

MEDIA OUTLET PRE-QUALIFICATION

Applicants must meet **all** of the following:

1. Operate under a recognized publication or outlet (not a personal brand)
2. Maintain a publicly accessible masthead or staff listing
3. Produce primarily news, analysis, or editorial content

Individuals (including influencers and content creators) not representing a qualifying outlet are **not eligible**.

TIER ASSIGNMENT

Applicants are assigned tiers based on:

- **Team Size / Workdays:** Peak number of reporters or total workdays
- **Combined Reach:** Total verified social followers + monthly unique website visitors

Applicants who do not meet minimum thresholds will not be credentialed.

Tier 1 – Prestige

- Team Size: 50+
- Reach: 500,000+
- Requirements:
 - Exclusive WSOP Vegas coverage (May 26 – July 15)
 - 10+ pre-event WSOP articles
 - Full 7-week on-site commitment

Benefits:

- Up to 5 hotel rooms
- Food vouchers
- Dedicated office space
- 5 premium floor desks
- Embargoed announcements

Tier 2 – Standard

- Team Size: 10–49
- Reach: 250,000+

Benefits:

- Up to 2 hotel rooms
- Food vouchers

- 2 floor desks
- Embargoed announcements

Tier 3 – Emerging

- Team Size: 1–9
- Reach: 100,000+

Benefits:

- Media credential access
- Food vouchers

Reach Verification

Qualifying metrics include:

- Followers on: X, Instagram, Facebook, YouTube, TikTok, LinkedIn (company pages only)
- Monthly unique website visitors

Rules:

- Accounts must be active (minimum 4 posts in past 12 months)
- Only outlet-owned accounts qualify
- Applicants must submit screenshots and analytics
- WSOP will audit ~20% of applicants

Verification standards:

- ≤15% discrepancy: adjusted to verified figures
- 40% discrepancy: flagged for review
- Unverified claims default to minimum tier threshold

Failure to meet declared commitments (team size, attendance, output) may result in revocation and future ineligibility.