

Fact Sheet: FootballMania 17 Week (\$20 Fundraiser)

How to play

FootballMania is an exciting sweepstakes fundraiser based on professional football. You earn 70% profit for every \$20 CharityMania Ticket you sell. Sweepstakes participants can win \$1,000s in prize money based on the results of the football teams printed on the backs of their sweepstakes game cards.

Game cards contain 3 random teams in each of the 17 weeks of the professional football season. To play the game, participants simply add up the points scored by the 3 teams printed on their cards in a given week. Each week, the 8 highest scoring cards, and the 3 lowest scoring cards, win prizes!

Winning game card example

Say your game card has these teams one week:

Team	Points scored
Chicago	42
Green Bay	35
San Diego	41
Total points	118

If your card's teams score more total points than any other card, then you win the top prize for that week!

\$20

CharityStudio
Music Downloads for Charity!

\$20

This detachable stub entitles you to one digital entertainment package from the CharityStudio. Download digital music and books by featured artists who have teamed up with CharityMania to help organizations raise money! See the back of this stub to view additional details. Access your music now at the CharityStudio website at www.charitystudio.com.

FootballMania
a CharityMania™ Fundraiser

Over 185 prizes awarded totaling...
\$17,000!

\$1000

Highest Valued Card of the Season

\$275

Lowest Valued Card of the Season

\$400

Highest Total Points Scored

\$200

2nd Highest

\$50

Lowest Total Score

\$100

3rd Highest

\$25

Runner Up Prizes! Next 5 Highest

\$25

Runner Up Prizes! Next 2 Lowest

FootballMania® is an exciting sweepstakes based on pro football with 11 prizes awarded each week and 2 grand prizes at the end of the season. Each game card has a 1 in 27 chance of winning. See the back of this card for sweepstakes rules and the teams you should root for! This sweepstakes is free. No purchase necessary to play.

Thank you for your support of...

Organization Name

Street Address
City, State and Zip Code
Phone number

www.charitymania.com

FootballMania
a CharityMania™ Fundraiser

To download your music from the CharityStudio

Access Code
1234 - 9A502

1. Go to the website www.charitystudio.com.
2. Enter the access code found on the top right corner of this stub.
3. Select the music you want to download and follow the on-screen instructions.

Music and books are the property of the artists. The content is for personal use only. The content cannot be used for resale or any other purpose except those stated explicitly in the license agreement found on the CharityStudio website.

Check your ticket #
1234 - 9A501
at www.charitymania.com

Your FootballMania teams by week			
Week #1 Cleveland Jacksonville Kansas City	Week #2 Cincinnati Miami Minnesota	Week #3 Chicago New England Seattle	Week #4 Carolina New Orleans Oakland
Week #5 Buffalo Dallas Indianapolis	Week #6 Baltimore Denver Philadelphia	Week #7 St. Louis New York Gnts Tennessee	Week #8 Atlanta Green Bay Houston
Week #9 Detroit Pittsburgh Washington DC	Week #10 Chicago Green Bay San Diego	Week #11 Buffalo San Diego Tampa Bay	Week #12 Denver Chicago Miami
Week #13 Cincinnati Indianapolis Minnesota	Week #14 Cleveland Houston Jacksonville	Week #15 Carolina San Francisco Tennessee	Week #16 Dallas Kansas City San Diego
Week #17 Denver, Green Bay, Seattle			

FootballMania sweepstakes rules

[1] Your game card contains 17 different 3-team combinations, each randomly generated and randomly assigned to the 17 weeks of the 2012 pro football season, scheduled to begin on 9/6/2012. [2] Prizes are awarded each week to the 8 game cards whose teams score the most total combined points relative to all other cards that week. The 3 cards that score the least total points also receive prizes. Grand Prizes are awarded to the one card with the most, and one card with the least, total combined points scored over all 17 weeks. [3] If two or more cards are tied with the same score, 'total net yards' is used as the primary tiebreaker. See website for tiebreaker examples. [4] Football teams that do not play (have a bye) in a given week are assigned that team's score from the previous week. [5] Minimum odds of winning: 1 in 26.7 for the entire season; 1 in 451 in each week; 1 in 2480 for a grand prize. [6] No purchase necessary to play. Void where prohibited. [7] Sweepstakes ends on 12/30/2012. [8] To enter the sweepstakes, the organization on the front of this card must activate the card number. To request a free game card, ask the organization in person (see contact info on front of card) for a 'free game card request form,' complete the form, and mail to the address shown on the request form along with a self-addressed stamped envelope postmarked by 10/27/2012. A game card will be assigned to you and mailed in the return envelope sent with your form. [9] See website for additional details and to view winning game cards.

➔ www.charitymania.com ◀

Name _____

Address _____

Phone _____

E-mail _____

1234 - 9A501

Profit and Costs

A game card is attached to every \$20 CharityMania Ticket (i.e. music downloads) you sell.

You make \$14 of profit on every sale. The remainder covers the costs of the digital content and sweepstakes.

Weekly Prize Money Amounts

Game card with the highest combined score	\$400
Second highest score	\$200
Third highest score	\$100
Runner Up: next 5 highest scoring	\$25
Lowest total score	\$50
Runner Up: next 2 lowest scoring	\$25
Total Prize money paid per week	\$925

Grand Prize Winners

Game card with the highest 17 week total	\$1,000
Game card with the lowest 17 week total	\$275
Total Grand Prize money paid	\$1,275

Odds of Winning

Win at least once during sweepstakes: 1 in 27

Each week: 1 in 451

Grand Prize: 1 in 2480