



CharityMania!®

Unique Fundraisers
Based on Your Favorite Sports

www.charitymania.com | 888.909.9994

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Why use CharityMania for your fundraiser?

Are you looking for a great way to raise money? CharityMania provides unique sweepstakes fundraisers based on the excitement of professional and college sports. You sell CharityMania Tickets to raise money and keep 70% as profit. Ticket holders receive a great collection of digital music, and they are entered into a sweepstakes where they can win \$1,000s in cash prizes based on the results of the sports teams printed on their Sweepstakes Game Cards. If you are tired of selling the same old stuff, check out our unique fundraisers based on your favorite sports!

It's profitable

You make 70% profit for every CharityMania Ticket (i.e. the \$20 in music downloads) you sell. This makes CharityMania fundraisers great for any size organization. Sell 10 tickets, or 10,000 tickets... you make 70% 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, CharityMania is a great alternative. There is no inventory to manage or orders to fulfill, and everyone enjoys playing along with their sweepstakes game cards each week of the fundraiser.

It will expand your fundraising reach

Everyone loves music, sports, and the chance to win prize money, all of which are key elements of a CharityMania 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. FootballMania is a welcome fundraiser 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 Charity Mania in years to come. This is our 2nd year using them and we have raised over \$45,000.”

—Gators Football Club, Michigan

How the fundraisers work

To raise money, you sell CharityMania Tickets, typically for \$20, and keep 70% of the money you collect. Ticket holders receive a great collection of digital music downloads (see page 6 to read why the music is an important part of this fundraiser), and they are entered into one of our exciting sweepstakes where they can win \$1000s in cash prizes based on the results of the sports teams printed on their sweepstakes game cards.

All of our fundraisers are super-simple to run. There is no inventory to manage or orders to fulfill, and it is great for any size organization. You earn 70% profit for every \$20 CharityMania Ticket that you sell. Best of all, the fundraisers are unique and actually fun for the participants!

CharityMania Ticket: Music Access Code

To raise money, you sell CharityMania Tickets (i.e. the stub here at the top). With each ticket, buyers get an access code that allows them to download over \$20 worth of digital premium music from our CharityStudio.

The Promotional Sweepstakes Game Card!

A promotional Game Card is located beneath each CharityMania Ticket. Sweepstakes participants have a chance to win \$1000's in prize money!

Winners are based on the number of points scored by the teams printed on the back of the Game Card.

CharityStudio
Music Downloads for Charity!

This detachable stub is your receipt. It contains your unique access code that allows you to download digital music from who have teamed up with CharityMania to help raise money! See the back of this stub to view your music now at the CharityStudio website at www.charitystudio.com.

To download your music from the CharityStudio

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.

For complete music content details, refer to the CharityStudio Brochure provided by the seller of this access code or visit the CharityStudio website. Your purchase is for the music only. There is no purchase necessary to participate in the sweepstakes below.

Check your ticket # **1234 - 9A501** at www.charitymania.com

Your FootballMania teams by week

1) Oct 27 - Oct 31 Denver Oakland Houston	2) Nov 3 - Nov 7 Atlanta Tennessee Baltimore	3) Nov 10 - Nov 14 Miami Buffalo Cincinnati
4) Nov 17 - Nov 21 Detroit Indianapolis Kansas City	5) Nov 24 - Nov 28 Philadelphia St. Louis Arizona	6) Dec 1 - Dec 5 Dallas NY Jets Indianapolis
7) Dec 8 - Dec 12 Miami Tampa Bay San Francisco	8) Dec 15 - Dec 19 Chicago Green Bay New England	9) Dec 22 - Dec 26 Pittsburgh Cleveland Carolina
10) Dec 29 - Jan 1 Cleveland Jacksonville Dallas	Bye Weeks: Teams that do not have a bye in a given week do not play. Teams that have a bye in a given week do not play (i.e. has a bye) in a given week is 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 after all games played. [8] To enter the sweepstakes, the organization on the front of this card must activate the card number. 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 week 4. 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.	

FootballMania 10 Week Sweepstakes Rules

[1] Your game card contains 10 different 3-team combinations randomly generated and randomly assigned to one of the 10 weeks of the pro football season. [2] Prizes are awarded each week to the 5 teams that score the most total combined points relative to the other teams in a given week. The 5 cards that score the least total points in a given week. Grand Prizes are awarded to the one card with the most, and least, total combined points scored over all 10 weeks. [3] If the cards are tied with the same score, 'total net yards' is used as a tiebreaker. See website for tiebreaker examples. [4] A football team that does not play (i.e. has a bye) in a given week is 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 after all games played. [8] To enter the sweepstakes, the organization on the front of this card must activate the card number. 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 week 4. 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 ←

Name _____
Street _____
City, Zip _____
Phone _____
E-mail _____

1234 - 9A501

Each game card can win prizes in all 10 weeks

Let's say your game card has the following 3 teams in week 8:

Team	Points scored in week 8
Chicago	42
Green Bay	35
New England	41
Total points scored	118

If your teams score more total points than any other game card that week, then you win!

The value of your Game Card

The sweepstakes game card

CharityMania sweepstakes are exciting and engaging for participants because the winners are based on the results of your favorite professional and college sports teams that are randomly assigned to the cards. Each week during the sweepstakes, participants can win \$1,000s in cash prizes based on the performance of the teams on their game cards. Here is a FootballMania game card as an example:

Over 308 prizes awarded totaling... \$17,000!

Grand Prizes
 Highest Valued Card of the Season: \$600
 Lowest Valued Card of the Season: \$250

Prizes by Rank
 Highest Total Points Scored: \$400
 2nd Highest: \$100
 Lowest Total Score: \$50
 3rd Highest: \$50
 Runner Up Prizes! Next 12 Highest: \$25
 Runner Up Prizes! Next 12 Lowest: \$25

FootballMania® is an exciting sweepstakes based on pro football. 18 prizes awarded each week and 2 grand prizes at the end of the season. Each game card has a 1 in 16.6 chance of winning. See back of this card for sweepstakes rules and the teams you support for! 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

Check your ticket # **1234 - 9A501**
 at www.charitymania.com

Your FootballMania teams by week

Week #1 Cleveland Jacksonville Kansas City	Week #2 Cincinnati Miami Minnesota	Week #3 Chicago New England Seattle
Week #5 Buffalo Dallas Indianapolis	Week #6 Baltimore Denver Philadelphia	Week #7 St. Louis New York Gr Tennessee
Week #9 Detroit Pittsburgh Washington DC	Week #10 Chicago Green Bay Dallas	Week #11 Pittsburgh San Diego Tampa Bay
Week #13 Cincinnati Indianapolis Minnesota	Week #14 Cleveland Houston Jacksonville	Week #15 Carolina San Francisco Tennessee

FootballMania sweepstakes rules

[1] Your game card contains 17 different 3-team combinations randomly generated and randomly assigned to the first 17 weeks of the pro football season, scheduled to begin on 9/8/2011. [2] Prize winners are based on the combined points scored by the 3 teams on your card; weekly winners are based on the total points scored by the 3 teams on your card after all 17 weeks. [3] If two or more cards are tied for a weekly prize, 'total net yards' is used as the primary tiebreaker, and 'total net yards' is used as the primary tiebreaker for weekly prizes. [4] Football teams that do not play (have a bye) in a given week are assigned that team's score from the previous week. [5] Minimum odds of winning: 1 in 16.6 for the entire season; 1 in 256 in each week; 1 in 2480 for a grand prize. [6] No purchase necessary to play. Void where prohibited. [7] Sweepstakes ends after all games played. [8] To enter the sweepstakes, the organization on the front of this card must activate the game card number. To request a free game card, ask the organization in person (see contact info on front of the 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 week 8. A game card will be assigned to you and mailed in the return envelope sent with your form. [9] See website for additional details.

Each game card can win prizes in all 17 weeks!
 Say your card has these three teams in week 10:

Team	Points scored in week 10
Chicago	42
Green Bay	35
Dallas	41
Total points	118

If your teams score more total points than any other card that week, you win!

A specific example - the FootballMania 17 Week Sweepstakes

The FootballMania sweepstakes is based on the excitement of professional football. Participants all have an equal chance to win prize money based on the performance of random football teams printed on the back of their sweepstakes game cards. Each card contains 3 random teams in each of the 17 weeks of pro football season (you get 3 new teams each week). To play the game, participants simply add up the points scored by their 3 teams. Every week, the 15 highest scoring game cards, and the 3 lowest scoring game cards all win prizes.

Music downloads from the CharityStudio

To raise money, you sell CharityMania Tickets for \$20 and keep 70% of the money you collect. The CharityMania Ticket (i.e. the stub at the top) contains an access code that allows the buyer to download over \$20 worth of premium digital music from our CharityStudio. Beneath this ticket, a promotional sweepstakes game card gives the recipient a chance to win \$1000s in prize money.

The image displays a CharityMania ticket stub on the left and a screenshot of the CharityStudio website on the right. A green arrow points from the ticket stub to the website. The ticket stub is red and white, featuring the CharityStudio logo and a 'Football Mania!' sweepstakes game card. The game card lists various prizes, including \$600, \$250, \$400, \$100, \$50, \$25, and \$25. The website screenshot shows the CharityStudio interface with a navigation menu, an 'Access music' section with an input field for an access code, and a 'Featured Artists' section.

Why sell music downloads? Why not just use the sweepstakes game cards?

There is a legal difference between a sweepstakes and a raffle. In a raffle, people pay money for a raffle ticket that gives them a chance to win prizes. Only specific types of organizations can conduct a raffle and most states regulate how the raffles can operate. A sweepstakes is not a raffle. A sweepstakes is a promotion that provides extra incentive for people to buy a product that you are selling. The sweepstakes must have a 'no purchase necessary' method of entry. In a CharityMania fundraiser, the Sweepstakes Game Cards are for promotion only and are not sold directly. Every time someone buys a CharityMania Ticket, they purchase over \$20 worth of premium music downloads from our CharityStudio. The Sweepstakes Game Card is a promotion that provides a great extra incentive for a person to support your cause.

Our Sweepstakes Game Cards work much like the game pieces in the Monopoly® sweepstakes at McDonald's®. You can not buy a Monopoly game piece directly. Instead, you purchase things like hamburgers and drinks and receive the game pieces for free. The Monopoly game pieces are a promotion.

Profit and costs with CharityMania

Your profit is easy to calculate

Determining your profit with CharityMania is easy. You sell CharityMania Tickets, typically for \$20, and keep 70% of the money you collect. Ticket holders receive \$20 worth of premium digital music downloads, and they are entered into one of our exciting sweepstakes. There is no minimum number of tickets you need to sell. You make \$14 on every ticket. Please note that some fundraisers have slightly different profit percentages. See our website (or download the fundraiser's fact sheet) for profit details for each fundraiser.



A free game card is attached to every \$20 CharityMania ticket (i.e. the music downloads) you sell

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

Costs

You determine how many CharityMania Tickets you need and then purchase them from us for 19¢ per ticket (to cover the printing costs) plus shipping and a \$10 handling fee per order. You then sell each CharityMania Ticket for \$20. With each sale you pay \$6 to CharityMania to cover the costs of the music downloads, the management of the sweepstakes, and any prize money your activated game cards may win. The remaining \$14 is your profit! Sell 10 tickets or 10,000 tickets... you pay \$6 for only those tickets you sell.

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

Profit Example: you make \$14 in profit on every CharityMania \$20 ticket you sell.

What CharityMania does for you

Provides you with both paper and electronic tickets

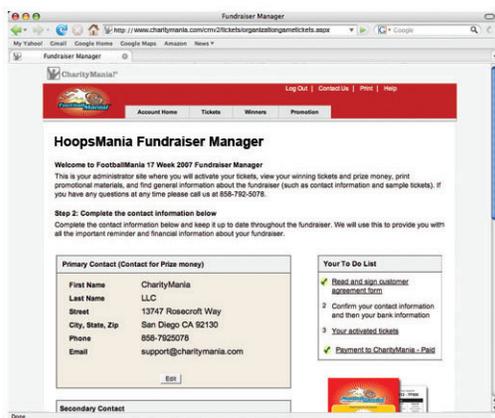
To raise money, you sell paper or electronic CharityMania tickets (or both). We sell the paper tickets for 19¢ per ticket plus shipping and a \$10 handling fee per order. You can purchase as many paper tickets as you need, and they are delivered within about 5-10 business days. With our complimentary electronic ticket program, you can also sell tickets entirely online and reach out to potential donors beyond your local community.

Maintains the online library of digital music

CharityMania maintains and updates the CharityStudio with the digital music catalogue. Anyone who purchases the CharityMania Ticket can access this digital music online. This means there is no inventory for you to manage or fulfill. See page 6 to read why the music downloads are an important part of this fundraiser.

Provides the website for you to manage your fundraiser online

CharityMania provides your organization with a secure website that allows you to manage every aspect of your fundraiser. With this website, you will indicate which tickets have been sold and you can find out which game cards have won. You can also access promotional handouts, banners and posters that we have put together to help your organization promote the fundraiser easily and effectively.



Calculates winning game cards and pays the prize money

Each week CharityMania calculates the winning sweepstakes game cards and tells you which are winners. We then send you the prize money so that you can send it to your winners with a personal letter from your organization. Winning sweepstakes game card numbers are posted on the website each week so that participants can see if they've won. See the next page for more details about how and when payments are made during the fundraiser.

Finances with CharityMania - step by step

1. Get started... Order your CharityMania tickets for \$0.19 per ticket



What do I pay up-front? The printing, set up fee, and shipping costs are your only up-front costs for a CharityMania fundraiser. If you do not sell any tickets (see next step), then you owe nothing else.

Payment methods: Most people use a credit card to pay for the tickets, set up fee, and shipping. We accept all major credit cards and PayPal. If your organization does not have a credit card, you can use our e-check / direct debit option as an alternative.

2. Fundraising time... You keep 70% for every ticket sold

You sell CharityMania Tickets for \$20 and keep 70% of the money you collect. Ticket holders receive premium digital music downloads and they are entered into one of our exciting sweepstakes.

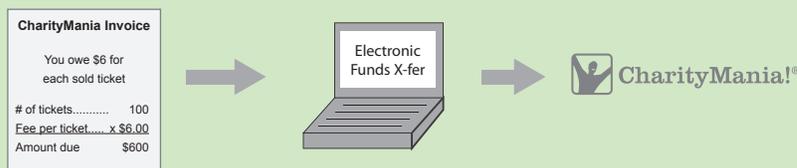


Your profit: You keep 70% of the money you collect from ticket sales (note that some fundraisers' % can vary). The profit you make per sale is yours to keep and you can spend it right away.

Costs: the \$6 fee per ticket sold

You will be invoiced a \$6 fee for every ticket sold. This is done in one lump sum when the game begins. You owe nothing for any unsold tickets.

3. The game begins! Time to pay the fee for all sold tickets



Once the game begins, you owe \$6 for each **sold** ticket

Pay by electronic funds transfer (preferred method)

You will pay the fee in one lump sum on the day the game begins

Paying the fee

At the start of the game, you will be invoiced \$6 per sold ticket to cover the costs of the sweepstakes. You pay this fee in one lump sum by electronic funds transfer (or by check if necessary).

Your \$6 fee per sold ticket covers the costs of the music downloads, the management of the sweepstakes, and any prize money your game cards may win.

4. During the fundraiser... We pay you when game card holders win prize money



Winners and prize money

CharityMania calculates the winning sweepstakes game cards at the end of each week and tells you which of your cards are winners. We then send you the prize money (via electronic funds transfer) so that you can send it to your winners with a personalized letter from your organization. We also post the winning card numbers on the website so everyone can see if they've won.

5. End of game. Job well done!

About CharityMania - Company History

Our company's mission is to help non-profit organizations raise money and build community involvement. We do this by providing inexpensive, easy-to-manage fundraisers that are fun to play.

How it began

In 1994, we created FootballMania for our parish in Southern California to help raise money for our youth activity programs. It was a lot of fun and a huge success. Two years later, after numerous requests from other interested non-profit organizations, we decided to offer FootballMania nationally and make it available over the web. The response we received was overwhelming. Non-profit organizations from all over the country, such as schools, parishes, youth sports teams, police unions, firefighter unions, and fraternal organizations began using FootballMania to raise money for their good causes. It was really exciting and gratifying to see how much we helped these organizations.

At this time we decided to form CharityMania LLC and devote our time to helping non-profit organizations raise money and build community involvement. One of the first things CharityMania did was expand the types of fundraisers we offered so that a broader group of organizations could participate. HoopsMania and BaseballMania were born and quickly rivaled FootballMania in popularity. Over the last few years we introduced a number of new games, such as RacingMania and HockeyMania, to appeal to all types of organizations and geographic regions in the United States.

Success Stories

CharityMania fundraisers have been a huge success for a wide variety of non-profit organizations. Over the past 25 years, non-profit organizations have raised over \$50,000,000 (that is \$50 million!) using CharityMania fundraisers. Many of our larger organizations that participate, such as police unions, parishes, and larger schools, have used CharityMania fundraisers to raise \$45,000 to \$75,000 each year. Some of our smaller organizations, like youth sports teams and smaller schools, have used CharityMania to raise \$2,000 to \$15,000 each year. Regardless of the participating organization's size, most have told us that CharityMania fundraisers have been very profitable, easy to manage, and most importantly, a lot of fun for the people who get the sweepstakes game cards.

Management team

CharityMania is a family-owned business based in San Diego. Neil, Chris, Michele and Jeff are the company's general partners and chief operating officers. All four have extensive education and work experience in the software industry and manage the employees and operations of the company. Read our quick biographies on our website at...
<http://www.charitymania.com/about-charitymania>.

Sign-up dates and contact details

How to contact CharityMania

Are you interested in using any of our fundraisers 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: 11 am - midnight EST; 8 am - 9 pm PST

E-mail: inquiry@charitymania.com

Mail: 777 Kalamath Dr, Del Mar, CA 92014

Sign-up dates for all our fundraisers

Make sure to sign up for a fundraiser early enough so that you have enough time to sell your CharityMania tickets before the season begins. The following is a list of our fundraisers and the approximate dates they begin. See the CharityMania website for specific dates for each fundraiser.

Fundraiser	Sweepstakes Start Date
FootballMania 17 Week	Early September
FootballMania 10 Week	Late October
FootballMania College	Mid September
FootballMania Squares SuperMatch	Early February
HoopsMania	Mid March
BaseballMania 10 Week Spring	Early April
BaseballMania 10 Week Summer	Late July
HockeyMania	Mid December
RacingMania	Mid February
GolfMania “Majors”	Early April
GolfMania “FedExCup®”	Late August

Fact sheets, videos, and sample tickets

This PDF brochure contains the basic information you need when discussing CharityMania fundraisers with others (such as at a board meeting or with other members of your organization). If you are discussing a specific fundraiser, make sure to print out that fundraiser's fact sheet and an example ticket. The fact sheets contain important information about each specific fundraiser, such as the CharityMania Ticket price, the profit %, and the prize money for the sweepstakes.

Fact Sheets and Sample Tickets

To download any of our fundraiser fact sheets, visit the CharityMania website and then click on any of our fundraisers within the "Fundraisers" menu item in the top menu navigation on our site. The brochures and fact sheets are towards the bottom of each of our fundraiser's information web pages.

Sweepstakes overview videos

We have created short overview videos for most of our sweepstakes. If you are gathering information about CharityMania fundraisers, or you are sharing information with others, we recommend you watch the videos (they are only 2 - 3 minutes long). We think they are the best way to see how the sweepstakes work. To watch any of our videos, visit the CharityMania website and follow the links to any of the fundraisers. You will find the links to the videos on any of the "How the Fundraisers Work" pages. Or you can follow the links below:

FootballMania Weekly Games

- 17 Week Game <http://www.charitymania.com/videos/fm17>
- 10 Week Game <http://www.charitymania.com/videos/fm10>
- 5 Week Game <http://www.charitymania.com/videos/fm5>
- College Game <http://www.charitymania.com/videos/fmc>
- SuperMatch Squares <http://www.charitymania.com/videos/fmsm>
- Pool Game

HoopsMania <http://www.charitymania.com/videos/hoops10>

BaseballMania <http://www.charitymania.com/videos/baseball>

HockeyMania <http://www.charitymania.com/videos/hockey>

GolfMania <http://www.charitymania.com/videos/golf>