



**Expand Your Reach**

**Increase Your Revenue!**

**Engage ... Entertain ... Retain ... Profit**

**SplashPlay ... Beyond Social Media!**

## **Focus on Your Business**

Ready for a fresh and easy addition to your revenue strategy? SplashPlay is the answer. How? The answer is simple: We share 20% of our mobile game revenue with you and empower your Social Media strategy. 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...**

- **Share 20% of Our Gross Revenue with You!**
- **Help Educate Your Audience**
- **Empower You to Engage Your Audience**
- **Accelerate Your Expansion into Social Media!**
- **Increase Your Profit Margin!**

**SplashPlay is Committed to Changing Your Business Forever!**

**Are You? If so, call us toll free at (877) 286-9003 or,**

**email us at [info@splashplay.com](mailto:info@splashplay.com)**

# Revenue Through Social Gaming

## INTERACTIVE MOBILE GAMING

SplashPlay Game Sponsors 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, Game Sponsors receive 20% of SplashPlay's game revenue.

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



## SPONSOR'S BRAND INTEGRATION INTO SPLASHPLAY'S PLATFORM

The Game Sponsor's brand is prominently displayed and integrated into SplashPlay's game experience. Additionally, SplashPlay provides Game Sponsors 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 Game Sponsors to present rich content including promotions, messages, video as well as links to Sponsor'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.

### 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.

### Email & Website Links

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

## 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 revenue from SplashPlay follow these three simple steps:

- STEP 1:** Identify the number of individuals the Sponsor reaches, through all marketing and promotional channels, in the column titled "Direct Reach."
- STEP 2:** Proceed across the table from left to right to Sponsor's anticipated "Engagement Percentage" which is the estimate of Direct Reach population to play trivia games.
- STEP 3:** Sponsor's annual projected revenue is the number at the intersection of "Direct Reach" and "Engagement Percentage." *For example, if Sponsor anticipates a 15% Engagement rate from 70,000 people, Sponsor potentially receives \$2.1 million annually.*

Direct Reach	Engagement Percentage					
	2%	5%	10%	15%	25%	50%
1,000	\$4,000	\$10,000	\$20,000	\$30,000	\$50,000	\$100,000
2,500	\$10,000	\$25,000	\$50,000	\$75,000	\$125,000	\$250,000
5,000	\$20,000	\$50,000	\$100,000	\$150,000	\$250,000	\$500,000
10,000	\$40,000	\$100,000	\$200,000	\$300,000	\$500,000	\$1,000,000
20,000	\$80,000	\$200,000	\$400,000	\$600,000	\$1,000,000	\$2,000,000
30,000	\$120,000	\$300,000	\$600,000	\$900,000	\$1,500,000	\$3,000,000
40,000	\$160,000	\$400,000	\$800,000	\$1,200,000	\$2,000,000	\$4,000,000
50,000	\$200,000	\$500,000	\$1,000,000	\$1,500,000	\$2,500,000	\$5,000,000
60,000	\$240,000	\$600,000	\$1,200,000	\$1,800,000	\$3,000,000	\$6,000,000
70,000	\$280,000	\$700,000	\$1,400,000	\$2,100,000	\$3,500,000	\$7,000,000
80,000	\$320,000	\$800,000	\$1,600,000	\$2,400,000	\$4,000,000	\$8,000,000
90,000	\$360,000	\$900,000	\$1,800,000	\$2,700,000	\$4,500,000	\$9,000,000
100,000	\$400,000	\$1,000,000	\$2,000,000	\$3,000,000	\$5,000,000	\$10,000,000
250,000	\$1,000,000	\$2,500,000	\$5,000,000	\$7,500,000	\$12,500,000	\$25,000,000
500,000	\$2,000,000	\$5,000,000	\$10,000,000	\$15,000,000	\$25,000,000	\$50,000,000



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