



CharityMania!®

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www.charitymania.com

BaseballMania \$10 Edition Table of Contents

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Why use BaseballMania \$10 for your fundraiser?

Are you associated with a Little League or travel baseball team that needs to raise money? If so, BaseballMania is the perfect fundraiser for you. Sweepstakes ticket holders can win thousands of dollars based the performance of the randomly assigned professional baseball teams written on the tickets. It is perfect for any size league or non-profit organization. Get ready to hit a fundraising home run with this very popular fundraiser!

It's profitable

You make 65% profit for each and every \$10 digital entertainment package you sell and free BaseballMania sweepstakes ticket you distribute. This makes BaseballMania a great fundraiser for any size organization. You make \$6.50 profit on every sale!

It's unique

If you're tired of expensive and time intensive fundraisers like cookie dough, scented candles, and gift wrap, BaseballMania is a great alternative. There is no inventory to manage or orders to fulfill, and everyone enjoys playing along with their BaseballMania sweepstakes ticket each week of the fundraiser.

It will expand your fundraising reach

Everyone loves baseball, music, books and the chance to win prize money, all of which are key elements of a BaseballMania fundraiser. As a result, people whom you never thought would support your organization are now interested in participating in your promotion and will support your cause.

“CharityMania has totally changed the direction of the fundraising efforts of St. Jerome School. Gone are the wrapping paper and candy fundraisers that provide small profits with lots of work... In 3 years we have profited an amazing \$150,000 with CharityMania which helped update our technology program. We will absolutely continue to partner with CharityMania in the future! Thank you for developing these worthwhile fundraisers.”

—St. Jerome School, Illinois

“CharityMania has been professional, accurate, and developers of a super idea. [Their fundraisers] are welcome every fall in our church.”

—Saint John Bosco Church, PA

“CharityMania has been the best, most successful fundraiser that our soccer club has done thus far. We will definitely use CharityMania in years to come. This is our 2nd year using them and we have raised over \$45,000.”

—Gators Football Club, Michigan

How does BaseballMania work?

People who support your organization actually purchase a CharityStudio digital entertainment package – a selection of digital music and books that can be accessed online. The purchase details, access code, and download instructions can be found on the CharityStudio Sales Card at the top of every ticket. With each sale, the buyer receives the attached BaseballMania ticket for free (no purchase necessary) and they are automatically entered into the sweepstakes. Since everything is online, you avoid the headaches associated with traditional fundraisers – like managing inventory and fulfilling orders. It is that easy!

Your winning fundraising combination...

**BaseballMania
Sweepstakes Tickets**



**The CharityStudio's \$10
Music and Book Downloads**

The image shows a BaseballMania Sweepstakes Ticket. At the top, it features a green header with the CharityStudio logo and a \$10 price tag. Below this, it says "Music Downloads for Charity!" and provides a brief description of the digital entertainment package. The main body of the ticket is light blue and features the BaseballMania logo. It lists "Total prizes for the season more than... \$6,000!" and includes a table of grand prizes and weekly prizes. At the bottom, there is a section for the organization's name and contact information, which is highlighted with a red border.

Category	Prize 1	Prize 2	Prize 3
Grand Prizes	\$300!	\$150!	\$150!
Highest Scoring Ticket of the Season	\$250	\$125	\$75
Lowest Scoring Ticket of the Season	\$50	\$50	\$25

Sweepstakes portion of ticket
(highlighted in red)

The image shows a CharityStudio Sales Card and a screenshot of the CharityStudio website. The sales card is a small green and blue card with a \$10 price tag and the text "Music Downloads for Charity!". The website screenshot shows the CharityStudio homepage with a navigation menu and a section titled "Must-have music for your collection" featuring "10 Great Classical Works". The sales card is highlighted with a red border.

\$10 CharityStudio Sales
Card at the top of the
ticket (highlighted in red)


Download your music and books at
www.charitystudio.com

The BaseballMania sweepstakes ticket

BaseballMania sweepstakes are exciting and engaging for participants because everyone has an equal chance of winning. Winning tickets are determined based on the points scored and number of hits by the baseball teams randomly assigned to it. Each week during the BaseballMania season, the holder of the winning ticket wins prize money – it's that easy!

Sales Card

To raise money, you sell digital entertainment packages – a selection of digital music and books that can be accessed online at the CharityStudio. The Sales Card provides the purchase price, access code, and download instructions for buyers.




Music Downloads for Charity!

This detachable stub entitles you to one digital entertainment package from the CharityStudio. Download digital music and books that can be accessed online at the CharityStudio website at www.charitystudio.com to help raise money!

Access Code
1234 - 9A501

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.



cut to detach

Your ticket #
1234 - 9A501

Your BaseballMania teams by week		
1) April 5 – Apr 11 Anaheim Houston Oakland	2) Apr 12 – Apr 18 Toronto Atlanta Milwaukee	3) Apr 19 – Apr 25 St. Louis Chicago Cubs Tampa
4) Apr 26 – May 2 Arizona Los Angeles San Francisco	5) May 3 – May 9 Cleveland Seattle Florida	6) May 10 – May 16 New York Mts Washington Baltimore
7) May 17 – May 23 San Diego Philadelphia Pittsburgh	8) May 24 - May 30 Texas Boston Cincinnati	9) May 31 – Jun 6 Colorado Kansas City Detroit
10) Jun 7 - Jun 13 Minnesota Chicago W. Sox New York Ynk		<i>* Tiebreaker: If two or more tickets are tied with the same score, total hits is used as the primary tiebreaker.</i>

BaseballMania 10 Week Sweepstakes Rules

[1] Your ticket contains 10 different 3-team combinations, each randomly generated and randomly assigned to one of the first 10 weeks of the 2010 pro baseball season. Official begin date is 4/5/2010. [2] Weekly and Grand Prize winners are based on the combined total runs scored by the teams on the ticket; weekly winners are based on the total runs scored by your teams that week; Grand Prize winners are based on the sum of the runs scored by your ticket after all 10 weeks. [3] If two or more tickets are tied with the same score, total hits is used as the primary tiebreaker. If total hits does not break the tie, a secondary tiebreaker will be used. See website for tiebreaker details and examples. [4] Minimum odds of winning: 1 in 66 for the entire season; 1 in 677 in each week; 1 in 2030 for a grand prize. [5] No purchase necessary to play. Void where prohibited. [6] Sweepstakes ends on 6/13/2010. [7] To enter the sweepstakes, the organization on the front of this ticket must activate the ticket number. To request a free ticket, ask the organization in person (see contact info on front of ticket) 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 6/12/2010. A Score 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 ←

Your Teams

Each ticket contains 3 random baseball teams each week of the BaseballMania season - a different set of teams each week. No two tickets have the same 3 teams in any given week. Winning tickets are determined based on the runs scored by the baseball teams assigned to it.

Prize Money

Ticket holders can see how much money they can win!

Rules and Winners

The sweepstakes rules are written on the ticket. In addition, ticket holders are encouraged to visit the CharityMania website to see if they are a winner. Winners are posted after the completion of each contest throughout the fundraiser.

Your Contact Info

The name and contact information for your organization is printed directly on the front of the ticket so people know who they are supporting.

Ticket Stub

You collect the ticket holder's contact info so you can send them prize money if they win.

Each BaseballMania sweepstakes ticket contains 3 random teams in each week of the BaseballMania season - a different set of teams each week. No two tickets have the same 3 teams in any given week. The total number of runs scored by the three teams determines the value of the ticket. If two tickets have the same score, the total hits by the 3 teams is used as the primary tiebreaker. The four highest scoring tickets and the two lowest scoring tickets each week win prizes! Read the official rules on the website for more details.

The CharityStudio

Your supporters will purchase a \$10 digital entertainment package to the CharityStudio. The CharityStudio Sales Card (attached to the top of the sweepstakes ticket) will provide buyers with download instructions and their unique access code. Buyers can download their digital content (a variety of online music, books, and other entertainment) at any time during the BaseballMania season. They simply go to the CharityStudio website and enter their access code. CharityMania maintains this digital library to ensure it contains items that will appeal to people with all different types of musical tastes. And since everything is online, there is no inventory for you to manage or orders to fulfill - you can focus strictly on selling and raising money!

When you buy the CharityStudio digital entertainment package, you get access to selected digital music and books that will round out your listening collection and introduce you to some up-and-coming artists and authors from around the country. The access code on your CharityStudio Sales Card or the ticket number on the sweepstakes ticket is all you need to access your content. Just visit the website www.charitystudio.com.



Download selected music tracks in mp3 format. Listen to the music on any mp3 compatible device (like your iPod) or burn a CD with the tracks and listen to them in your car or on your stereo.

Download selected books in pdf format. You can print the pages or read them directly on your computer.

www.charitystudio.com

Sweepstakes prizes and winners

Throughout the BaseballMania season, participants check their tickets to see if they've won prizes. BaseballMania sweepstakes ticket holders have 6 chances to win a prize in each week of the 10 weeks of the BaseballMania season (please note that we offer both a Spring and Summer Edition). They also have a chance to win two grand prizes at the end of the season. There are 4,060 unique tickets, each of which has a minimum 1 in 66 chance to win a prize during the season.

Winning Tickets Prize Money per Week	Prize \$
Ticket with the Highest Combined Score	\$250
Second Highest Score	\$125
Third Highest Score	\$75
Fourth Highest Score	\$50
Ticket with the Lowest Total Score	\$50
Second Lowest Total Score	\$25
Total Prize Money Paid per Week	\$575

Grand Prize Winners	Prize \$
Ticket with the Highest 10 Week Total Score	\$300
Ticket with the Lowest 10 Week Total Score	\$150
Total Grand Prize Money	\$450

How winning tickets are calculated

Each week CharityMania determines the winning tickets. We then send you the prize money so that you can send it to the winners with a personalized letter thanking them for their support. CharityMania also posts the winning ticket numbers on the web site each week so that ticket holders can see if they've won.

The screenshot shows the CharityMania website interface. At the top, there's a navigation bar with links for Home, Fundraisers, Ticket Holders, About Us, and Contact Us. Below that is a banner for "BaseballMania" with a logo. The main content area displays "Your Organization Name Here" and "Ticket # 1234-5G102".

The "Your Ticket's Scores by Week" section contains two tables:

Week	Your Teams and Points Scored	Prize Money You've Won	Winning Scores and Prize Money															
Week 01 6/4/2007 thru 6/10/2007	<table border="1"> <thead> <tr> <th>Team</th> <th>Score</th> <th>Hits</th> </tr> </thead> <tbody> <tr> <td>Oakland</td> <td>23</td> <td>62</td> </tr> <tr> <td>Atlanta</td> <td>28</td> <td>65</td> </tr> <tr> <td>San Diego</td> <td>53</td> <td>83</td> </tr> <tr> <td>Total</td> <td>104</td> <td>210</td> </tr> </tbody> </table>	Team	Score	Hits	Oakland	23	62	Atlanta	28	65	San Diego	53	83	Total	104	210	\$0	<p>Highest Score Winners 154 (Highest score) : \$300.00 152 (2nd highest) : \$150.00 151 (3rd highest) : \$100.00 149 (4th highest) : \$80.00</p> <p>Lowest Score Winners 61 (Low score) : \$80.00 61 (2nd lowest) : \$40.00</p> <p>>> Winning tickets and prize money >> >> Top high and low scoring tickets >></p>
Team	Score	Hits																
Oakland	23	62																
Atlanta	28	65																
San Diego	53	83																
Total	104	210																
Week 02	<table border="1"> <thead> <tr> <th>Team</th> <th>Score</th> <th>Hits</th> </tr> </thead> <tbody> <tr> <td>Baltimore</td> <td>22</td> <td>51</td> </tr> <tr> <td>Philadelphia</td> <td>36</td> <td>68</td> </tr> </tbody> </table>	Team	Score	Hits	Baltimore	22	51	Philadelphia	36	68	\$0	<p>Highest Score Winners 137 (Highest score) : \$300.00 136 (2nd highest) : \$150.00 134 (3rd highest) : \$100.00 133 (4th highest) : \$80.00</p> <p>Lowest Score Winners</p>						
Team	Score	Hits																
Baltimore	22	51																
Philadelphia	36	68																

The screenshot shows the CharityMania website interface. At the top, there's a navigation bar with links for Home, Fundraisers, Ticket Holders, About Us, and Contact Us. Below that is a banner for "BaseballMania" with a logo. The main content area displays "Your Organization Name Here" and "Ticket # 1234-5G102".

The "Week number on your ticket: 10 (posted on 8/13/2007)" section contains a table:

Prize Money	Ticket Number	Total Score	Total Hits	Teams
\$300.00	2460-7E102	153	228	Rockies, Athletics, Mariners
\$150.00	3756-7E102	151	244	Tigers, Rockies, Mariners
\$100.00	1818-7E102	150	234	Rockies, Mariners, Pirates
\$80.00	1261-7E102	149	223	Tigers, Rockies, Athletics
\$40.00	1710-7E102	49	133	Dodgers, Royals, White Sox
\$80.00	4052-7E102	44	147	Dodgers, Royals, Twins

The "Week number on your ticket: 09 (posted on 8/6/2007)" section contains a table:

Prize Money	Ticket Number	Total Score	Total Hits	Teams
\$300.00	1564-7E102	154	234	Braves, Yankees, Nationals
\$150.00	1508-7E102	151	229	Braves, Mets, Yankees

Profit and costs with BaseballMania

Your profit is easy to calculate

Determining your profit with BaseballMania is easy. You sell our digital entertainment package for \$10 and give out a sweepstakes ticket with every sale. For every entertainment package you sell and sweepstakes ticket you distribute you keep \$6.50 as profit. It is that simple.



A free sweepstakes ticket is attached to every \$10 CharityStudio digital entertainment package you sell.

You make \$6.50 of profit on every sale. The remainder covers the costs of the digital content and sweepstakes.

Costs

You determine how many BaseballMania sweepstakes tickets you need, and purchase them from CharityMania for 15¢ per ticket to cover the printing costs (plus shipping and a \$10 handling fee per order). You then distribute one ticket for every digital entertainment package you sell for \$10. For each sale, you pay \$3.50 to CharityMania to cover the costs of the entertainment package and the management of the sweepstakes. The remaining \$6.50 is your profit!

Tickets activated	Your profit
1	\$6.50
100	\$650
500	\$3,250
1,000	\$6,500
3,000	\$19,500

Profit Example: you make \$6.50 in profit on every ticket you activate (one activation per digital entertainment package sold).

What CharityMania does for you

Creates the BaseballMania sweepstakes tickets

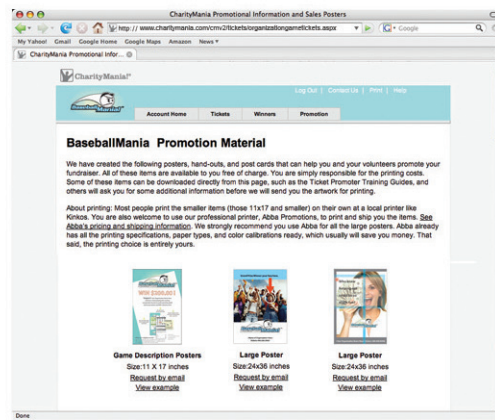
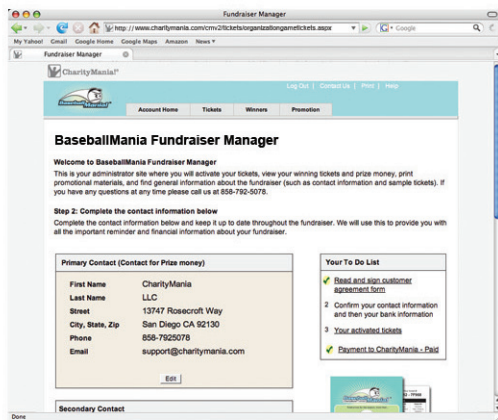
Each BaseballMania sweepstakes ticket contains a unique ticket number. This ticket number allows the holder access to their digital entertainment package. The ticket also describes the sweepstakes and rules, and contains the randomly assigned baseball teams that the ticket holder should root for. We design the tickets and sell them for 15¢ per ticket (plus shipping and a \$10 handling per order). You can purchase as many tickets as you need and purchase more tickets as needed. Tickets can usually be delivered within 5-10 business days.

Maintains the online library of digital entertainment

CharityMania will maintain and update the CharityStudio Posters with the digital music, books and other entertainment items. Your BaseballMania sweepstakes ticket holders can access this digital entertainment online, which means there is no inventory for you to manage or fulfill.

Helps you manage your fundraiser online

CharityMania provides you with a secure website that allows you to manage every aspect of your fundraiser, from ticket distributors, to tickets, to winners. From this site you can also access the promotional guides, banners and posters that we have put together to help your organization promote the fundraiser easily and effectively.



Calculates winning tickets and pays the prize money

Each week CharityMania calculates the winning tickets and tells you which of your tickets is a winner. You will use the secure website mentioned above to see which tickets have won and how much prize money the ticket holders will receive. CharityMania will send you the prize money for your winning tickets so that you can send it to the winners with a personalized letter thanking them for their support. All prize money is covered by the \$3.50 per ticket you pay CharityMania. CharityMania also posts the winning ticket numbers on the web site each week so that ticket holders can see if they've won.

What you will need to do to run BaseballMania

Sell digital entertainment packages and give out sweepstakes tickets

The BaseballMania sweepstakes tickets make it easy to sell the \$10 digital entertainment package, because supporters love having a chance to win money! You make \$6.50 in profit for every digital entertainment package you sell. The more you sell, the more money you raise - it's as simple as that. You can purchase as many BaseballMania sweepstakes tickets from CharityMania as you need, and you can purchase tickets as many times as necessary (your fundraiser may be so successful that you run out of tickets!).

Provide 'no purchase necessary' ticket request forms

BaseballMania is a no-purchase-necessary sweepstakes. If someone does not want to purchase the digital entertainment package but still wishes to enter the sweepstakes, then they can request a 'no purchase necessary' ticket from you.

Anyone that wants a 'no purchase necessary' ticket will need to make that request to you in person (they can not ask for it over the phone, email, or mail). However, your organization will not need to physically give out these tickets. CharityMania will take care of the distribution of the tickets. Your only responsibility is to print a 'no purchase necessary ticket request form' from the CharityMania website and give it to the person that is requesting the ticket.

People who want to enter the sweepstakes this way will be required to mail the request form to CharityMania along with a self addressed, stamped envelope. CharityMania will then process their request and send them their ticket in the mail. (Note: only one ticket request is allowed per person, per day, and only two requests are allowed per household.) Your organization will only pay the flat fee for the tickets you distribute with the digital entertainment packages you sell. You will not pay for any of the no purchase necessary tickets requested from your organization.

Track your tickets, winners, and pay prize money

The CharityMania website allows you to manage your portion of the sweepstakes fundraiser online, safely and securely. You will use the site to track which tickets have been distributed, to see what tickets have won, and to see how much money will be paid to winning ticket holders. We send you the prize money for your winning tickets so you can send it to the winners with a personalized letter thanking them for their support.

Sign-up dates and contact details

Sign-up BaseballMania

We offer 2 BaseballMania games during the year: a Spring Edition and a Summer Edition. Each game lasts 10 weeks. You can choose to participate in either game, or both games if you choose. Each of the 2 games runs independently of one another and requires you to purchase a different set of tickets. The tickets from one game can not be used for the other game.

Spring Edition

The Spring Edition of BaseballMania begins in early April. The last day to sign up for this fundraiser is in mid March (see website for official start dates and sign-up dates). This ensures you have enough time to distribute tickets before the Spring game begins.

Summer Edition

The Summer Edition of BaseballMania begins in late July. The last day to sign up for this fundraiser is in early July (see website for official start dates and sign-up dates). This ensures you have enough time to distribute tickets before the Summer game begins.

How to contact CharityMania

Are you interested in using BaseballMania or would you like more information? If so, send us an e-mail or give us a call. Even if you are unsure whether or not CharityMania is right for your organization, contact us and we can answer any questions you might have. We can also put you in touch with current participating organizations (similar to your own type of organization) that can give you a first hand opinion of how the fundraiser works for them.

Call us: 888-909-9994

Hours: 8am - 10pm PST

E-mail: inquiry@charitymania.com.