

Fact Sheet: HoopsMania \$20 Fundraiser

How to play

HoopsMania is an exciting sweepstakes fundraiser based on college basketball's national championship tournament. You earn 70% profit for every \$20 CharityMania Ticket you sell. Sweepstakes participants can win \$1,000s in prize money based on the total number of points scored by the basketball teams printed on the backs of their sweepstakes game cards.

Each game card is randomly assigned 8 teams (2 from each region) that will play in college basketball's national championship tournament. The teams are represented by their seed numbers and regions in the tournament. To play the game, participants simply add up all the points scored by their 8 teams throughout the tourney. The top 45 and bottom 4 scoring game cards all win prizes!

Winning game card example

Seed	Team	Total points scored
#1 West	Duke	237
#2 Southwest	UNC	338
#3 West	UConn	398
#4 East	Kentucky	323
#5 Southeast	Kansas St	138
#6 East	Georgetown	56
#7 Southeast	UCLA	143
#8 Southwest	UNLV	62
Total points		1695

Say your game card has these teams. If they score more total combined points than any other card (over the course of the entire tournament), then you win the \$2,000 top prize!

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.

HoopsMania!
a CharityMania® Fundraiser

49 chances to win! Total prizes more than...

\$4,000!

\$2,000

Most total points scored

\$500

2nd most points scored

\$100

Lowest total points scored

\$200

3rd most points scored

\$30

Runner Up Prizes! Next 42 highest

\$30

Runner Up Prizes! Next 3 lowest

HoopsMania™ is an exciting sweepstakes based on college basketball's postseason championship tournament. With 49 possible prizes, the minimum odds to win are 1 in 29. See the back of the ticket for sweepstakes rules and the teams you should root for! This sweepstakes is free. No purchase necessary to play.

Thank you for your support of...

Organization Name Here

Your Street Address
City Name, State, Zip Code
Your Contact Phone

www.charitymania.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

HoopsMania 2012... Add up your scores by round and win!

Your Teams (by Seed #)	R1	R2	R3	R4	R5	R6
#1 West						
#2 Southwest						
#3 West						
#4 East						
#5 Southeast						
#6 East						
#7 Southeast						
#8 Southwest						
Total Points by Round						
Grand Total Points	<input style="width: 100px;" type="text"/>					

HoopsMania game description and rules

[1] Your game card is randomly assigned 8 teams (2 teams from each region) that will play in college basketball's national championship tournament in March. The teams are represented by their seed numbers and regions in the tournament. [2] At the end of the tournament, prizes are awarded to the 45 game cards whose teams score the most combined total points throughout the tournament, and the 4 cards that score the fewest total combined points. See the front of this card for prize details and the breakdown of Grand Prizes and Runner-Up Prizes. [3] Teams that have been eliminated from the tournament get 0 points in rounds they do not play. [4] If two or more game cards are tied with the same score, the teams' total combined free throws made is used as the primary tiebreaker. See website for complete tiebreaker rules. [5] Minimum odds of winning: 1 in 29 per card. [6] No purchase necessary to play. Void where prohibited. [7] Sweepstakes ends on 4/2/2012. [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) 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 3/14/2012. 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 tickets.

➔ www.charitymania.com ➔

Name _____

Address _____

Phone _____

E-mail _____

1234 - 9A501

Profit and Costs

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

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

Prize Money Amounts

- Game card with the highest 8-team total combined score: \$2,000
- Second highest total combined score: \$500
- Third highest total combined score: \$200
- Runner-up prizes - next 42 highest scoring game cards: \$30
- Lowest total combined score: \$100
- Low score Runner-up prizes - next 3 lowest scoring game cards: \$30

Odds of Winning

Win any of the 49 prizes: 1 in 29
Win any of the 4 Grand Prizes: 1 in 360
Win any of the 45 Runner-up prizes: 1 in 32

Sign-up Dates

HoopsMania begins in mid March (the first day games are played in the college post-season basketball tournament). See website for official sign-up dates.

Watch the HoopsMania overview video

If you are new to HoopsMania or you plan to sell tickets, we encourage you to watch our short, 2 minute overview video that shows how the all the HoopsMania sweepstakes work. You can find it online at <http://www.charitymania.com/videos/hoops10>