Social Fundraising has Arrived!

Need Capital for your Cause?

Allow us to fund you!

SplashPlay is NOT a Fundraising Vendor

SplashPlay is a DONOR!

Focus on Your Cause, not on Capital

It's time for a fresh and easy funding solution. Whether you need $10 Thousand or $50 Million, SplashPlay wants to be your donor. How? The answer is simple: **We will donate 40% of our mobile game revenue to your cause.** Simple as that. For a nominal fee, SplashPlay assumes all costs associated with software development, servers, Internet connectivity, initial game setup, implementation, training, support and maintenance.

The SplashPlay Promise is Simple. We will...

- Donate 40% of Our Gross Revenue to Your Cause!
- Help Educate Your Supporters
- Empower You to Engage Your Supporters
- Accelerate Your Expansion into Social Media
- Free You from the Burden of "Asking for Money!"

SplashPlay is Committed to Changing Charitable Funding Forever!

Funding Through Gaming

INTERACTIVE MOBILE GAME

SplashPlay Fundraisers enjoy the unique benefit of having their own personalized and branded game button prominently displayed in the top spot of SplashPlay's game page ensuring maximum exposure and visibility. Plus, Fundraiser receives 40% of SplashPlay's game revenue.

When the Fundraiser's button is tapped, the player is presented the Fundraiser's entire list of personalized games. Further, games and trivia questions are unlimited!

FUNDRAISER'S BRAND INTEGRATION INTO SPLASHPLAY'S PLATFORM

The Fundraiser's brand is prominently displayed and integrated into SplashPlay's game experience. Additionally, SplashPlay provides Fundraisers real-time promotional opportunities via SplashPlay's "Deal Button" displayed at the bottom of the "Correct/Incorrect" message page each time a trivia question is answered. SplashPlay's Deal button is linked to a larger page allowing Fundraisers to present rich content including promotions, messages video as well as links to Fundraiser's website.

SPLASHPLAY'S TOUCH POINTS

QR Code

SplashPlay is easily activated through a personalized QR code provided by SplashPlay to be incorporated into digital and printed material.

Email & Website Links

SplashPlay can be integrated into email correspondence and websites by adding a simple link (www.splashtrivai.com/a192) dramatically enhancing engagement and effectiveness.

Social Media

By a simple click of SplashPlay's "SHARE" button, players can share Sponsors' games throughout Social Media expanding Sponsors' Social Media reach. Just as easily, Sponsors can post its SplashPlay games throughout Social Media.

GAME CREATION

With SplashPlay, game creation couldn't be easier. However, to get your SplashPlay initiative off on a running start, our team will setup you're your personalized game platform and up to four Game Buttons designed to advance your organization's mission. From then on, our team is here to help you grow your SplashPlay Gamification initiative.

ANNUAL ECONOMIC PROJECTION

To determine your organization's annual donation from SplashPlay follow these three simple steps:

STEP 1: Identify the number of individuals Fundraiser reaches, through all marketing and promotional channels, in the column titled "Direct Reach."

STEP 2: Proceed across the table from left to right to Fundraiser's anticipated "Engagement Percentage" which is the estimate of Direct Reach population to play trivia games.

STEP 3: Fundraiser's annual financial benefit is the number at the intersection of "Direct Reach" and "Engagement Percentage." *For example, if Fundraiser anticipates a 15% Engagement rate from 70,000 people, Fundraiser potentially receives $4.2 million annually.*

Direct Reach	Engagement Percentage					
	2%	5%	10%	15%	25%	50%
1,000	$8,000	$20,000	$40,000	$60,000	$100,000	$200,000
2,500	$20,000	$50,000	$100,000	$150,000	$250,000	$500,000
5,000	$40,000	$100,000	$200,000	$300,000	$500,000	$1,000,000
10,000	$80,000	$200,000	$400,000	$600,000	$1,000,000	$2,000,000
20,000	$160,000	$400,000	$800,000	$1,200,000	$2,000,000	$4,000,000
30,000	$240,000	$600,000	$1,200,000	$1,800,000	$3,000,000	$6,000,000
40,000	$320,000	$800,000	$1,600,000	$2,400,000	$4,000,000	$8,000,000
50,000	$400,000	$1,000,000	$2,000,000	$3,000,000	$5,000,000	$10,000,000
60,000	$480,000	$1,200,000	$2,400,000	$3,600,000	$6,000,000	$12,000,000
70,000	$560,000	$1,400,000	$2,800,000	$4,200,000	$7,000,000	$14,000,000
80,000	$640,000	$1,600,000	$3,200,000	$4,800,000	$8,000,000	$16,000,000
90,000	$720,000	$1,800,000	$3,600,000	$5,400,000	$9,000,000	$18,000,000
100,000	$800,000	$2,000,000	$4,000,000	$6,000,000	$10,000,000	$20,000,000
250,000	$2,000,000	$5,000,000	$10,000,000	$15,000,000	$25,000,000	$50,000,000
500,000	$4,000,000	$10,000,000	$20,000,000	$30,000,000	$50,000,000	$100,000,000

SplashPlay, Inc.