

- 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.
2. The gaming method according to claim 1, comprising:
- modifying the first payable to define the second payable if the brand-association event has occurred, the second payable differing from the first payable in that the second payable includes at least one payout associated with the selected brand.
3. The gaming method according to claim 2, comprising:
- modifying the first payable to define the second payable if the brand-association event has occurred, the second payable differing from the first payable in that the second payable includes at least one payout associated with the selected brand for a game outcome of the first payable that is unassociated with a payout.
4. The gaming method according to claim 1, comprising:
- downloading the second payable if the brand-association event has occurred, the second payable differing from the first payable in that the second payable includes at least one payout associated with the selected brand.
5. The gaming method according to claim 4, comprising:
- downloading the second payable if the brand-association event has occurred, the second payable differing from the first payable in that the second payable includes at least one payout associated with the selected brand for a game outcome of the first payable that is unassociated with a payout.
6. The gaming method according to claim 1, comprising:
- displaying an image representing a game, the image including a plurality of game elements, the plurality of game elements defining one or more game outcomes;
- using a second payable if the brand-association event has occurred, the second payable including at least one payout associated with the selected brand and at least one game element comprising information regarding the selected brand.
7. The gaming method according to claim 6, wherein the information regarding the selected brand is a link and comprising:
- receiving an input from the player in regard to the link;
- retrieving an image associated with the link, the image displaying information regarding the selected brand; and
- displaying the image associated with the link.
8. The gaming method according to claim 7, wherein the plurality of game elements include at least one of cards, reel symbols, keno tickets, and bingo cards.
9. The gaming method according to claim 6, wherein the information regarding the selected brand comprises at least one of audio and video associated with the selected brand.
10. The gaming method according to claim 9, wherein the information regarding the selected brand comprises a video clip and an audio clip, both of which are associated with the selected brand.
11. The gaming method according to claim 1, wherein the at least one payout associated with the selected brand comprises at least one of a good and a service associated with the selected brand.
12. The gaming method according to claim 11, comprising:
- receiving an input from the player, the input associated with at least one of the at least one of a good and a service associated with the selected brand; and
- requesting delivery of the at least one of the at least one of a good and a service associated with the selected brand to the player.
13. The gaming method according to claim 12, comprising:
- delivering to the player the at least one of the at least one of a good and a service associated with the selected brand to the player.
14. The gaming method according to claim 1, wherein the at least one payout associated with the selected brand comprises at least one brand point, the brand point being redeemable for at least one of a good and a service associated with the selected brand.
15. The gaming method according to claim 14, comprising:
- receiving an input from the player, the input associated with an exchange of the at least one brand point for at least one of a good and a service associated with the selected brand; and
- requesting delivery of the at least one of a good and a service associated with the selected brand to the player.
16. The gaming method according to claim 15, comprising:
- delivering to the player the at least one of the at least one of a good and a service associated with the selected brand to the player.
17. The gaming method according to claim 1, comprising:
- receiving a player profile associated with the player, the player profile having data regarding the player associated therewith;
- comparing the data associated with the player profile with brand criteria associated with a brand; and
- selecting the brand according to the comparison of the data associated with the player profile and the brand criteria data associated with the brand.
18. The gaming method according to claim 1, comprising:
- receiving a player profile associated with the player, the player profile having data regarding the player associated therewith;