poker league that allows players to improve their game nightly at their favorite local establishments. EPC is the only league created by World Series of Poker dealers and players; which means that you are partnering with the most professionally run tournaments in the area!

Elite Poker Challenge was created by Mac Davis, a 2005 and 2006 World Series of Poker dealer. After seeing how other companies presented bar league poker, he realized that there was room for improvement. We strive to offer professional, fun tournaments for our players, that will ultimately prepare them for a World Series of Poker and World Poker Tour level of play.

We provide everything that is needed for a successful poker tournament including poker tables, chips, prizes, and players. We also provide our players with EPC membership cards and player numbers, so that we can keep track of their player points. These points are what allow them to play for bigger prizes monthly and yearly!

In addition, our point system is designed to encourage the players to spend more money at your venue! We give them points for arriving early which gives them more time to eat and drink prior to the game. The main purpose is to have them plan to eat dinner at your establishment. Also, players will receive a point for every dollar spent at your bar, and points for bringing new players will increase your nightly revenue as well!

We are confident that the merger between your establishment and Elite Poker Challenge will be an exciting and profitable one!

Executive Summary

Elite Poker Challenge is the most professional, experienced, and knowledgeable poker league anywhere. We offer free poker tournaments to players of any and all skill levels. We provide them a way to improve their ability no matter what stage they may be, without having to pay for the lessons. Beginners and experienced players alike are welcome to come, play and have fun!!

The EPC owners have a combined 19 years of Texas Hold-em poker experience. In addition, there are 5 years of league poker, 3 years of World Series of Poker, and 9 years of business ownership experience as well. Many other poker leagues in the area were influenced by the knowledge of Mac and Heather Davis. We have all of the things that make a successful tournament run, and have eliminated all of the negative aspects. This guarantees a professional, fun, friendly tournament that players will want to play every week.

We promote a friendly environment in order to appeal to everyone. In addition to the official rules for No-Limit Texas Hold-em, EPC also employs its own set of rules and standards. All rules are set up to insure fairness, structure and promote a light hearted atmosphere in which all participants will feel comfortable and welcome.

We are going to increase your business on the night or nights selected to run tournaments, as well as increase business on other nights of the week. We will bring people that are not familiar with your establishment or may not know exactly what you have to offer. Introducing them to what your business is all about will make them a customer for life. It will also bring current customers in on nights that they wouldn't normally come.

You will see that the potential return and repeat business is influenced by great events, great food, and an amazing atmosphere. We know that the combination of our companies will bring even more success than we both enjoy separately.

Industry Analysis

Over the past 4 years poker has become increasingly popular with all age groups, and it shows no signs of slowing down. Everyday more and more people are becoming infatuated with all aspects of the game. Because of this, bar league poker is a very profitable form of entertainment.

Just based on the number of entrants into the World Series of Poker from 1996 -2006, we can see that the game that used to be associated with dark back parlor rooms is now the mainstream choice of entertainment. In 1996 there were 295 entrants, compared to the 8,776 players in 2006.

Because poker isn't a physical sport, but a mental one, it's a place where anyone has a chance to succeed, and this is part of it's popularity. While poker experts will always exist, there remains the chance that newbie will step into the game and beat the veterans. The players that bar poker leagues attract are the people who either want to learn the game, improve their game, or love the game of poker.

By having a poker league incorporated into your business you are going to be targeting the most profitable group of people for your establishment. Hooters of America, Inc.'s target market base is men ages 25- 54. This group also happens to be the majority of poker players in the Tampa Bay area. In addition, the demographics of poker have changed dramatically over the past few years. More women have found that they have a knack for knowing when to hold them and when to fold them!

As you know, in Vegas, Atlantic City, and California, it is easy to go to a poker room to find a game. In Florida, However, there are only 2 casinos in the state. Therefore, our bar tournaments are the main outlet that players in Florida have in "perfecting" their game. We are also constantly introducing new players to poker. It would be beneficial to both of our companies to tackle this market head-on.

Market Analysis

Product

Elite Poker Challenge prides itself on being the most professional bar poker league anywhere. Most of our Tournament Directors are World Series of Poker dealers, or have been through an extensive training program with the owner, Mac Davis. Therefore, you can trust that our part in your establishment is being represented with intelligence, experience, & class.

Customers

We are fortunate to have an amazing following of great players and members who are supportive and enthusiastic! Our players have quickly become the best form of advertisement that we could ever have. Our website is getting more hits everyday, because of the power of positive word of mouth advertising.

Marketing Strategy

Elite Poker Challenge can provide flyers and banners to promote the bar league poker events, location specials for poker night and more. In addition, our players have immediate access to all upcoming events and an events calendar on the EPC website. These forms of advertisement have proved to work well presently.

Customer Demand

We are now at the point where we have plenty of poker players to entertain, but they are asking us for more places for them to play throughout the week. In addition, the growth potential for this business is astounding! With the poker boom not being projected to plateau anytime soon, new players are emerging everyday and looking for an outlet for poker. That is where we come in!

Charity and Community

Elite Poker Challenge is a part of the local community. As a part of the community, we believe that it is our responsibility to try to make it a better place to live, work, and raise a family. We organize charity food drives for the less fortunate. We also run charity poker tournaments to raise money for local and national causes. It is up to all of us to give something back.

Products and Services

Elite Poker Challenge is the only company of its kind that offers its clients a choice for tournament times. We are happy to be flexible enough to accommodate your schedule. In doing so, we offer you a choice to run one or two tournaments on any given night. We are here to help build your business. We will work with you if you have special needs. Please ask about our discount program.

Single Tournament:

- Evening of single tournament event** :
 - * Tournament Director arrives by 6:30 pm.
 - * Sign-ups begin at 7 pm.
 - * Early registration ends at 7:30 pm.
 - * Tournament begins promptly at 8:00 pm.
- There will be a consolation table for the first 8-16 payers out of the tournament who would like to play in a single table tournament. The consolation table is designed to keep players in your establishment after they are eliminated from the main tournament.

Double Tournament:

- Evening of double tournament event** :
 - * Tournament Director arrives by 5:30 pm.
 - * Sign-ups begin at 6 pm.
 - * Early registration ends at 6:30 pm.
 - * First tournament begins promptly at 7:00 pm.
 - * Second tournament begins at 10:00 pm.
- There will also be consolation tables for both tournaments.

** Times are examples of the most popular weekday evening hours. Weekend and Holiday times are also available. We will work with any schedule.

We provide everything needed to conduct a professional tournament. We provide the staff to run these tournaments in a fun and fresh environment that will encourage players to come, and come back, every week.

Prize Information

Bar poker league members play for their love of the game, bragging rights, AND prizes. As you can see, Elite Poker Challenge is one of the only leagues offering prizes of this nature. In addition to all of the prizes shown, we will also be giving your bar patrons great nightly prizes. We are in business to increase your business, and your customers deserve the best!

Elite Poker Challenge runs three 16 week sessions in which players will accumulate points for prizes. Points will be tracked monthly, per session, and yearly. Each month the players who earned the most points will receive prizes such as:

- Auto detail
- Side Splitters Comedy Club tickets
- Greens fees for golf
- Gift certificates
- Lawn service
- Bid into yearly tournament

Each session the top points leaders will play in a 100 person tournament where they will play for prizes such as:

- Seat in a World Series of Poker bracelet event
- Top 16 receive seats in the yearly tournament
- Poker gear (hats, shirts, autographed material)
- New TV
- MP3 Player
- Chip sets and poker tables

The players who earned a seat in the yearly event, plus the top 40 point leaders for the year (that have not received a seat) will play in December for prizes such as:

- Seat in a World Series of Poker bracelet event
- Vacation Cruise Packages
- New TV
- MP3 sunglasses
- Chip sets, poker tables, and gear
- Side Splitters Comedy Club tickets
- And more

Of course, as we add more sponsors, our prize lists will increase.

CHARITIES

The Harry-Anna Trust Fund

The Florida Elks Children's Hospital was conceived in 1931 by the imaginative minds of the late David Sholtz, Past Grand Exalted Ruler, and Harry R.P. Miller, a retired financier of Eustis, FL. Through the generosity of Harry and Anna Miller, the idea became reality, when their compassion and love for handicapped children led them to offer to the Florida State Elks Association, Inc., a three-story hotel and several orange groves in Umatilla, Florida. The Elks accepted, and the Harry-Anna Home for crippled children was born.

Even though the Florida Elks Children's Hospital is closed the Harry-Anna Trust Fund continues to fund the two main charity projects of Florida Elks. The Florida Elks Children's Therapy Services and the Florida Elks Youth Camp.

AMVETS

AMVETS National Service Foundation provides support to veterans through programs as well as providing community and youth-oriented programs designed to promote unity and patriotism. It counsels and represents veterans and their dependents before the Veterans Administration without charge.