

EVERYTHING YOU NEED TO PROMOTE **STURMPLAY**

A new casino and sportsbook built for German-speaking players first. Offers, markets, commission, tracking, creatives and rules on one page. We update it whenever an offer or rule changes.

45%

Revenue share

up to 350 €

CPA per first depositor

**200% + 500
FS**

Casino welcome offer

5,000+

Games from 50+ providers

THE BRAND **STURMPLAY AT A GLANCE**

Website	sturmplay.com
Products	Online casino and sportsbook, one account for both
Built for	German-speaking players first (DE, AT, CH) · English site for other permitted markets
Site languages	German, English, Spanish, French, Italian, Portuguese
Player support	German and English email: affiliates@sturmpartners.com
Launch date	01.11.2026
Affiliate program	Sturmpartners · sturmpartners.com · affiliates@sturmpartners.com

Always write **Sturmplay** and **Sturmpartners** as one word with a capital S only. Not "SturmPlay", "Sturm Play", "Sturm Partners" or "STURMPLAY" in running text. The logo wordmark is the only place in capitals.

OFFERS **WELCOME OFFERS**

CASINO · ALL MARKETS

200% bonus + 500 free spins

Up to 100 € on the 1st deposit · 500 free spins on Book of Tut · min. deposit 10 · 30x wagering

SPORTSBOOK · ALL MARKETS

Deposit 20 €, get a 30 € freebet

Fixed freebet on the 1st deposit · max. odds 6 · pre-match · singles or combos

MARKET	CURRENCY	SITE LANGUAGE	CASINO WELCOME	SPORT WELCOME	MIN. DEPOSIT (CASINO · SPORT)
Germany	EUR	German	200% up to 100 € + 500 FS	Deposit 20 € → 30 € freebet	10 € · 20 €
Austria	EUR	German	200% up to 100 € + 500 FS	Deposit 20 € → 30 € freebet	10 € · 20 €
Switzerland	CHF	German	200% up to CHF cap + 500 FS	Deposit 20 CHF → 30 CHF freebet	20 €

Netherlands	EUR	English	200% up to €100 + 500 FS	Deposit €20 → €30 free bet	€10 · €20
Australia	AUD	English	200% up to A\$160 + 500 FS	AUD free bet	A\$10 · sport
Spain	EUR	Spanish	200% up to 100 € + 500 FS	Deposit 20 € → 30 € freebet	10 € · 20 €
France	EUR	French	200% up to 100 € + 500 FS	Deposit 20 € → 30 € freebet	10 € · 20 €
Italy	EUR	Italian	200% up to 100 € + 500 FS	Deposit 20 € → 30 € freebet	10 € · 20 €
Portugal	EUR	Portuguese	200% up to 100 € + 500 FS	Deposit 20 € → 30 € freebet	10 € · 20 €

Casino terms. New players only · one welcome bonus per player, household and device · 200% on the first deposit · 30x the bonus amount · bonus valid 30 days · 500 free spins on Book of Tut at 0.10 each, valid 7 days · max. bet 5 while wagering · no bonus buys while a bonus is active · 18+

Wagering contribution: slots 100% · roulette 10% · blackjack, baccarat, video poker 5% · other table games 10% · live casino 10% · sportsbook 0%

Sport terms. New players only · activated once per player · freebet credited after the qualifying deposit · max. odds 6 · pre-match only · singles or combos · only net winnings are paid, to the real-money balance · freebet expires 5 days after activation · 18+

Exclusive offers: your own landing page and your own offer. Established partners can get a dedicated landing page with an exclusive offer (for example 100% up to 500 € + 50 free spins), tracked on its own affiliate ID. Ask your partnerships contact. Existing players get weekly and weekend promotions for casino and sport, plus the Sturmplay VIP Club. Full rules: sturmplay.com/bonus-terms

MARKETS **WHERE WE ACCEPT PLAYERS**

Core markets: Germany · DE · EUR Austria · DE · EUR Switzerland · DE · CHF

Other markets: Netherlands · EN · EUR Australia · EN · AUD Spain · ES · EUR France · FR · EUR Italy · IT · EUR Portugal · PT · EUR

Core markets get German creatives, landing pages, CRM and support. All other listed markets get the site, offers and CRM in their own language. New markets are announced here and in your dashboard before they open. Please don't send traffic to a market before it is listed here.

Restricted countries: Afghanistan, Belarus, Bulgaria, Côte d'Ivoire, Curaçao, Cyprus, Denmark, Estonia, Iran, Iraq, Israel, Lithuania, Malta, Moldova, Myanmar, North Korea, Romania, Russia, Sweden, Ukraine (incl. Crimea), United Kingdom, United States of America. Traffic from restricted countries is not paid and may end the agreement.

Player payment methods. Local methods per market. The cashier shows the methods available for the player's country (GEO / IP), so check sturmplay.com from the market you promote.

PRODUCT **GAMES AND SPORTSBOOK**

Games	5,000+ games from 50+ providers, with the Egypt classics German-speaking players search for by name in their own collection, next to the big international hits and a full sportsbook.
Egypt collection	Book of Ra Deluxe · Book of Dead · Eye of Horus · Ramses Book · Legacy of Dead · Book of Tut · Pharaoh's Tomb · Legacy of Egypt

Providers include	Novomatic · Play'n GO · Pragmatic Play · NetEnt · Merkur · Gamomat · Amatic · Hacksaw Gaming · Playson · Aristocrat · IGT
Sportsbook	Football, tennis, basketball and more · welcome freebet and weekend freebets
Mobile	Mobile-first site, no app download needed

DEALS **COMMISSION**

MODEL	DEAL	GOOD FIT FOR
Revenue share	30–45% of net revenue by new FTDs per month (0–10: 30% · 11–25: 35% · 26–50: 40% · 51+: 45%), for the lifetime of every player you refer · casino and sportsbook included	SEO, content, long-term partners
Hybrid	CPA per first depositor + revenue share · agreed per deal and market	Comparison and review sites
CPA	Up to 350 € per qualifying first depositor, depending on market and traffic quality	Paid media, media buyers
Qualifying first depositor	New, verified player, registered through your link, first deposit of at least 20 €, at least 100 € deposited in total within 30 days, KYC passed	
Net revenue	Player losses minus winnings, bonuses, game and platform fees, payment costs and chargebacks	
Negative carryover	None · negative monthly balances reset to zero (fraud excepted)	
Sub-affiliates	Not offered at launch	
Full plan	Sturmpartners Commission Plan · sturmpartners.com/commission	

Every deal is agreed directly with the partnerships lead. No commission on fraudulent, duplicate, self-referred or bonus-abuse accounts.

GETTING PAID **INVOICING**

Cycle	Monthly, from the confirmed report in your dashboard
Invoice window	5th – 15th of the following month · paid according to your invoice
Minimum payout	500 € for bank transfer and crypto · smaller balances roll over to the next month
Currency	EUR
Payment methods	Bank transfer (SEPA / SWIFT) · Crypto
Send invoices to	affiliates@sturmpartners.com
Billing entity (invoice to)	AMATO ANGELESKI LTD, Village Jabokrat 2545, Municipality of Kyustendil, Kyustendil District, Bulgaria · VAT no. BG205550410

Every invoice states your affiliate ID, the month and year, the exact commission amount, and your company details with VAT or registration number. List older unpaid months separately.

TOOLS **TRACKING AND CREATIVES**

Platform	Cellxpert · live clicks, registrations, first deposits and commission
Sign up	Cellxpert registration (direct link): [add Cellxpert registration URL]

Log in	Cellxpert login: [add Cellxpert login URL]
Postback	Server-to-server (S2S) for registrations and first deposits
Partner Terms	Sturmpartners Terms and Conditions · sturmpartners.com/terms
Privacy Policy	Sturmpartners Privacy Policy · sturmpartners.com/privacy-policy
Creatives	Logos, banners in standard sizes, landing pages and email headers in German and English, in your dashboard · custom creatives on request

RULES **MARKETING RULES**

Allowed

- ✓ SEO, content, comparison and review sites
- ✓ Email and SMS to opted-in lists
- ✓ Social media, streamers, video
- ✓ Paid media within the rules on this page
- ✓ Offers exactly as live on sturmplay.com, with the terms line

Not allowed

- ✗ Bidding on "Sturmplay" or variations in paid search
- ✗ Spam or messages to non-opted-in lists
- ✗ Incentivised or cashback traffic without written approval
- ✗ Targeting minors, self-excluded players or restricted countries
- ✗ Misleading claims, fake reviews, copies of our site

Terms line, required next to every offer

18+ · Nur für Neukunden · Min. Einzahlung 10 € · 30x Umsatz · Es gelten die Bonusbedingungen · Spiele verantwortungsbewusst
 18+ · New players only · Min. deposit €10 · 30x wagering · Bonus T&Cs apply · Play responsibly

BRAND **BRAND ASSETS**

Volt green #1EE88A Storm black #0B0F14 White #F4F6F8	
Headlines	Archivo Black Italic, uppercase
Text	DM Sans
Logo	Green bolt tile + STURMPARTNERS wordmark · keep clear space of one bolt width · don't recolour, stretch or add effects
Amounts	German: "100 €" (amount, space, symbol) · English: "€100", "\$160"
Logo files	Supplied with your partner package · download link: [add link]

CONTACT **TALK TO A PERSON**

Partnerships lead	Peter Sturm
Email	affiliates@sturmpartners.com · deals, questions, creatives, invoices
Microsoft Teams	info@sturmpartners.com
Response time	Usually the same working day

One address for everything. Suspect fraud, abuse or a copy of our brand? Write to affiliates@sturmpartners.com straight away.