

Fact Sheet: FootballMania SuperMatch

How to play

FootballMania is an exciting sweepstakes fundraiser that is based on the popular "Squares Pools" played during pro football's championship game. You earn 70% profit for every \$5 CharityMania Ticket you sell.

Sweepstakes participants can win \$1,000s in prize money by simply matching the numbers on the back of their game card with the score of pro football's championship game at the end of each quarter of play. The more quarters that end in a match, the more prize money the participant wins.

Winning game card example

At the end of the 2nd quarter of play (during the big game), let's say the score is...

American Conference
Team's Score..... 20

National Conference
Team's Score..... 14

If each team's score ends with a number that matches the corresponding number printed on your card, then you win! The more quarters with a match, the more you can win!

CharityStudio
Music Downloads for Charity!

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

Match your numbers in all 4 quarters and win...
\$5,000!

The more quarters with matching numbers, the more you can win!

\$500 Any 3 quarters with a match
\$50 Any 2 quarters with a match
\$10 1 quarter with a match

FootballMania™ is a sweepstakes based on pro football's championship game. Minimum average odds of winning a prize is 1 in 14. See the back of the ticket for sweepstakes rules and your "matching numbers" by quarter during the big game! 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

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To download your music from the CharityStudio

Access Code
1234 - 9A501

- Go to the website www.charitystudio.com.
- Enter the access code found on the top right corner of this stub.
- 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 2012 FootballMania Super Match numbers

At the end of each quarter of the football game...	American conference score must end with a	National conference score must end with a
First Quarter	7	3
Second Quarter	0	4
Third Quarter	3	1
End of Game (including overtime)	7	0

The more quarters with a match, the more you can win!!!

FootballMania Super Match rules

[1] Your game card contains 2 numbers for each quarter played in pro football's championship game on 2/5/2012. One number is for the American conference team playing in the game; the other is for the National conference team. See the CharityMania website for team names. [2] At the end of each quarter of play during the football game, compare the last digit of each team's score with the numbers on your card. If both of those digits match the corresponding numbers on your card, then you win! The more quarters you have with a match, the more you win! [3] See front of game card for prize money amounts. [4] No purchase necessary to play. Void where prohibited. [5] Sweepstakes ends on 2/6/2011. [6] To enter the sweepstakes, the organization on the front of this card must activate the game card number before the football game begins on 2/5/2012. [7] 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 2/4/2012. A game card will be assigned to you and mailed in the return envelope sent with your form. [8] See website for additional details and to view winning tickets.

→ www.charitymania.com ←

Name _____
Address _____
Phone _____
E-mail _____

1234 - 9A501

Profit and Costs

A game card is attached to every \$5 CharityMania Ticket (i.e. music downloads) you sell.

You make \$3.50 of profit on every sale. The remainder covers the costs of the digital content and sweepstakes.

Prize Money Amounts

All 4 quarters' scores match the numbers on your game card..... \$5000

Any 3 quarters match..... \$500

Any 2 quarters match..... \$50

Any 1 quarter matches..... \$10

Odds of Winning

Based on historical scoring from the Super Bowl, the odds of winning a prize in SuperMatch is approximately 1 in 12. These odds are significantly better than the odds in a traditional squares pool because we have removed the number combinations that are least likely to occur.

Sign-up Dates

FootballMania SuperMatch takes place in early February (the day pro football's championship game is played). Make sure to sign up early enough so you have time to sell your tickets before the sweepstakes begins. See website for official sign-up dates.