

SplashPlay Thoughts #12



ONLINE SPONSOR ENROLLMENT

You've Been Splashed!®

POWERED SPONOR ENOLLMENT

We at SplashPlay are committed to improving our technology for both our Game Sponsors and you, our Gamification Agents. Toward this end, we're pleased to announce our new Game Sponsor Enrollment portal is complete, tested and deployed. As such, in this installment of *SplashPlay Thoughts* we are happy to introduce you to a new feature of SplashPlay's online technology and a simple step-by-step guide for processing new Game Sponsor orders.

Enrolling a new Game Sponsor is a simple four step process.

- Step 1:** Complete the Online Game Sponsor Agreement
- Step 2:** Select the desired SplashPlay Game License
- Step 3:** Checkout with PayPal Credit Card Payment Portal
- Step 4:** SplashPlay delivers Game Sponsor Welcome Package

Now, let's look at each of the Steps in detail.

Step 1: Online Sponsor Enrollment

The first step in providing a new Game Sponsor is to visit SplashPlay's Online Sponsor Enrollment form, at the following web address, where you will find the following web page.

<https://www.splashplaygamify.com/sponsor-agreement>

SplashPlay, Inc.
Online Game Sponsor Agreement
Version 7.3.2D

[Click for PDF Copy](#) **1**

THIS AGREEMENT, dated the Effective Date set forth below, by and between SplashPlay, Inc., a Nevada Corporation, with its principal place of business located at 31915 Rancho California Road, Suite 100-287, Temecula, CA 92591 ("SplashPlay" or "Company") and game sponsor below ("Sponsor").

In consideration of the mutual covenants and Agreements contained herein, the receipt and sufficiency of which are hereby acknowledged, the parties hereto covenant and agree as follows:

1. APPOINTMENT. Company hereby authorizes and appoints Sponsor as an official SplashPlay Sponsor, on a non-exclusive basis to publish Sponsor's content ("Proprietary Content") within the Company's SplashPlay.com website ("SplashPlay" or collectively "Services"). Sponsor acknowledges that this Agreement does not confer any rights upon Sponsor, exclusive or otherwise to the Company's proprietary technology. Sponsor will comply with the laws and regulations of any jurisdiction to which Sponsor may be subject. The term of this agreement will be for one (1) year and automatically renew for additional one (1) year periods until terminated by either party per Section 8, herein.

2. Game Platform Fee. Sponsor shall execute a SplashPlay Game Platform Insertion Order ("Insertion Order") for each unique game platform identified by a SplashPlay unique Game ID ("Game ID"). Under the terms of the Insertion Order, the Sponsor may select from three payment plan options: (a) Lifetime \$1499, (b) Annual \$699 or (c) Monthly \$10. In the event Sponsor elects the Monthly Plan, Sponsor shall pay first and last installment payments in advance totaling one hundred forty dollars (\$140).

3. RELATIONSHIP. It is expressly understood and agreed that the relationship with Sponsor is that of an independent contractor and nothing herein contained is intended to constitute Company and Sponsor as partners, nor to establish between Company and Sponsor the relationship of employer and employee. Company will exercise no direction or control over the time or activities of the Sponsor or its employees or associates.

4. REVENUE SHARE WITH SPONSOR.

(a) **Sponsor Created Game Revenue Share Rate:** Sponsor will be paid an amount equivalent to twenty percent (20%) of the actual net digital banner advertising revenue, exclusive of selling costs, received by Company ("Revenue Share") resulting from game play ("Game Play") associate with Sponsor's SplashPlay assigned Game ID ("Game ID") during the term of this Agreement. Revenue Share displayed in the Sponsor Account Page is an estimate. Revenue Share shall be calculated by SplashPlay based on actual advertising revenue derived from banner advertising twenty percent of which shall go into a Revenue Share Pool ("Revenue Pool"). In turn, each Sponsor's share of the Revenue Pool shall be calculated by SplashPlay as a percentage of the Sponsor's game play activity. For example, if there is a total of one million (1,000,000) game events and a Sponsor is responsible for fifty thousand (\$0,000), that Sponsor shall be paid five (5%) of the Revenue Pool per the following formula: (Sponsor Game Events/Total Game Events) x Revenue Pool.

(b) **Revenue Share Payment:** Upon accumulating a minimum of one hundred dollars (\$100) in accumulated Revenue Share, Company will pay Revenue Share on the following schedule (PMT) on the following dates: 15th of each month.

Online Game Sponsor Agreement

By completing the following form and signing digitally, I agree to the terms and conditions of Version 7.3.2D of SplashPlay's Game Sponsor Agreement

Company/Organization Name Organization's Name

Name * Firstname Lastname **2**

Address * Street Address
Address Line 2
City State/Province/Region
Postal/Zip Code

Phone * Phone number

Email * Your email

Website Website

Software License Agreement * Monthly (\$7)/month - First & Last billed on: **3**

Custom Service Description Enter Custom Service **4**

Custom Service Amount Enter Fee for Custom Service **5**

Gamification Agent Name Enter your SplashPlay Game Agent's Name **6**

Gamification Agent ID Number Enter your SplashPlay Agent's ID Number **7**

Document ID Number Enter Your Document ID **8**

Digital Signature * Type in Full Legal Name **9**

Agreement Date * MM-DD-YYYY **10**

ACCEPTANCE * YES, I agree with the Terms and Conditions. I hereby authorize this electronic signature and Document ID Number to serve as my User Signature.

I AGREE

By my Digital Signature above, I certify that I have read, fully understood and accept all terms of SplashPlay's Online Game Sponsor Agreement. Please signify your acceptance by entering the information requested in the fields below.

This webpage is divided into two areas: The left side displays SplashPlay's full Game Sponsor Agreement. On the right, the shaded area is the Sponsor information form. The Yellow Numbered Post-it notes were added to aid in this discussion about this online form.

Item 1: PDF Button

For the Game Sponsor's convenience, a printable copy of SplashPlay's Game Sponsor Agreement can be downloaded by simply clicking the "Click for PDF Copy" button.

Item 2: Sponsor Demographics

Each Game Sponsor must provide relevant demographic information including organization's name, address, phone, email and website address.

Item 3: Software License Agreement

All the information collected from this form will be stored in SplashPlay's Game Sponsor database and incorporated into the Game Sponsor agreement. As such, it is necessary to select the SplashPlay Game Software license agreement product from the dropdown list.

Item 4: Custom Service Options

In addition to the software licenses in Item 3, SplashPlay provides a variety of custom services such as game creation. If such services are being included, the Gamification Agent will specify the services in the "Custom Service Description" field and enter the amount for the services in Item 5, below.

Item 5: Custom Service Total

The fee for the Custom Services is entered in this field.

Item 6: Agent Identification

Assuming, as the Gamification Agent you wish to be paid for the Game Sponsor remember to enter your Name and SplashPlay Agent ID.

Item 7: Digital Signing

As an online agreement, in lieu of a physical signature, SplashPlay employs digital signing conventions. First, the Game Sponsor creates a unique eight (8) digit "**Document ID Number**" with the first four (4) digits being the last four (4) numbers of the Game Sponsor's Phone Number followed by four (4) digits of the Game Sponsor's choosing. To complete the digital signing process, the Game Sponsor types in the full legal name of the individual executing the agreement.

Item 8: Agreement Date

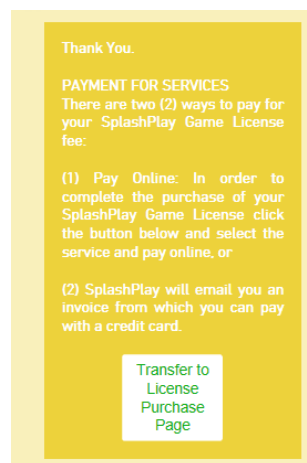
Suffice it to say, the Agreement Date is the date the Game Sponsor is completing this agreement.

Item 9: Online Document Terms and Conditions Acceptance

To confirm the Game Sponsor's agreement with SplashPlay's Game Sponsor Agreement this box must be checked.

Item 10: I Agree

Finally, the Game Sponsor simply clicks the "**I Agree**" button after which they will be transferred to Step 2.



Step 2: Select SplashPlay Game License and/or Services

At this point, the Game Sponsor selects from one of the available SplashPlay software license agreements.

SplashPlay Game Licenses

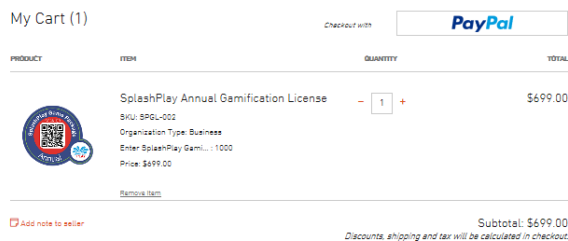
 SplashPlay Author Gamification Annual License — \$99.00	 SplashPlay Life- Time Gamification License — \$1,499.00	 SplashPlay Annual Gamification License — \$699.00	 SplashPlay Monthly Gamification License — \$140.00
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Step 3: Checkout with PayPal Credit Card Payment Portal

After selecting a SplashPlay Game License, the user is transferred to the all too familiar e-commerce interface, shown below, where the "**Type of Business**" (e.g. business, charity, etc.) of the organization is selected from the dropdown box indicated by Post-it note #1 and the Gamification Agent ID is entered in the field indicated by Post-it note #2. Once these two steps are complete, simply click the "**ADD TO CART**" button.




Now, since buying online is a common every-day activity, the Game Sponsor will be taken to SplashPlay's Shopping Cart where they confirm their purchase and begin the checkout process by clicking the PayPal button. As our credit card processor, PayPal empowers the Game Sponsor to pay with credit cards, debit cards and even their PayPal account.



Step 4: SplashPlay delivers Game Sponsor Welcome Package

Upon receipt of the Game Sponsor's order, SplashPlay provisions their game environment within our game servers, assigns unique Game ID, User ID, and Password. All of which will then be delivered to the Game Sponsor in the SplashPlay Personalized Game Sponsor Welcome Package, shown below. In addition to providing the Game Sponsor's

User ID and Password, they receive a countersigned "Signature Page" of the Game Sponsor Agreement. Along with the Welcome Package, the Game Sponsor is also provided camera read art of their SplashPlay QR Code TouchPoint.



GAME SPONSOR PACKAGE
prepared for
Gamer, Inc.
Bob Johnson

Cashier, Inc.
Bob Johnson

Thank you for joining SplashPlay as our newest Game Sponsor. Please follow the instructions on this page to complete your game and account. We will be in contact with you via email to complete your game and account. We will be in contact with you via email to complete your game and account. We will be in contact with you via email to complete your game and account.

Account Information:
Account Name: Bob Johnson
Account ID: 123456789
Account Email: bob.johnson@cashier.com

Game Information:
Game Name: Bob Johnson
Game ID: 123456789
Game Email: bob.johnson@cashier.com

Account Setup:
1. Log into the game using the User ID and Password above.
2. On your computer, log in to the game. If you are not logged in, click on the "Log In" button.
3. On your computer, click on the "Log In" button.
4. On your computer, click on the "Log In" button.
5. On your computer, click on the "Log In" button.

Account Setup:
1. Log into the game using the User ID and Password above.
2. On your computer, log in to the game. If you are not logged in, click on the "Log In" button.
3. On your computer, click on the "Log In" button.
4. On your computer, click on the "Log In" button.
5. On your computer, click on the "Log In" button.

SplashPlay, Inc.
Game Sponsor
SEPARATE SIGNATURE PAGE
Version 7.1.20

By signing, I agree to the terms and conditions on both sides on the back of this page. This signature page shall become part of and be incorporated into the Game Sponsor Agreement.

SPLASHPLAY, INC.
10000 Main Street, Suite 200-217
Temecula, CA 92591

No. [Signature] Date: 5/28/2017

GAME SPONSOR

Name: Bob Johnson
Address: 1234 Main Street
City: Temecula, CA 92591
Phone: (951) 232-0000
Email: bob.johnson@cashier.com

Date: 5/28/2017

Game Sponsor ID: 123456789

Game ID: 123456789

Game Email: bob.johnson@cashier.com

Game Password: 123456789

Game Name: Bob Johnson

Game ID: 123456789

Game Email: bob.johnson@cashier.com

Game Password: 123456789

Game Name: Bob Johnson



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