



**Corporate Office:** P.O. Box 220, Ocean Springs, MS 39566  
 Phone (228) 875-0082 ~ Fax (228) 875-0029 ~ sales @sportgame.com  
**Technical Support:** (407) 341-3173 Orlando, FL

[www.sportgame.com](http://www.sportgame.com)

## Football GameDay Million\$

**AGUA CALIENTE**  
 Casino • Resort • Spa  
 RANCHO MIRAGE

**FOOTBALL GAMEDAY  
 MILLIONS**

Match All 4 Quarters  
**WIN \$25,000**  
 Match 3 Quarters - Win \$1,000  
 Last Digit in Teams Scores

A0069987	HOME	VISITOR
End of 1st Quarter	●	●
End of 2nd Quarter	●	●
End of 3rd Quarter	●	●
Final Score	●	●

**How To Play:** Scratch off the play area for all 4 quarters. To win a prize, reveal the correct last digit of the scores for both teams for the game designated and posted by sponsor in advance. See reverse for details.  
 Copyright 2005 SportGame, Inc., all rights reserved.

### Why this format?

To bring patrons to you and KEEP them there for a few hours. It's so easy. Instead of making big football squares boards for 100 guests to write their names on, you simply pass out the Football GameDay Million\$ game pieces. The computer generated random numbers printed under the scratchoff cover have all the possible combinations and there is a set of numbers for each quarter. *Each set of 100 game pieces has a guaranteed winner each quarter.* You will have a noisy crowd - and that's what is fun. The time between winners will be about 30 minutes. That creates excitement. Players can win \$1,000 or even \$25,000. That creates big excitement.

### How does the contest really work for my building?

As an example, let's use a room that seats 200 people. On game day you distribute 200 game pieces to your crowd at a cost of \$76.00 for the 200 game pieces. You have a per patron cost of \$0.38 each and, since your rules state "You must be present to win" you have a captive crowd for at least 2 hours. At a cost of \$0.38 per head.

### Why the players love it...

Everyone gets to play - not just the first 100 people that show up because you only offer one "Football Squares" contest. If 148 people show up, 148 people get to play. Everyone has a chance to win \$25,000.

### Why club managers love it.

You control the costs. No hassle before the game starts. Everyone gets handed a game piece. That's it.

**Staff is not creating and filling out a big football squares board while they are trying to serve customers. To create and fill out a board takes two people over an hour. Total cost: Over \$100. And that's for only 100 players. Football GameDay Million\$ can take care of 200 players for \$76.00 . . . and it takes your staff all of 3 minutes to pass out the game pieces.**

It keeps people "in the building" for hours. . . with half of them cheering for a score and the other half yelling "Defense". It can get a little noisy. Even with paying 8 prizes to a crowd of 200 people, this format is still inexpensive. The \$25,000 prize insurance cost is included in the game piece price. There are no "hidden" costs. How often do you get to advertise

**WIN \$25,000" . . . to 200 people. . . for 76 bucks?**

### And the biggest benefit of all...

YOU pick the games YOU want to use for the contest. Do you want to use only Green Bay Packer games because that is what your guests want? Or maybe it's the Oklahoma Sooners? Or the Oregon Beavers? Or Monday Night Football? Or all of the above? The choice is yours. Every location can pick their own games. Talk about customizing your location to your guest's wishes. This is it!

*And it's a lot more fun than just picking names out of a hat . . .*

### Game Piece Pricing

(Minimum Order is 200 pieces.)			
# Pieces	\$ EACH	TOTAL	
200	\$0.50	\$100.00	
1000	\$0.38	\$380.00	
2000+	\$0.30	\$600.00	

**Prices include costs of prize insurance and Priority Mail shipping.**

***NEW for 2011***

Game Pieces customized with your logo.

### Game Piece Pricing

(Minimum Order is 3,200 pieces.)

# Pieces	\$ EACH	TOTAL
3,200	\$0.37	\$370/1,000
>5,000	\$0.33	\$330/1,000

## GAMEDAY MILLIONS SPONSOR AGREEMENT

THIS AGREEMENT, is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_ by and between

\_\_\_\_\_ (this entity being referred to hereinafter as "Sponsor") and SportGame, Inc. whose address is Post Office Box 220, Ocean Springs, Mississippi 39566-0220 (hereinafter referred to as "SportGame").

**WHEREAS**, SportGame offers contests for customers of Sponsor at no cost to the customers which will entice customers to frequent the business establishment of Sponsor; and

**WHEREAS**, Sponsor is desirous of obtaining from SportGame certain goods and services which will permit Sponsor to conduct a certain promotion "the promotion" at its business establishment.

**NOW, THEREFORE**, for and in consideration of the mutual promises and covenants contained herein, the sufficiency of which is agreed upon by all the parties, the parties agree as follows:

1. **TERMS AND CONDITIONS:** This Agreement shall become effective on \_\_\_\_\_, 20\_\_ and terminate on April 1, 2012. The official rules governing the promotion, a copy of which is attached hereto, are incorporated into this agreement by reference. Sponsor agrees that neither SportGame nor Sponsor will charge customers for their participation. No purchase shall be necessary for customers to participate. Sponsor shall offer customers, without discrimination, the free participation in the contests to be offered by SportGame. The Promotion shall be subject to rules, regulations and laws which may be applicable for Sponsor's location. Sponsor shall make available the official rules before each contest starts.

2. **RESPONSIBILITIES OF SPONSOR:** Before the beginning of the event (game), the Sponsor must notify SportGame the event being played and the Game Piece numbers that will be distributed for that event. Once Game Pieces have been designated for a particular event, they cannot be used for any other event and will be void for any other purpose. If a Sponsor fails to designate Game Pieces for an event, no insured prizes will be awarded by SportGame.

**For Football GameDay Million\$:** It shall be the responsibility of each Sponsor to post the Home and Visiting Teams for each game. Sponsor may award a prize for a Game Piece with an End of Quarter winner.

In the event a Sponsor's customer wins an insured prize, it shall be the responsibility of the Sponsor to notify SportGame, Inc., and transmit the original Game Piece to SportGame for verification. Upon receipt of the winning Game Piece, SportGame will pay Sponsor the insured prize.

3. **PRIZES:** It is the obligation of SportGame to make available insured prizes.

For the 2011-2012 **football** season there will be one (1) **\$25,000.00** prize and eight (8) \$1,000.00 prizes available per week. If, in a given week, which ends on Tuesday morning, there is more than one winner for a prize, that prize shall be split equally among all winners. All winning tickets are defined in the official rules applicable to each promotion and/or event, which are incorporated herein by reference.

4. **COSTS:**

### Game Piece Pricing per Order

(Minimum Order is 200 pieces.)

# Pieces	\$ EACH
200	\$0.50
400	\$0.45
1000	\$0.38
2000+	\$0.30

**Prices include costs of prize insurance  
and Priority Mail shipping.**

5. **GOVERNING LAW:** The parties to this Agreement intend this Agreement to be executed as an agreement made and executed in Mississippi and to be construed in accordance with the laws of the State of Mississippi. Any and all legal actions arising out of this Agreement shall be brought in courts of the State of Mississippi, Jackson County, and customer hereby consents to the exclusive jurisdiction of Mississippi courts.

Game Sponsor: \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

FOR: SportGame, Inc.

Date: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Sponsor# \_\_\_\_\_

## GAMEDAY MILLIONS TRIBAL SPONSOR AGREEMENT

**THIS AGREEMENT**, is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_\_\_, by and between

\_\_\_\_\_ (this entity being referred to hereinafter as "Sponsor") and SportGame, Inc., a Georgia Corporation, whose address is Post Office Box 220, Ocean Springs, Mississippi 39566-0220 (hereinafter referred to as "SportGame").

**WHEREAS**, SportGame offers contests for customers of Sponsor at no cost to the customers which will entice customers to frequent the business establishment of Sponsor; and

**WHEREAS**, Sponsor is desirous of obtaining from SportGame certain goods and services which will permit Sponsor to conduct a certain promotion "the promotion" at its business establishment.

**NOW, THEREFORE**, for and in consideration of the mutual promises and covenants contained herein, the sufficiency of which is agreed upon by all the parties, the parties agree as follows:

1. **TERMS AND CONDITIONS:** The official rules governing the promotion, a copy of which is attached hereto, are incorporated into this agreement by reference. Sponsor agrees that neither SportGame nor Sponsor will charge customers for their participation. No purchase shall be necessary for customers to participate. Sponsor shall offer customers, without discrimination, the free participation in the contests to be offered by SportGame. The Promotion shall be subject to rules, regulations and laws which may be applicable for Sponsor's location. Sponsor shall make available the official rules before each contest starts.

2. **RESPONSIBILITIES OF SPONSOR:** Before the beginning of the event (game), the Sponsor must notify SportGame the event being played and the Game Piece numbers that will be distributed for that event. Once Game Pieces have been designated for a particular event, they cannot be used for any other event and will be void for any other purpose. If a Sponsor fails to designate Game Pieces for an event, no insured prizes will be awarded by SportGame.

**For Football GameDay Million\$:** It shall be the responsibility of each Sponsor to post the Home and Visiting Teams for each game. Sponsor may award a prize for a Game Piece with an End of Quarter winner.

In the event a Sponsor's customer wins an insured prize, it shall be the responsibility of the Sponsor to notify SportGame, Inc., and transmit the original Game Piece to SportGame for verification. Upon receipt of the winning Game Piece, SportGame will pay Sponsor the insured prize.

3. **PRIZES:** It is the obligation of SportGame to make available insured prizes.

For the 2011-2012 **football** season there will be one (1) **\$25,000.00** prize and ten (10) \$1,000.00 prizes available per week. If, in a given week, which ends on Tuesday morning, there is more than one winner for a prize, that prize shall be split equally among all winners. All winning tickets are defined in the official rules applicable to each promotion and/or event, which are incorporated herein by reference.

4. **COSTS:**

**Game Piece Pricing per Order**

(Minimum Order is 200 pieces.)

# Pieces	\$ EACH
200	\$0.50
400	\$0.45
1000	\$0.38
2000+	\$0.30

Prices include Insurance cost and Priority Mailing

5. **GOVERNING LAW:**

A. This Agreement shall be deemed to be entered into on the lands held in trust by the United States for the \_\_\_\_\_ and shall be subject to all applicable laws and regulations of the \_\_\_\_\_.

B. Nothing contained in this Agreement shall grant any jurisdiction to the State or Federal Courts or any political subdivision thereof, nor constitute a waiver of the sovereign immunity of the \_\_\_\_\_, which shall be preserved inviolate.

C. Any dispute concerning the terms or conditions of this Agreement or the performance of the parties hereunder shall be brought in the \_\_\_\_\_ in \_\_\_\_\_, which shall have exclusive jurisdiction in the matter.

FOR: \_\_\_\_\_

FOR: SportGame, Inc. #: \_\_\_\_\_

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_



**Corporate Office:** P.O. Box 220, Ocean Springs, MS 39566  
Phone (228) 875-0082 ~ Fax (228) 875-0029 ~ sales @sportgame.com  
**Technical Support:** (407) 341-3173 Orlando, FL

[www.sportgame.com](http://www.sportgame.com)

## **Frequently asked questions...**

### **Are SportGame's contests legal?**

Yes, If the players do not pay to enter and there is no purchase necessary to get a game ticket or to play any game. If no consideration is required of the player, it is not gambling. The SportGame contract specifically states the location cannot charge their guests to play SportGame.

### **Can a player enter more than one play ticket in each contest?**

That option is yours. You may allow players to play one ticket per day or restrict the players to one entry per week. SportGame's software is programmed for either choice. As the cost per play ticket is less than 3.5 cents, most locations encourage the players to play daily. All player entries are time stamped and the receipt your staff member returns to the player has a time stamp on it.

### **Can a player enter more than one contest at a time?**

Yes. Sometimes SportGame has four or five contests running at the same time. Each contest has a game number. SportGame's computer system handles all the sorting. When you receive your contest results from us each contest is scored separately.

### **Can a player say "Hey, these aren't the teams I picked. Someone entered my picks wrong."**

They can say it, but it won't work. One of SportGame's strongest points is the player marks his own picks and signs the ticket. You don't. You can't be blamed for a mistake because the player does the work. Each time a player ticket is entered a receipt is printed with the player's ID number, the game number, all the picks, the tie breaker, exact date and time of ticket entry, and an advertising message you write. Nothing is left to chance.

### **Do I have to worry about players missing contest deadlines?**

No. A contest deadline could be the actual start of the event. Every player's lineup sheet has a printed contest deadline and every player entry receipt is time stamped. SportGame does not expect your employees to be clock watchers. If a play ticket is entered after a contest deadline it will not be scored by SportGame's computer.

### **How do we get the players picks to SportGame?**

Plugged into the USB port of the computer is a Stick Drive. Remove the Stick Drive and plug it into a computer with internet capabilities. Follow the instructions on the screen. When finished, (this takes all of one minute). return the Stick Drive to the computer.

### **When do I get my contest results?**

If a sports event is contested on a Sunday, you will have your players results Monday. We send the weekly, monthly and contest cumulative scoring; it's all done for you by us. You tell us how you want us to score your contest (Do you want to award a prize for the worst score?) and we will do it.

### **What happens if the SportGame unit becomes inoperative?**

SportGame will have a technician at your location as soon as possible or SportGame will deliver a new unit to you overnight. We also have an emergency backup procedure if the unit becomes inoperative just minutes before a deadline. You will never be at risk. SportGame has never lost a player entry because of equipment failure.

### **And the cost again?**

As low as 18¢ per entry... *for everything... the data unit, the tickets, the scoring... everything.*

### **SportGame also has two other programs I've heard about. . .**

#### **What are the SportGame Top Ten contests?**

Organizations and sponsors found that contests where the players picked the finishers in exact order are very popular. The problem was in trying to score a contest when the players did not have a perfect score. SportGame solved that problem with a clever scoring matrix.

#### **What is Football GameDay Million\$?**

Simply, football squares boards have been replaced with game pieces. No more messy boards. No more staff chaos before a game starts. No more limiting participation to the first hundred fans. Football GameDay Million\$ eliminates all this hassle and does it for less cost.