

# Working With TGB

A Commercial Brief — 2026 · Kate Chambers, Founder, The Gaming Boardroom



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# The relationship is with Kate. That's the point.

Kate Chambers spent 15 years running ICE, the world's largest gambling trade show, and built an unrivalled network of senior operators, regulators, and suppliers across every regulated market in the process. She founded The Gaming Boardroom because she watched smart professionals making expensive decisions based on mediocre information and knew she could do something about it.



Partners consistently identify Kate's creative problem-solving as the unexpected value; she doesn't give generic strategic advice. She generates approaches and angles that teams hadn't considered, drawing on 20 years of seeing what works and what doesn't across the industry. A warm introduction from Kate is a categorically different conversation-opener than a cold approach. That is what partners are buying.

## 20 Years in the Industry

Direct relationships with senior operators, regulators, and suppliers across every major regulated market.

## 15+ years at ICE

Built the world's largest gambling trade show into a global platform spanning 150 countries.

## Founded TGB

Created a genuinely useful platform of tools, insights, and access for the industry's senior professionals.

## Greg Saint

30 years across gaming and media, and tech, including senior roles in the ICE portfolio. At TGB Greg works with clients year-round alongside Kate through regular strategy sessions, ongoing collaborations, and partnerships built on trust rather than transactions.

# Senior Operators and the People Who Influence Them

TGB's audience is not volume, it is seniority. Newsletter subscribers and LinkedIn followers are predominantly C-suite and senior director level, across operators, regulators, and suppliers in regulated markets globally. These are decision-makers, not researchers.

~2,000

## Newsletter Subscribers

Predominantly C-suite and senior director level across regulated markets globally.

4,000+


## LinkedIn Followers

Senior professionals across operators, regulators, and suppliers worldwide.

150+

## Countries Represented

The reach of Kate's network, built through 25 years at the heart of the global industry.

 The audience TGB reaches took 25 years to build. Access to it is not something you can replicate through paid media.

# Four Ways to Work With TGB

TGB offers four distinct commercial routes. They are not a ladder — you don't have to start at one end and work up. The right starting point depends on what you are trying to achieve.

## 01 Visibility

from £1,500/month

- Banner advertising, newsletters, social amplification

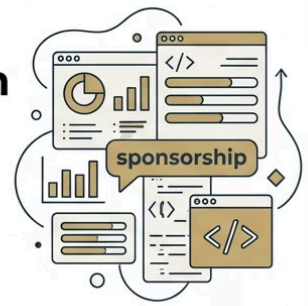


## 02

### Tool & Platform Sponsorship

pricing on application

- Embedded presence within actively used tools



## 03 Event Partnership

pricing on application

- Digital Labs events, senior-level sessions



## 04 Strategic Partnership

from £36,000/year, limited availability

- 12-month working relationship with Kate



# 01 — Visibility

FROM £1,500/MONTH · PACKAGES FROM £18,000/YEAR

Banner advertising, newsletter placements, and social amplification. For companies that want consistent brand presence in front of TGB's senior operator audience without a deeper strategic commitment. This is TGB's entry-level commercial offering — and at roughly £1,500/month, it represents strong value relative to comparable reach in this sector. Many companies start here to build familiarity before moving into a deeper relationship.



## Website Banners

Prominent placement across TGB's digital properties, in front of a senior industry audience.



## Newsletter Features

Dedicated features and sponsorship within TGB's newsletter, reaching ~2,000 senior subscribers.



## Social Amplification

Shout-outs and amplification across TGB's LinkedIn presence of 4,000+ senior followers.

# 02 — Tool & Platform Sponsorship

PRICING ON APPLICATION · EXCLUSIVE PER TOOL/VERTICAL

TGB is building the industry's most comprehensive library of tools, frameworks, and resources — organised by vertical and expert area. Every tool, vertical, and expert area can carry a single named sponsor.

This is not an advertising placement that appears beside content. It is embedded presence within a product your target audience actively uses — at exactly the moment they are working in your space. A compliance vendor sponsoring the compliance tools vertical is in the room at the right time, in the right context, with the right people.

Sponsorship is available at the individual tool level, the vertical level, or as bundled packages across expert areas. As TGB's tool library grows to hundreds of tools across all key verticals, the opportunity scales with it.

- Because tools vary significantly in reach, specificity, and audience depth, pricing is set on a case-by-case basis. We will always discuss scope and expectations before agreeing anything.

## Why Sponsorship Works



- **Right time** — present when your audience is actively working in your space
- **Right context** — embedded within a tool they trust and use
- **Right people** — senior decision-makers, not researchers
- **Exclusive** — one sponsor per tool or vertical, no competition

# 03 — Event Partnership

PRICING ON APPLICATION · PER EVENT BASIS

TGB's Digital Labs events bring together operators and suppliers in focused, senior-level sessions around specific verticals or strategic topics. Sponsorship packages give partners a prominent role in these conversations — as headline sponsor, supporting partner, or content contributor.

Events are produced to the standard of TGB's editorial approach: curated attendee lists, focused agendas, and no padding. Partner involvement is structured to add value to the event, not just to the sponsor.

<b>Headline Sponsor</b> Lead presence and prominent positioning throughout the event.		<b>Supporting Partner</b> Meaningful involvement in a curated, senior-level conversation.		<b>Content Contributor</b> Shape the agenda and contribute expertise to focused vertical sessions.
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# 04 — Strategic Partnership

FROM £36,000/YEAR · LIMITED AVAILABILITY

A 12-month working relationship with Kate, built around three outcomes: independent credibility, visibility, and creative positioning. These are not things you can buy through advertising. They are built through the right relationships, the right editorial presence, and Kate's ability to see angles and approaches that most teams haven't considered.

⚠ This is not a marketing programme or a media package. It is a structured engagement in which Kate applies her network, her experience, and her creative problem-solving to help your brand be seen in the right way, by the right people, in the right contexts — month by month, across 12 months.

TGB takes on a small number of strategic partners each year to protect the quality and integrity of the work. Every strategic partnership begins with a conversation to establish fit — for both sides.



# What the Strategic Partnership Delivers

Four things TGB builds for you — across 12 months.

## 01 — Network Introductions

Up to three targeted introductions across the year to the operators, regulators, or senior figures that matter most to your commercial agenda. These are warm introductions from Kate — used strategically, not speculatively. The access they open is not available through any other channel.

## 02 — Profile & Reputation Building

Sustained, credible presence in the environments where operator decision-makers form their views. This is slow, cumulative work — but over 12 months it means that when your team makes a direct approach, the response is recognition rather than a blank stare.

## 03 — Editorial Positioning

TGB publishes independent, operator-facing content. When partners are included within that content, it carries the credibility of editorial independence — worth more than any amount of self-published promotional material. The goal is that operators encounter your brand in contexts that build respect, not familiarity.

## 04 — Creative Positioning Sessions

Twelve monthly working sessions with Kate across the year. You bring the live situation — a market you are trying to enter, a relationship that isn't progressing, a positioning question you can't quite crack. Kate applies her experience, her network knowledge, and her creative problem-solving to it. She identifies angles and approaches that teams working from inside a business consistently miss.

# In Their Own Words

What partners say about working with TGB.

## 12:1

### ROI on Partnership

EvenBet Gaming's measured return on their TGB strategic partnership.

## 40%

### Increase in Qualified Leads

Growth in high-quality pipeline attributed directly to TGB activity.

## 3

### New Operator Partnerships

Direct commercial relationships opened via TGB introductions.

"Working with TGB has been a game-changer for EvenBet Gaming. Their deep industry knowledge, strategic insight, and tailored approach have added real value to our marketing efforts. From high-impact content and consistent brand visibility to meaningful consultancy sessions, TGB has helped us strengthen our position in the gaming industry. The support around key initiatives, like our participation in ICE, has been especially impactful. The team's professionalism and responsiveness make them a trusted partner, and their ability to align with our goals gives us confidence that we're always moving in the right direction. For any gaming business looking to amplify their impact, I highly recommend TGB."

— **Alexandra Versonskaya**, Chief Marketing Officer, EvenBet Gaming

"As a senior executive in the global gambling industry, joining The Gaming Boardroom has been one of my best decisions. The valuable resources, peer interaction, practical training and tools, and access to a global network of experts have been an enormous benefit for me and my team. If you're looking to keep ahead of the competition, I highly recommend joining The Gaming Boardroom."

— **Tracy Cohen**, former Chief Marketing Officer, TCS John Huxley

# Conversations Start With Kate

Whether Kate or Greg has been in touch or you're reaching out off your own back, the next step is a direct conversation, not a form, not a proposal template, not a sales process. You talk to us, we work out together whether there's a fit, and if there is, we agree what the right engagement looks like.

This is deliberate. The thing you are buying, if you go ahead, is Kate's attention and involvement. It makes no sense to begin that relationship through a process that strips the personal out of it before you've even started.

## Kate Chambers

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## Greg Saint

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## How It Works

01

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**Email Kate directly** — no forms, no intermediaries, no process.

02

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**Have a conversation** — establish whether there is a genuine fit, for both sides.

03

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**Agree the right engagement** — the form and scope that makes sense for your objectives.