

Fact Sheet: FootballMania Squares

How to play

FootballMania Squares is an exciting sweepstakes fundraiser that is based on the popular "Squares Pools" played by spectators during football games. You earn 65% 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 the football game at the end of each quarter of play. The more quarters that end in a match, the more prize money the participant wins. Best of all, participants can choose which football game they want to play!

Winning game card example

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

Your Team's Score..... **20**

Opponent 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 contains a unique access code that allows you to download digital music and books from up-and-coming artists who have teamed up with CharityMania to help non-profit 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
Squares Edition

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**: Any 1 quarter with a match

FootballMania™ Squares Edition is an exciting "squares-pool" type of sweepstakes. Average odds of winning a prize are 1 in 13. See the back of this game card for sweepstakes rules and your "matching numbers" by quarter during the chosen game! This sweepstakes is free. No purchase necessary to play.

Thank you for your support of...

Organization Name

Street Address
City, State, and Zip
Phone number

www.charitymania.com

FootballMania
Squares Edition

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 ticket 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 game card # **1234 - 9A501** at www.charitymania.com

Your 2012 SuperMatch numbers

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

Choose the opponent for this card (circle only 1)

HAW Sep 1	SYR Sep 8	STAN Sep 15	CAL Sep 22	UTAH Oct 4	WASH Oct 13	COL Oct 20
ARIZ Oct 27	OREG Nov 3	ASU Nov 10	UCLA Nov 17	ND Nov 24	BOWL TBD	

FootballMania Squares rules

[1] Your game card is valid for only 1 football game. [2] Your game card contains 2 numbers for each quarter played in the football game you selected above. One number is for your selected team; the other is for the opponent that you have selected. [3] 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! [4] See front of game card for prize money amounts. [5] Average odds of winning a prize are 1 in 12. [6] No purchase necessary to play. Void where prohibited. [6] Sweepstakes ends on 1/12/2013. To enter the sweepstakes, the organization on the front of this card must activate the game card number before the date of the football game you selected (see dates above). [8] 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 8/31/2012. 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 ➔

Buyer name _____

Contact Info _____

Opponent
Circle the opponent before tearing off!

HAW	SYR	STAN	CAL	UTAH	WASH	COL
ARIZ	OREG	ASU	UCLA	ND	BOWL	

1234 - 9A501

Profit and Costs

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

You make \$3.25 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 college and pro football games, the odds of winning a prize in FootballMania Squares approximately 1 in 13. 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 Squares begins in mid September (when college and pro football seasons begin). 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.