



CharityMania!®

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Why use GolfMania for your fundraiser?

Capitalize on the excitement of professional golf's four major championships with GolfMania and make a fundraising hole-in-one for your organization! Ticket holders have the opportunity to win one of 72 prizes - all based on the performance of 5 randomly assigned golfers in each of the 4 professional golf major tournaments. What could be more fun than raising money with this sweepstakes on the 19th hole?

It's profitable

You make over 70% profit for each and every \$20 digital entertainment package you sell (see pages 4 and 6 for more details) and free GolfMania sweepstakes ticket you distribute. This makes GolfMania a great fundraiser for any size organization. You make \$14.25 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, GolfMania is a great alternative. There is no inventory to manage or orders to fulfill, and everyone enjoys playing along with their GolfMania sweepstakes ticket during each tournament of the fundraiser.

It will expand your fundraising reach

Everyone loves golf, music, books and the chance to win prize money, all of which are key elements of a GolfMania 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 GolfMania 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 GolfMania 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...

GolfMania Sweepstakes Tickets



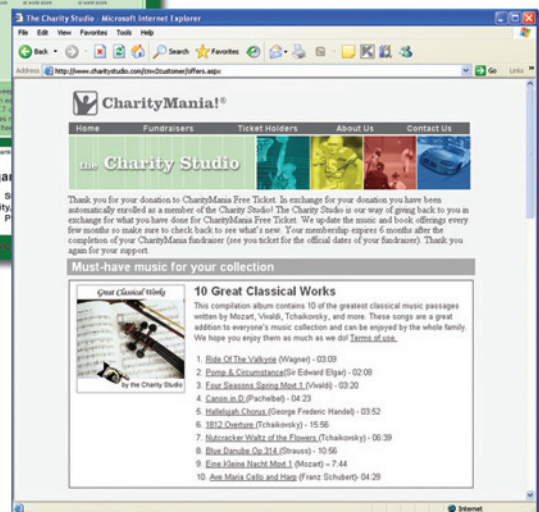
The Charity Studio's \$20 Digital Entertainment Package



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 GolfMania sweepstakes ticket

GolfMania sweepstakes are exciting and engaging for participants because every ticket holder has an equal chance of winning. In GolfMania, each ticket holder is automatically entered into 4 separate contests, and there are 72 prizes awarded. The 4 separate contests correspond to golf's 4 major championship events. Each ticket is assigned 5 different random golfers for each event!

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.

Prize Money
Ticket holders can see how much money they can win!

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.

Your Golfers
Each GolfMania sweepstakes ticket contains 5 random golfers in each of golf's four major championships - a different set of golfers for each tournament. No two tickets have the same 5 golfers in any tournament. Prizes are awarded at the end of each tournament to the tickets whose 5 golfers have either the best or worst total combined score relative to all other tickets.

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.

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

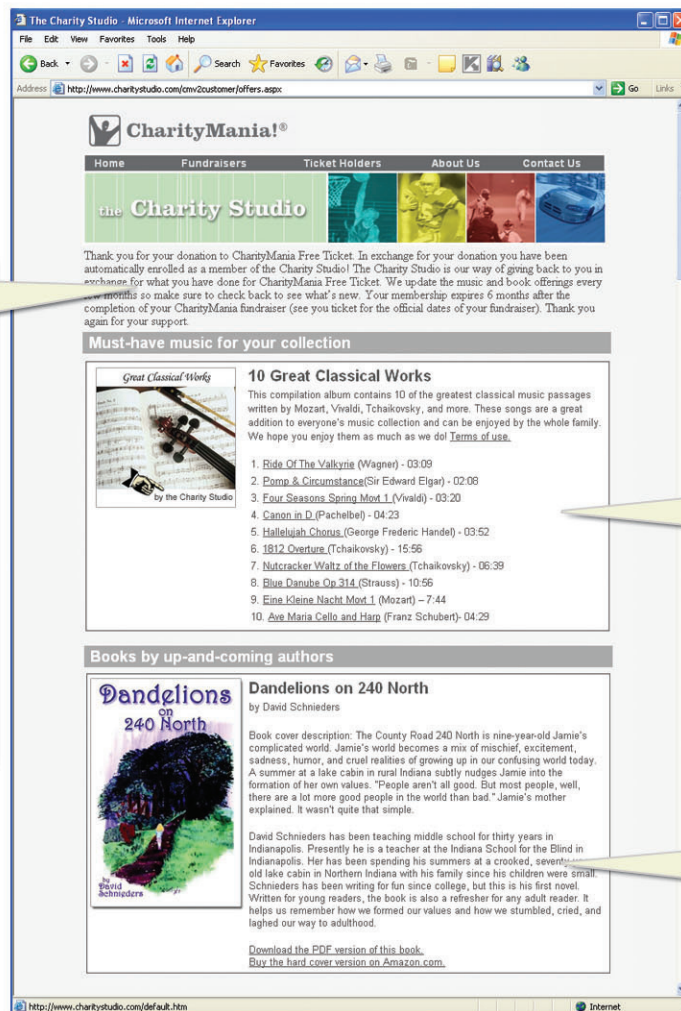
Ticket Details:
 - Access Code: 1234-9A501
 - Your ticket #: 1234 - 9A501
 - Total Prizes: \$8,000!
 - Prizes for each major championship:
 - \$400! (Best or worst 5 player combined score)
 - \$200! (2nd best or worst score)
 - \$75 (4th best or worst score)
 - \$60 (5th best or worst score)
 - \$40 (7th best or worst score)
 - \$30 (8th best or worst score)
 - Your 2010 golfers by tournament (the majors):
 - **The Masters** (April 8-11): Henrik Stenson, Tiger Woods, Adam Scott, Lee Westwood, Angel Cabrera
 - **US Open** (June 17-20): Justin Rose, Ernie Els, Trevor Immelman, Stewart Cink, Ian Poulter
 - **British Open** (July 15-18): Jim Furyk, K.J. Choi, Geoff Ogilvy, Steve Stricker, Scott Verplank
 - **PGA Championship** (August 12-15): Aaron Baddeley, Phil Mickelson, Retief Goosen, Padraig Harrington, Sergio Garcia
 - Organization Name: _____
 Street Address: _____
 City, State, Zip Code: _____
 Phone number: _____
 - Website: www.charitymania.com
 - Name: _____
 Address: _____
 Phone: _____
 E-mail: _____
 - Vertical text on right: 1234 9A501

Prizes are awarded at the end of each tournament to the tickets whose 5 golfers have either the best or worst total combined score (see front of ticket for prizes). In case of ties, GolfMania "Weighted Scores" are used to determine winners. Each round is weighted differently so that golfers who do better in later rounds do better in the tiebreaker. 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 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 GolfMania sweepstakes, participants check their tickets to see if they've won prizes. GolfMania sweepstakes ticket holders have 18 chances to win a prize in each of the 4 contests, with a total of 72 total prizes awarded. There are 2,688 unique tickets, each of which has a minimum 1 in 37.7 chance to win a prize during the sweepstakes.

Best Score Prize Money by Contest	Prize \$
Ticket with best 5-golfer combined total score	\$400
Second best 5-golfer combined score	\$200
Third best 5-golfer combined score	\$125
Fourth best 5-golfer combined score	\$75
Fifth best 5-golfer combined score	\$60
Sixth best 5-golfer combined score	\$50
Seventh best 5-golfer combined score	\$40
Eighth best 5-golfer combined score	\$30
Ninth best 5-golfer combined score	\$20

Worst Score Prize Money by Contest	Prize \$
Ticket with the worst 5-golfer combined total score	\$400
Second worst 5-golfer combined score	\$200
Third worst 5-golfer combined score	\$125
Fourth worst 5-golfer combined score	\$75
Fifth worst 5-golfer combined score	\$60
Sixth worst 5-golfer combined score	\$50
Seventh worst 5-golfer combined score	\$40
Eighth worst 5-golfer combined score	\$30
Ninth worst 5-golfer combined score	\$20

How winning tickets are calculated

At the end of each of the 4 contests (which correspond to the 4 major golf championships), 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 so that ticket holders can see if they've won.

Your Golfers	Round 1 Score	Round 2 Score	Round 3 Score	Round 4 Score	Total Score
Tiger Woods	65	67	71	69	119
Phil Mickleson	66	71	73	76	344
Jim Furyk	75	80	80*	80*	315
Sergio Garcia	69	74	76	72	197
David Toms	68	72	73	70	216
Total score	342	364	364	356	1426

Prize Money	Total Score	Weighted Score	Golfers
\$400	1401	5255	Stenson, Woods, Scott, Westwood, Cabrera
\$200	1404	5271	Stenson, Woods, Scott, Westwood, Furyk
\$125	1404	5274	Stenson, Woods, Scott, Westwood, Els
\$75	1408	5286	Stenson, Woods, Scott, Furyk, Els
\$60	1409	5299	Stenson, Woods, Furyk, Els, Cabrera
\$50	1411	5304	Furyk, Els, Woods, Scott, Cabrera
\$40	1412	5308	Furyk, Els, Garcia, Scott, Ogilvy
\$30	1412	5310	Furyk, Els, Garcia, Ogilvy, Z. Johnson
\$20	1416	5322	Furyk, Els, Garcia, Ogilvy, Z. Johnson

Profit and costs with GolfMania

Your profit is easy to calculate

Determining your profit with GolfMania 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 \$14.25 as profit. It is that simple.



You give a sweepstakes ticket to every person who buys a \$20 digital entertainment package.

You make \$14.25 of profit on every sale. The remainder covers the costs of the digital content and sweepstakes.

Costs

You determine how many GolfMania 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 \$5.75 to CharityMania to cover the costs of the entertainment package and the management of the sweepstakes. The remaining \$14.25 is your profit!

Tickets activated	Your profit
1	\$14.25
100	\$1,425
500	\$7,125
1,000	\$14,250
3,000	\$42,750

Profit Example: you make \$14.25 in profit on every ticket you activate (one activation per digital entertainment package sold).

What CharityMania does for you

Creates the GolfMania sweepstakes tickets

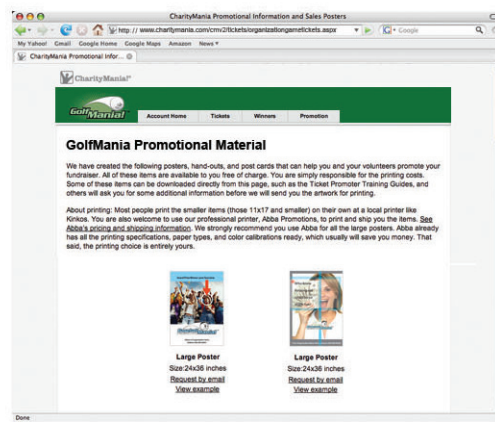
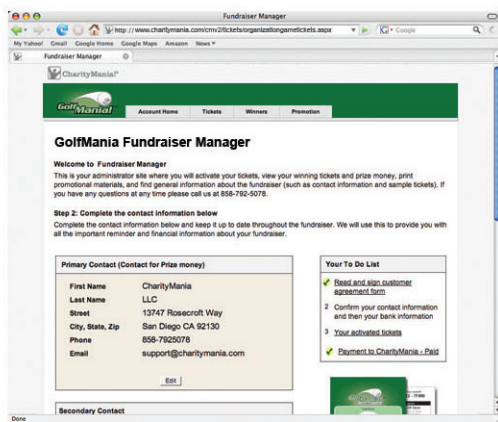
Each GolfMania sweepstakes ticket contains a unique ticket number. This ticket number allows the holder access to their digital entertainment package. The ticket also describes the sweepstakes and rules, and contains the randomly assigned golfers that the ticket holder should root for. We design the tickets and sell them for 15¢ per ticket (plus shipping and a \$10 handling fee 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 GolfMania 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

CharityMania calculates the winning tickets at the end of each of the 4 contests, and tells you which of your tickets are winners. 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 \$5.75 per ticket you pay CharityMania. CharityMania also posts the winning ticket numbers on the web site so that ticket holders can see if they've won.

What you will need to do to run GolfMania

Sell digital entertainment packages and give out sweepstakes tickets

The GolfMania sweepstakes tickets make it easy to sell the \$20 digital entertainment package, because supporters love having a chance to win money! You make \$14.25 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 GolfMania 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

GolfMania 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 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 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 GolfMania

GolfMania begins each year in early April on the first day of The Masters (the first professional golf major championship of the year). The last day to sign up for GolfMania is in early March (see the CharityMania website for official start dates and sign-up dates). This ensures you have enough time to distribute tickets before the fundraiser begins.

How to contact CharityMania

Are you interested in using GolfMania 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: 8am - 10pm PST

E-mail: inquiry@charitymania.com.