



# Quick Start Guide

## Landing Page

SplashPlay Sponsors are granted a truly unique and powerful branding opportunity — Personalized Landing Page. As illustrated at the right, when players visit the Sponsor’s game or taps the SplashPlay Home button, they are presented the Sponsor’s Branded Landing Page along with a message



The Sponsor can assign separate images for both the mobile and tablet/desktop versions of SplashPlay’s game platform. Additionally, each platform can be assigned a Message Heading.

The following table summarizes the Sponsor’s Landing Page specifics. To ensure maximum graphic appeal, the image should be formatted per the following table:

	Mobile	Desktop
Format	JPG	JPG
Size (In Pixels)	200 High x 100 Wide	470 High x 310 Wide
Background	Transparent	Transparent
Background Color (RGB)	R: 0 G: 173 B: 239	R: 255 G: 255 B: 255
Background Color (HEX)	00ADEF	FFFFFF
Message Limit	45 Characters	90 Characters

## Game Button Graphic

The personalized game button is the cornerstone to brand identity in SplashPlay’s game environment. Toward that end, Sponsors are granted the right to provide a graphic which will automatically be incorporated into the game whenever a player acts on the Sponsor’s SplashPlay Touch Point.



Since SplashPlay game category buttons are square in shape, it is suggested that the Sponsor create a Game Button Graphic that maximizes the allocated area of the Game Button. As such, the graphic should be rectangular shape, no more than **550 pixels wide x 300 pixels high** and provided in JPG format. Once the Sponsor’s Game Button Graphic is prepared, [it can be emailed to info@splashplay.com](mailto:info@splashplay.com)



# CREATE YOUR GAMES

## STEP 2

### **First: Create a Game**

You can create an unlimited number of unique games as well as an unlimited number of Question and Answer pairs for each game. Creating a game is a simple step-by-step process illustrated below:

**Step 1.** Visit [www.splastrivia.com](http://www.splastrivia.com) on your desktop computer or mobile device.

**Step 2.** Click the “create a game” button in the mobile or desktop game by clicking one of the following buttons:  OR 

**Step 3.** Log into your SplashPlay game account.

**Step 4.** Choose a Game Category from the dropdown list.

**Step 5.** Enter a name for your game.

**Step 6.** Establish whether you want your game to be “Private” (invitation only) or “Public” (available for anyone to play).

**Step 7.** Enter any number of Tags that help describe your game (for example: baseball, sports, MLB, etc.). If your game is about breast cancer, Tags could be: cancer, breast, women, etc.)



### **Second: Add Question and Answer Pairs**

Individual question and answer pairs can be easily entered either on your mobile device or desktop. Doing so is a simple four-step process:

**Step 1.** Enter the text for your question

**Step 2.** Enter one correct answer and up to three incorrect answers. Answers can also be “Yes/No” or “True/False.” Identify the correct answer by checking the Radio Button next to the correct answer.

**Step 3.** To assign an image to the game, click the “Add an Image to Question” button. Note, if adding an image from your desktop computer, you simply need to browse for the image stored on your hard drive. However, if adding an image with your iPhone or iPad device, you will need to install the “Picup” app available for free in the Apple App Store.

**Step 4.** If you want to add another question click the “Add More Questions” button. If you are done entering Question and Answer pairs, simply click the “Save Game” button to end.



### **Bulk Question & Answer Upload**

A more efficient alternative to SplashPlay’s real-time game creation described above is our Multiple Question Upload option. This allows the game Sponsor to create games more quickly and not be hindered by the inherent delays with web data uploads. To take advantage of SplashPlay’s Multiple Question Upload feature, follow these simple instructions:

# CREATE YOUR GAMES

## STEP 2

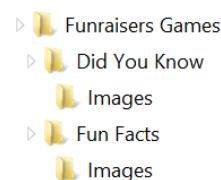
### Creating the Question & Answer Spreadsheet

The first thing to do is create an Excel Spreadsheet with five (5) columns titled as follows: **IT IS IMPORTANT THAT THE COLUMN HEADINGS ARE ENTERED EXACTLY AS SHOWN.**

	A	B	C	D	E
1	Question	Correct	Incorect_1	Incorect_2	Incorect_3
2					

For convenience, we suggest you assign the same name to the Excel Spreadsheet that you name your game. This will reduce the possibility of uploading the wrong questions for a game.

To further improve game content management, we suggest you organize your games into folders on your hard drive, illustrated to the right, where each folder contains the Excel Spreadsheet and the sub-folder contains the game images.



Begin entering the first question at Row 2 Column A. Enter the correct answer in Column B than up to three incorrect answers in Columns C, D and E. You may enter as many questions and answer combinations as you wish. **Note that Questions are limited to 135 characters and answers are limited to 100 characters.**

### Game Images

Images enhance the fun of playing a SplashPlay trivia game. To make image upload easy, follow these simple steps and suggestions:

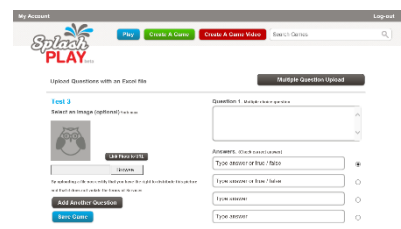
1. Save game images in a sub-folder below the folder where the game's Excel Spreadsheet is stored.
2. Name each image so that it can be easily attached to the question. For example: If your game is named Music Facts, images could be named as follows: MF-1 for question 1, MF-2 for question two, etc.
3. For best results, images should be square in nature, not more than 300 x 300 pixels and in JPG format.

**ONLY UPLOAD IMAGES TO WHICH YOU HAVE THE RIGHT TO DO SO. COPYRIGHT VIOLATION IS VERY SERIOUS AND SPLASHPLAY IS COMMITTED TO PROTECTING PROPERTY RIGHTS OF OTHERS.**

### Bulk Question Upload

Multiple sets of Questions and Answers can easily be entered in bulk via SplashPlay's Desktop Interface. When creating a game, click the "Multiple Question Upload" button.

Next, click the "Browse" button to locate your Excel Spreadsheet than load your spreadsheet. Once loaded on to SplashPlay's servers, the questions and answers will be processed and checked to ensure they do not exceed the character limitations. After your game has been processed, SplashPlay will automatically display all your Questions and Answers in a Table as illustrated below.



# CREATE YOUR GAMES

## STEP 2

At this point, you can review each Question and Answer pair and make any necessary corrections. Also, this is the point at which you will assign each Question its image you saved in the Game's Image sub-folder. Simply click the "Browse" button above the SplashPlay Owl and locate the image on your hard drive. Once found, click the Upload button and your image will be processed and sized to fit the SplashPlay game. Continue this process for all your Question and Answer combinations. Once complete, click the "Save Game" button.



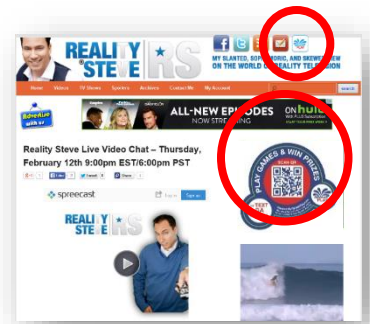
# ANNOUNCE YOUR GAMES

## STEP 3

### Sponsor's Website

Your organization's web site is likely the cornerstone of your messaging strategy. As such, add SplashPlay to your organization's website as illustrated in the adjacent web page.

Add a SplashPlay button linked to [www.splashtrivia.com/\[ENTITY CODE\]](http://www.splashtrivia.com/[ENTITY CODE]) as well as the SplashPlay provided QR Code Touch Point illustrated in the red circles.



### Twitter

Tweeting style is the organization's choice. However, here are a couple of sample Tweets that can be used as a foundation for engaging your organization's Twitter followers:

*Play our new trivia game. Every time you play, Positive Directions receives cash. Click: [www.splashtrivia.com/a194](http://www.splashtrivia.com/a194)*

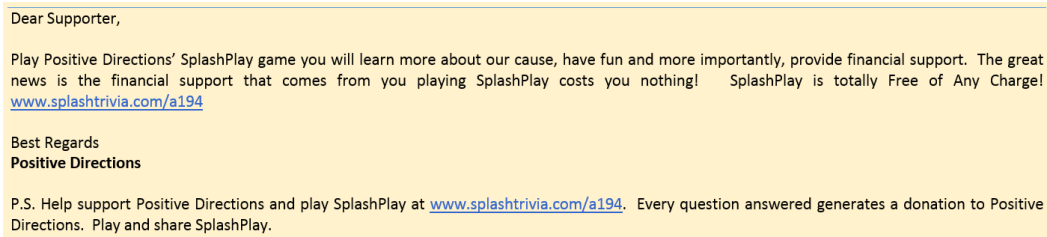
### Facebook

Here are couple of simple posts you can make without the need of a Facebook guru. In order to maximize interest, regular and varied posts will keep your followers' interest.

*Every Positive Direction's trivia question you answer causes a donation to Positive Directions -- free to you. You and your friends can support Positive Directions today simply by playing SplashPlay at [www.splashtrivia.com/a194](http://www.splashtrivia.com/a194)*

### Email

SplashPlay recommends that email be used frequently to develop awareness of the Sponsor's SplashPlay game. At the very least, every email should include a simple postscript both of which are illustrated below.



### Print

SplashPlay is the only mobile gaming strategy that can be easily incorporated into the organization's print media from brochures to flyers including hats and polo shirts. In fact, SplashPlay recommends that the QR Code Touch Point be added to the back of the organization's business cards (illustrated to the right.)



# TRACK GAME RESULTS

## STEP 4

### Source of Revenue

SplashPlay revenue comes from its advertisers purchasing banner advertising in the SplashPlay game (illustrated at the right). Each displayed page incorporates two advertisers and is updated each time a game page is refreshed or ten seconds has elapsed. On average, a player views six banner advertisements for each question answered. **The sponsor is not required to purchase or secure advertising. SplashPlay assumes full responsibility for securing advertisers.**

Each time a banner advertisement is displayed, the Sponsor earns 20% of SplashPlay’s advertising revenue. The more times SplashPlay games are played, the greater the income to the Sponsor.

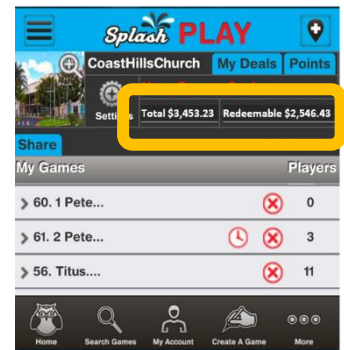


### Tracking Earned Revenue

Donations can be easily tracked by logging into the Sponsor’s SplashPlay account. Highlighted in the gold area of the adjacent image is shown the “Total” and “Redeemable” estimated funds the Sponsor has earned.

### Total

Total funds represent an estimate of the sum of all funds earned by the Sponsor from the launch of its SplashPlay fundraising initiative.



### Redeemable

The amount of Redeemable funds is the estimated amount payable to the Sponsor. The Redeemable amount is the net available to the Sponsor which is simply the Total amount less all previously redeemed funds. For example, if the Sponsor earned a total of \$10,000 and has previously redeemed \$5,000, the Redeemable amount would then be \$5,000.

# GAME PLANING

# STEP 5

## Game Planning Form

The following is a sample planning form that can be laid out in a spreadsheet such as Excel that the business may find useful in organizing games quickly and efficiently.

Game Planning Form					
<b>Scope Statement:</b>					
<b>Stakeholders:</b>					
<b>General Goal:</b>					

Game Name	Assigned To	# of Questions	Tone	Review	Dates	Publish
		<input type="checkbox"/> Multiple Choice: _____ <input type="checkbox"/> True/False.....: _____ <input type="checkbox"/> Yes/No.....: _____	<input type="checkbox"/> Funny <input type="checkbox"/> Serious <input type="checkbox"/> Educational			

Game Details							
#	Question	Answers			Image	Link	
		Correct	Wrong 1	Wrong 2			Wrong 3
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Game Image Inventory		
#	Image Name	Link
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		