EST. 2021

OCR SLOTS

2026 — 2027

Marketing Partnership Guide

RIGHT MACHINE • RIGHT BET • RIGHT TIME

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SECTION 01

Executive Summary

Who we are, what we believe, and how we create value

SECTION 01 — EXECUTIVE SUMMARY

A brand built on trust.

OCR Slots is a regional casino media brand specializing in authentic casino marketing through livestreams, digital media, and community engagement.

Since 2021, we have built one of the Midwest's most engaged casino communities by earning something that cannot be bought — trust.

Every livestream. Every casino visit. Every Group Pull. Every partnership. Every recommendation is built around authenticity.

Unlike traditional advertising, OCR Slots allows casino players to experience your property through the eyes of real guests. That creates confidence, confidence becomes visitation, and visitation builds loyalty.

Today OCR Slots partners with casinos, gaming manufacturers, distributors, and industry organizations to showcase new games, introduce new experiences, and connect with active casino players throughout Oklahoma and the surrounding region.

Our Mission

To connect casinos, gaming manufacturers, and players through authentic storytelling that inspires confidence, creates memorable experiences, and builds lasting relationships.

Our Vision

To become the most trusted casino media brand in the Midwest by producing authentic, professional content that benefits players, casinos, and gaming partners alike.

Our Values

Authenticity. We show the reality of gambling — not just the highlights.

Trust. Every partnership is built on honesty, professionalism, and transparency.

Community. Our audience is more than viewers — they are part of the OCR Slots family.

Professionalism. Every casino floor, livestream, and event is represented with respect and integrity.

Innovation. We continually seek new ways to connect casinos and players through evolving digital media.

SECTION 02

Our Story & Foundation

Built by players, guided by authenticity, and sustained by trust

A LETTER FROM THE FOUNDERS

Welcome from Mike & Jona

Thank you for taking the time to learn more about OCR Slots.

What began as a passion for casino gaming has grown into one of the Midwest's most recognized casino media brands.

Since launching our first YouTube video in 2021, we have remained committed to one simple philosophy: authenticity always comes first.

We do not believe in manufactured excitement. We do not script jackpots. We do not hide the losses. We simply share real casino experiences with an audience that values honesty above everything else.

Whether we are livestreaming from a casino floor, introducing a new slot machine, interviewing industry professionals, or hosting one of our signature Group Pull events, our goal remains the same: create authentic experiences that help our partners connect with active casino players.

Thank you for your time and consideration.

Mike & Jona Leuchtenberg

CO-FOUNDERS, OCR SLOTS

OUR ORIGIN

Meet Mike & Jona

OCR Slots began as Oklahoma Casino Reviews, a website dedicated to sharing honest information and experiences from casinos across Oklahoma. The website still exists today and remains the foundation of everything OCR Slots has become.

As online video continued to grow, we launched Oklahoma Casino Reviews Slots on YouTube. Our audience naturally shortened the name to OCR Slots — and it stuck.

We built OCR Slots by combining our two greatest passions: casino gaming and traveling to casinos. Turning those passions into a business simply made sense.

Why We Built OCR Slots

We did not create OCR Slots to become influencers. We created it because we genuinely love casino gaming and travel.

Every casino has a story. Every slot machine has a story. Every player has a story.

Our goal has always been to share those stories honestly while helping casinos and gaming manufacturers showcase the experiences they work so hard to create.

Why Authenticity Matters

Anyone can post jackpots. Anyone can create highlight reels filled with big wins. Every gambler knows that is not reality.

> *“At OCR Slots, we do not measure our success by jackpots. We measure it by the trust we have earned from both our community and our partners.”*

SECTION 03

Audience & Reach

Understanding the active casino players we reach

SECTION 03 — AUDIENCE & REACH

Our Audience

OCR Slots reaches a highly targeted audience of active casino players throughout Oklahoma and the surrounding region. Unlike general entertainment channels, our viewers are actively interested in casino gaming, new slot machines, casino travel, promotions, and gaming events.

By the Numbers

7,600+ YOUTUBE SUBSCRIBERS	**40,000+** AVG MONTHLY YT VIEWS
4,400+ FACEBOOK FOLLOWERS	**9,600+** PRIVATE FB COMMUNITY
650,000+ FB VIEWS (LAST 90 DAYS)	**4 Years** CONSECUTIVE OIGA COVERAGE

PLATFORM DEEP-DIVE

YouTube Audience

AUDIENCE METRIC	VALUE
Subscribers	**7,600+**
Average Monthly Views	**40,000+**
Male	**73.6%**
Female	**26.4%**
Primary Markets	**OK, TX, AR, KS, MO**

Age Demographics

AGE RANGE	% OF AUDIENCE
18 – 24	**2.8%**
25 – 34	**18.1%**
35 – 44	**20.6%**
45 – 54	**19.5%**
55 – 64	**18.0%**
65+	**19.0%**

Nearly all of the OCR Slots audience is 25 or older, placing our content in one of the strongest demographics for casino marketing.

PLATFORM DEEP-DIVE

Facebook Audience

AUDIENCE METRIC	VALUE
Page Followers	**4,400+**
Private Community	**9,600+ Members**
Views (Last 90 Days)	**650,000+**
Women	**56%**
Men	**44%**
Top Cities	**Tulsa 23.5% · OKC 19.1% · Dallas 10.6%**

Regional Influence

Our strongest audience is concentrated throughout Oklahoma and neighboring states, allowing partners to reach active regional casino players.

- Oklahoma
- Texas
- Arkansas
- Kansas
- Missouri

Why Our Audience Matters

Our audience is made up of active casino players who plan gaming trips, attend casino events, seek out new slot machines, and follow gaming news. This makes OCR Slots an ideal marketing partner for casinos, gaming manufacturers, and tourism organizations.

- Active casino players
- Highly engaged livestream viewers
- Frequent casino travelers
- Strong regional influence
- Trusted recommendations
- Long-term community relationships

SECTION 04

Trusted by the Gaming Industry

Partnerships, results, and professional representation

SECTION 04 — TRUSTED PARTNERS

Built on Trust

OCR Slots has earned the trust of casino operators, gaming manufacturers, distributors, and industry organizations by consistently delivering authentic, professional, and engaging content. Our focus is not on one-time promotions, but on building long-term relationships that create value for our partners and our audience.

Hard Rock Hotel & Casino Tulsa

Hard Rock Tulsa has become one of OCR Slots' strongest and longest-standing casino relationships. This partnership demonstrates how consistent collaboration builds awareness, engagement, and repeat visitation.

COVERAGE INCLUDES

- Multiple casino livestreams
- Official OCR Slots Group Pull events
- High Limit Room showcases
- New slot features
- Entertainment and promotional coverage

River Spirit Casino Resort

OCR Slots has independently featured River Spirit Casino Resort through livestreams, casino showcases, and special event coverage. One of our most notable collaborations was the launch of a new Eclipse Gaming Systems title in partnership with Eclipse and River Spirit.

COVERAGE INCLUDES

- High Limit Room features
- Coffee with OCR Slots livestreams
- New slot showcases
- Casino promotions and events

Eclipse Gaming Systems

OCR Slots has partnered with Eclipse Gaming Systems to introduce new gaming products through authentic gameplay, livestreams, and product demonstrations — including multiple OIGA appearances and the River Spirit game launch.

A&W Enterprises

A&W Enterprises has partnered with OCR Slots to showcase the newest slot products represented by its manufacturer partners.

COVERAGE INCLUDES

- OIGA livestreams
- Manufacturer interviews
- Booth demonstrations
- Product spotlights

Oklahoma Indian Gaming Association (OIGA)

OCR Slots has proudly provided live coverage from OIGA for four consecutive years, giving casino players an exclusive look at the newest games, products, and industry innovations through livestreams and interviews.

MSC Cruises

OCR Slots partnered with MSC Cruises to showcase the onboard casino experience and demonstrate that authentic gaming content extends beyond traditional casino properties.

TRACK RECORD

Real Results. Real Experiences.

Success for OCR Slots is measured by relationships, trust, and memorable experiences. Whether hosting a Group Pull, livestreaming from a casino floor, or covering OIGA, our objective is to create content that inspires players to visit, engage, and return.

- Four consecutive years covering OIGA
- Official Hard Rock Tulsa Group Pull events
- Regional casino livestreams throughout Oklahoma
- Authentic new game launch coverage
- Highly engaged casino community
- Professional, brand-safe representation

Professional Representation

When OCR Slots is invited onto your property, we understand we are representing your brand. We work closely with marketing teams, casino staff, and manufacturer representatives to ensure every project reflects professionalism, authenticity, and respect.

SECTION 05

Why OCR Slots Delivers Results

Trust-based marketing, differentiation, and long-term value

SECTION 05 — THE DIFFERENCE

Marketing That Builds Trust

Today's casino guests have more choices than ever before. Traditional advertising still has a place, but players increasingly discover casinos, games, and destinations through creators they trust. OCR Slots bridges the gap between entertainment and marketing by creating authentic experiences rather than traditional advertisements.

Authenticity Creates Confidence

Anyone can create a highlight reel of jackpots. OCR Slots has built its reputation by showing the complete casino experience — the wins, the losses, and everything in between. That honesty gives our audience confidence that when we recommend a property, game, or experience, it is based on genuine enthusiasm rather than scripted promotion.

Traditional Advertising vs. OCR Slots

TRADITIONAL ADVERTISING	OCR SLOTS MARKETING
Interrupted viewing experience	**Entertainment-first content**
One-way communication	**Real-time audience interaction**
Short campaign lifespan	**Long-term replay value**
General audience	**Targeted casino players**
Limited engagement	**Active community participation**

THE FIVE REASONS

Why Partners Choose OCR Slots

01

Authenticity

We never manufacture excitement or hide losses. Our audience trusts us because they know what they see is real.

02

Community

Our followers meet us in casinos, attend Group Pulls, interact during livestreams, and become long-term members of the OCR Slots family.

03

Regional Focus

Our strongest audience is concentrated in Oklahoma and surrounding states, allowing partners to reach players who are most likely to visit their properties.

04

Professionalism

From planning meetings to final content delivery, every partnership is handled with clear communication and respect for your brand.

05

Long-Term Marketing Value

Videos, livestreams, Shorts, and social posts continue generating awareness long after the original event.

THE ADVANTAGE

The OCR Slots Advantage

YOU RECEIVE	BENEFIT TO YOUR ORGANIZATION
Authentic livestream coverage	**Builds player confidence and excitement**
Professional photography & video	**Creates reusable marketing assets**
Targeted regional audience	**Reaches active casino players**
Long-term online visibility	**Continues generating exposure after the event**
Trusted community	**Recommendations carry credibility**

What Success Looks Like

Success is measured by more than view counts. We focus on creating awareness, encouraging visitation, strengthening brand recognition, and building lasting relationships between our partners and our community.

Why Casinos Continue to Partner with OCR Slots

- Authentic representation of their brand
- Professional communication and planning
- Engaged casino-focused audience
- Long-term marketing value
- Repeat partnerships built on trust

Our Partnership Philosophy

We believe the best partnerships are built on trust, transparency, and shared goals. Before every project, we work with your team to understand your objectives and develop content that supports your marketing strategy while remaining authentic to our audience.

SECTION 06

Marketing Solutions

Custom livestream, video, social, event, and long-term programs

SECTION 06 — SOLUTIONS

Every Partnership Is Custom

No two casinos, gaming manufacturers, or marketing campaigns are the same. OCR Slots develops customized marketing solutions designed around your goals, target audience, timeline, and desired outcomes. Whether you are introducing a new slot machine or building long-term awareness for your property, we will create a strategy that delivers authentic engagement.

YouTube Livestream

Professional live coverage of promotions, events, game launches, and casino experiences for the OCR Slots YouTube audience.

Facebook Livestream

Dedicated Facebook live event coverage designed for OCR Slots' highly engaged Facebook audience.

Dual Platform Livestream

Simultaneous YouTube and Facebook livestream coverage that expands real-time reach across both communities.

Casino Property Showcase

Highlight your gaming floor, hotel, restaurants, bars, high-limit areas, entertainment venues, and amenities through professionally produced video.

New Slot & Game Launch

Introduce new games with authentic gameplay, manufacturer interviews, demonstrations, and educational content that creates excitement before players arrive.

Social Media Campaigns

Expand your reach with Facebook posts, YouTube Shorts, Reels, countdown campaigns, community posts, and follow-up content.

Group Pull Experiences

Create memorable player events with OCR Slots' signature Group Pulls that encourage visitation, community engagement, and repeat guests.

Special Event Coverage

Promote grand openings, concerts, VIP events, tournaments, promotional weekends, charity events, and gaming expos.

EXTENDED PROGRAMS

Long-Term Programs

Manufacturer Partnerships

Showcase new products and innovations through demonstrations, interviews, product spotlights, and trade show coverage including OIGA and other industry events.

Full-Day Content Production

Create multiple videos, livestreams, interviews, photographs, and social content from a single property visit.

Quarterly Marketing Partnership

Maintain consistent visibility and coordinated marketing support across multiple campaigns throughout the year.

Annual Strategic Partnership

Build a customized, year-round marketing program aligned with your organization's long-term goals.

Included in Every Partnership

INCLUDED	BENEFIT
Pre-Planning Consultation	**Campaign built around your goals**
Professional Production	**High-quality livestreams and video**
Brand-Safe Representation	**Professional on-property conduct**
Pre-Event Promotion	**Build excitement before launch**
Post-Event Promotion	**Extend campaign reach**
Replay Value	**Content continues generating awareness**
Performance Review	**Discuss results and future opportunities**

Typical Partnership Opportunities

- New slot machine launches
- Casino anniversaries
- Grand openings
- Property renovations
- Entertainment and concert weekends
- Gaming promotions
- Player appreciation events
- VIP gaming experiences
- OIGA and other trade show coverage
- Holiday promotions
- Community outreach events
- Ongoing brand awareness campaigns

Our Approach

We begin every partnership by listening. Understanding your objectives allows us to create content that supports your brand while remaining authentic to the audience that has trusted OCR Slots for years.

SECTION 07

Investment Guide

Public starting investments and standard partnership inclusions

SECTION 07 — INVESTMENT

Starting Investment

The guide below reflects standard starting investment levels. Final proposals are tailored to travel, production requirements, deliverables, and campaign scope.

MARKETING SOLUTION	STARTING INVESTMENT
YouTube Livestream	**Available Upon Request**
Facebook Livestream	**Available Upon Request**
Dual Platform Livestream	**Available Upon Request**
Featured Casino Video	**Available Upon Request**
Slot Machine Spotlight	**Available Upon Request**
Casino Property Showcase	**Available Upon Request**
Group Pull Hosting	**Available Upon Request**
Full-Day Casino Coverage	**Available Upon Request**
Quarterly Marketing Partnership	**Available Upon Request**
Annual Strategic Partnership	**Custom Proposal**

Every Partnership Includes

- Professional planning and communication
- High-quality livestream and video production
- Pre-event promotion
- Post-event marketing support
- Replay value across digital platforms
- Authentic, brand-safe representation

Our Commitment

Every partnership begins with understanding your goals. We create customized strategies that help increase awareness, showcase new experiences, and build lasting relationships with active casino players.

SECTION 08

The Partnership Experience

What you can expect from planning through completion

SECTION 08 — EXPERIENCE

Why Partner with OCR Slots

Choosing the right marketing partner is about more than reach — it is about trust, professionalism, and finding a team that genuinely understands your guests.

OCR Slots combines authentic storytelling, professional livestream production, and one of the Midwest's most engaged casino communities to help casinos and gaming manufacturers connect with active casino players.

We do not simply create content. We create experiences that inspire visitation, build trust, and strengthen relationships between gaming brands and their customers.

What You Can Expect

- Professional communication from planning through project completion.
- Authentic, brand-safe representation of your casino or organization.
- Customized marketing strategies tailored to your objectives.
- High-quality livestreams, photography, and digital content.
- Long-term value through replayable content and ongoing visibility.
- A collaborative partnership focused on measurable success.

Frequently Asked Questions

Do you only work with casinos?

No. We also partner with gaming manufacturers, distributors, tourism organizations, and hospitality brands whose goals align with our audience.

Can partnerships be customized?

Absolutely. Every proposal is tailored to the partner's goals, timeline, deliverables, and budget.

Do your videos remain online?

Yes. Livestreams and videos continue providing exposure long after an event concludes, creating long-term marketing value.

Can OCR Slots travel?

Yes. While our primary audience is centered in Oklahoma and the surrounding region, we are available for travel opportunities across the United States and beyond.

SECTION 09 — CONTACT

Thank You

Let's build something authentic together.

Mike & Jona Leuchtenberg
CO-FOUNDERS, OCR SLOTS

RIGHT MACHINE • RIGHT BET • RIGHT TIME

MARKETING PARTNERSHIP GUIDE

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