



College Football Edition



CharityMania!®

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888-909-9994

www.charitymania.com

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Why use FootballMania for your fundraiser?

If you like college football, you'll love FootballMania College Edition! Sweepstakes ticket holders can win thousands of dollars based the performance of the randomly assigned college football teams written on the tickets. Tackle your fundraising target and score a fundraising touchdown by signing up for this exciting fundraiser!

It's profitable

You make 70% profit for each and every \$20 digital entertainment package you sell (see page 4 for more details) and free FootballMania sweepstakes ticket you distribute. This makes FootballMania a great fundraiser for any size organization. You make \$14.00 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, FootballMania is a great alternative. There is no inventory to manage or orders to fulfill, and everyone enjoys playing along with their FootballMania sweepstakes ticket each week of the fundraiser.

Lots of winners means happy participants!

FootballMania now has over 300 winners per game, which gives each ticket holder a 1 in 16.9 chance to win a prize. With so many winning ticket holders, you'll find that people will participate in your fundraiser who would not normally have supported your organization.

"FootballMania allowed us to raise \$7,000 more quickly and easily than any other fundraiser we have ever done. Unlike selling candles or candy where people buy those items only to help the organization, people were actually calling us to get the tickets and coming back for more. Everyone was excited about the possibility of winning serious money!"

—North Penn Squires, PA

"Our school has been with CharityMania for the past 6 years. Their fundraisers are a great and easy way to raise money. We were actually able to eliminate five other fundraisers and now only conduct one fundraiser (FootballMania) each year. Thank you!"

—Sacred Heart Elementary, CA

"FootballMania is the easiest fundraiser we have ever done. We have gained over \$24,000 and the best part is you don't need to know anything about football to win!"

—St. Dismas Parish, IL

How does FootballMania 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 FootballMania 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...

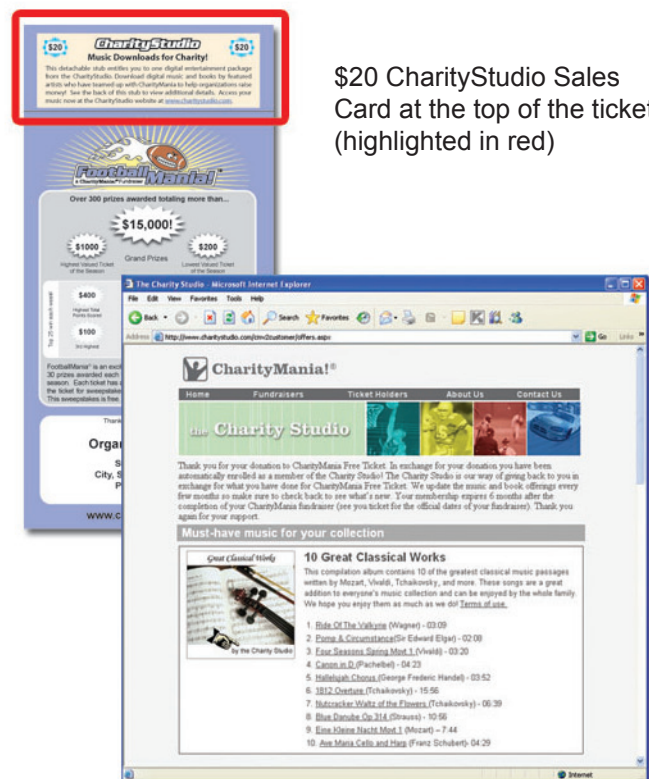
**FootballMania
Sweepstakes Tickets**



**The Charity Studio's \$20
Digital Entertainment Package**



Sweepstakes portion of ticket
(highlighted in red)



\$20 CharityStudio Sales
Card at the top of the ticket
(highlighted in red)

Download your music and books at
www.charitystudio.com

The FootballMania sweepstakes ticket

FootballMania 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 yards gained by the college football teams randomly assigned to it. Each week during the FootballMania 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.

\$20
\$20

Music Downloads for Charity!

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

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 2011 FootballMania College teams by week		
1) Sept 22 - 24 Boise State USC Florida	2) Sept 29 - Oct 1 Arizona Georgia South Florida	3) Oct 6 - 8 Missouri Auburn LSU
4) Oct 13 - 15 Penn St Texas Oklahoma	5) Oct 20 - 22 Arkansas Brigham Young Hawaii	6) Oct 27 - 29 Wisconsin Clemson Texas Tech
7) Nov 3 - 5 Virginia Boston College Mich St	8) Nov 10 - 12 West Virginia Tennessee South Carolina	9) Nov 17 - 19 Illinois Virginia Tech Alabama
10) Nov 24 - 26 Notre Dame Michigan Oregon		It doesn't matter if the teams win or lose. The only thing that counts is how many points they score!

FootballMania College Sweepstakes Rules

[1] Your ticket contains 10 different 3-team combinations, each randomly generated and randomly assigned to one of the 10 weeks of the FootballMania College season beginning on 9/22/2011. [2] The 30 weekly prizes are awarded to tickets whose teams have any of the 25 highest (or any of the 5 lowest) total combined points scored relative to all other tickets in a given week. The 2 Grand Prizes are awarded to the one ticket with the most, and one ticket with the least, total combined points scored over all 10 weeks. [3] If two or more tickets 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 (massive bye) in a given week are assigned that team's score from the previous week. [5] Minimum odds of winning: 1 in 16.9 for the entire season; 1 in 165 in each week; 1 in 2480 for a grand prize. [6] No purchase necessary to play. Void where prohibited. [7] Sweepstakes ends on 11/26/2011. [8] 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 10/14/2011. 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 tickets.

→ www.charitymania.com ←

Name _____

Street _____

City, Zip _____

Phone _____

E-mail: _____

1234
9A501

Your Teams

Each sweepstakes ticket contains 3 random teams in each week of the FootballMania 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 points scored by the football 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 FootballMania sweepstakes ticket contains 3 random teams in each week of the FootballMania College Edition season (the fundraiser usually begins in mid to late September). No two tickets have the same 3 teams in any given week. The total number of points scored by the three teams determines the value of the ticket. If two tickets have the same score, the total yards gained by the 3 teams is used as a tiebreaker. The 25 highest scoring tickets and the 5 lowest scoring tickets each week win prizes! Read the official rules on the CharityMania website for more details.

The Charity Studio

Your supporters will purchase a \$20 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 FootballMania 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 10-week season, participants check their tickets to see if they've won prizes. FootballMania sweepstakes ticket holders have 30 chances to win a prize in each of the 10 weeks of the professional football season. They also have a chance to win two grand prizes at the end of the season. There are 4,960 unique tickets and 302 total prizes, so each ticket has a 1 in 16.9 chance to win a prize during the season.

Winning Tickets Prize Money per Week	Prize \$
Ticket with the Highest Combined Score	\$400
Second Highest Score	\$200
Third Highest Score	\$100
Runner-up Prizes: Next 22 Highest Scoring Tickets	\$25
Ticket with the Lowest Total Score	\$50
Runner-up Prizes: Next 4 Lowest Scoring Tickets	\$25
Total Prize Money Paid per Week	\$1,400

Grand Prize Winners	Prize \$
Ticket with the Highest 10 Week Total Score	\$1,000
Ticket with the Lowest 10 Week Total Score	\$200
Total Grand Prize Money	\$1,200

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.

CharityMania!®

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Your Organization Name Here
Ticket # 1234-5G102

Your Ticket's Scores by Week

Week	Your Teams and Points Scored	Prize Money You've Won	Winning Scores and Prize Money										
Week 01 9/10/2007 - 9/10/2007	<table border="1"> <thead> <tr> <th>Score</th> <th>Yards</th> </tr> </thead> <tbody> <tr> <td>Oklahoma 13</td> <td>273</td> </tr> <tr> <td>Michigan 14</td> <td>184</td> </tr> <tr> <td>Ohio St 27</td> <td>387</td> </tr> <tr> <td>Total</td> <td>844</td> </tr> </tbody> </table>	Score	Yards	Oklahoma 13	273	Michigan 14	184	Ohio St 27	387	Total	844	\$0	<p>Highest Score Winners 124 (Highest score): \$500.00 122 (2nd Highest): \$200.00 121 (3rd Highest): \$75.00 120 (4th Highest): \$50.00</p> <p>Lowest Score Winners 9 (Low score): \$50.00 12 (2nd lowest): \$25.00</p> <p>⇒ Winning tickets and prize money ⇒ Top high and low scoring tickets</p>
Score	Yards												
Oklahoma 13	273												
Michigan 14	184												
Ohio St 27	387												
Total	844												
Week 02 9/16/2007 - 9/16/2007	<table border="1"> <thead> <tr> <th>Score</th> <th>Yards</th> </tr> </thead> <tbody> <tr> <td>USC 20</td> <td>239</td> </tr> <tr> <td>Illinois 17</td> <td>313</td> </tr> </tbody> </table>	Score	Yards	USC 20	239	Illinois 17	313	\$0	<p>Highest Score Winners 134 (Highest score): \$500.00 133 (2nd Highest): \$200.00 131 (3rd Highest): \$75.00 130 (4th Highest): \$50.00</p> <p>Lowest Score Winners</p>				
Score	Yards												
USC 20	239												
Illinois 17	313												

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Your Organization Name Here
Ticket # 1234-5G102

Week number on your ticket: 10 (posted on 11/13/2007)

Prize Money	Ticket Number	Total Score	Total Yards	Teams
\$400	324	208	1984	Ohio State (73 - 645), Wisconsin (70 - 618), Michigan (65 - 721)
\$200	9203	198	1841	Ohio State (73 - 645), Wisconsin (70 - 618), Ole Miss (55 - 578)
\$100	290	193	1944	Ohio State (73 - 645), Michigan (65 - 721), Ole Miss (55 - 578)
\$25	3483	193	1876	Ohio State (73 - 645), Wisconsin (70 - 618), USC (60 - 615)
\$25	72	191	1729	Ohio State (73 - 645), Wisconsin (70 - 618), Florida (45 - 466)
\$25	928	190	1817	Wisconsin (70 - 618), Michigan (65 - 721), Ole Miss (55 - 578)
\$25	2343	188	1979	Ohio State (73 - 645), Michigan (65 - 721), USC (60 - 613)
\$25	1419	188	1825	Ohio State (73 - 645), Wisconsin (70 - 618), Iowa (45 - 562)
\$25	1160	188	1795	Ohio State (73 - 645), Wisconsin (70 - 618), Michigan State (45 - 532)
\$25	598	186	1832	Ohio State (73 - 645), Michigan (65 - 721), Florida (48 - 466)
\$25	4021	185	1952	Wisconsin (70 - 618), Michigan (65 - 721), USC (60 - 613)
\$25	876	185	1688	Ohio State (73 - 645), Wisconsin (70 - 618), Oregon (42 - 405)
\$25	761	184	1638	Ohio State (73 - 645), Wisconsin (70 - 618), TCU (41 - 375)

Profit and costs with FootballMania - \$20 Edition

Your profit is easy to calculate

Determining your profit with FootballMania is easy. You sell our digital entertainment package for \$20 and give out a sweepstakes ticket with every sale. For every entertainment package you sell and sweepstakes ticket you distribute you keep \$14.00 as profit. It is that simple.



A free sweepstakes ticket is attached to every \$20 CharityStudio digital entertainment package you sell.

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

Costs

You determine how many FootballMania 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 \$20. For each sale, you pay \$6.00 to CharityMania to cover the costs of the entertainment package and the management of the sweepstakes (such as prize money). The remaining \$14.00 is your profit!

Tickets activated	Your profit
1	\$14
100	\$1,400
500	\$7,000
1,000	\$14,000
3,000	\$42,000

Profit Example: you make \$14.00 in profit on every ticket you activate (one activation per digital entertainment package sold).

Profit and costs - \$10 Edition

Your profit is easy to calculate

If you are looking for a fundraiser with a lower cost of entry, our \$10 version of FootballMania may be right for you. The \$10 version of FootballMania works identically to the \$20 version, but the cost of the digital entertainment package you sell and prize money are lower.



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 FootballMania 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 FootballMania sweepstakes tickets

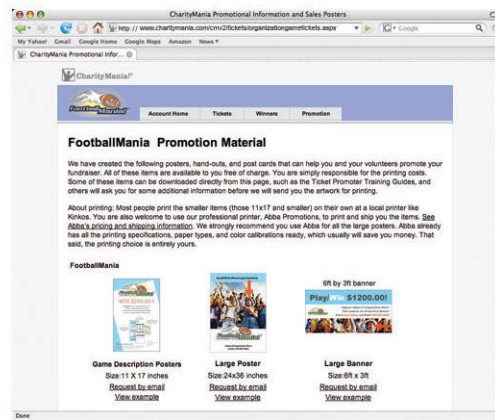
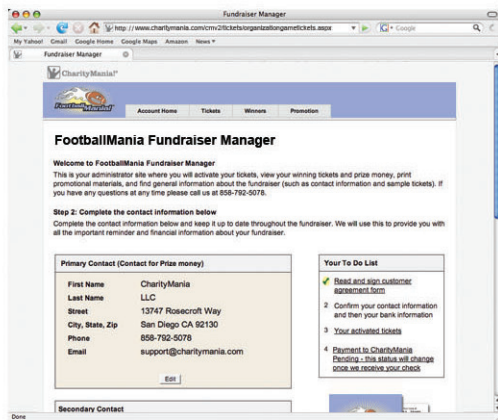
Each FootballMania sweepstakes ticket contains a unique ticket number. This ticket number allows the holder access to their digital entertainment package. The ticket also describes the sweepstakes and rules, and contains the randomly assigned football teams that the ticket holder should root for. We 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 Charity Studio with the digital music, books and other entertainment items. Your FootballMania 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 web site 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 web site 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 \$6.00 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 FootballMania

Sell digital entertainment packages and give out sweepstakes tickets

The FootballMania sweepstakes tickets make it easy to sell the \$20 digital entertainment package, because supporters love having a chance to win money! You make \$14.00 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 FootballMania 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

FootballMania 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 web site 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 five total 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 web site 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 dates for FootballMania

The FootballMania College Edition fundraiser begins in late September (see website for official start dates). The last day to sign up for FootballMania is the end of August. This ensures you have enough time to distribute tickets before the season begins.

How to contact CharityMania

Are you interested in using FootballMania 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 non-profit 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: 11 am - midnight EST; 8 am - 9 pm PST

E-mail: inquiry@charitymania.com.