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(54) **METHOD AND SYSTEM FOR GAMING AND BRAND ASSOCIATION**

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(57) **ABSTRACT**

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A gaming method includes receiving a first wager from a player, displaying a first image representing a game, determining a first outcome associated with the game, and determining a first payout according to the first outcome and a first payable. The gaming method also includes determining if a brand-association event has occurred, selecting a brand if the brand-association event has occurred, using a second payable if the brand-association event has occurred, the second payable including at least one payout associated with the selected brand, receiving a second wager from the player, displaying a second image representing a game, determining a second outcome associated with the game, and determining a second payout according to the second outcome and the second payable, the second payout comprising the at least one payout associated with the selected brand.

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