

## PA Knights- West

### Fundraising Campaign Details

#### Sweepstakes Design + How It Works!

1. **FundCrazr Tickets:** Tickets are based upon the professional football season. Cash prizes are awarded weekly, following the completion of all games for that week (Thursday - Monday). Prizes are determined by the total number of points scored by your unique set of teams for the week.
2. **Duration:** The length of the campaign is the last 10 weeks of the professional football season, which begins on October 29, 2017, and concludes on December 31, 2017.
3. **Scoring/Winning:** The total number of points scored by each set of teams determines the grand prize winners for each week. All winners are local for your fundraising campaign. In the event of a TIE, prize money is combined and then split between the winning participants. If one of your teams has a BYE or cancellation, the teams' prior week's score will be awarded instead.
4. **Ticket Registration:** Participants register their tickets by completely filling out the attached ticket stub. Participants hold on to their ticket(s) for the duration of the sweepstakes, and all stubs must be turned into the campaign manager. Campaign managers must then mail all sold ticket stubs to our office for activation, prior to the start date for the sweepstakes campaign.
5. **Prizes: Weekly Prizes \$2,500:** 1<sup>st</sup> \$400 2<sup>nd</sup> \$300 3<sup>rd</sup> \$200 4<sup>th</sup> \$180 5<sup>th</sup> \$150 6<sup>th</sup> \$120 7<sup>th</sup> \$110 8<sup>th</sup> \$100 9<sup>th</sup> \$90 10<sup>th</sup> \$80 11<sup>th</sup> \$70 12<sup>th</sup> \$60 13<sup>th</sup> \$50 14<sup>th</sup> \$40 15<sup>th</sup> \$30 16<sup>th</sup> \$20 17<sup>th</sup> \$10 Lowest \$150 2<sup>nd</sup> Lowest \$100 3<sup>rd</sup> Lowest \$80 4<sup>th</sup> Lowest \$60 5<sup>th</sup> Lowest \$40 6<sup>th</sup> Lowest \$30 7<sup>th</sup> Lowest \$20 8<sup>th</sup> Lowest \$10. Prizes are only awarded to tickets sold within your organization.
6. **Share:** Actively share your campaign with your friends, family, and co-workers via personal contact, phone calls, emails, and text messages! Ask for their support by purchasing FundCrazr Tickets to donate to your fundraising campaign! Leverage social media by posting details.
7. **Check Results:** By purchasing a FundCrazr ticket, each participant also receives a CrazrSavr Discount Code, which is printed on the ticket. Go to [www.fundcrazr.com](http://www.fundcrazr.com) and enter in your Discount Code under "Have a paper ticket?" to check standings. **\*Use all caps and hyphens!** A leaderboard will be posted every Tuesday following the completion of the week.