



Saturday Hockey Pickem

About The Game:

This game is a pro hockey challenge that begins in early October and runs through the entire regular season. Our game lets participants predict the winners of every game each Saturday of the pro hockey season. There are 25 Saturday's where users will be predicting the outcomes of games. This is an 8 month promotion since the game will be delivered in September to each media partner. There are two different scoring options for this contest:

Option 1: (A Single Contest) Run a single contest covering the entire regular season and score only the best 20 of 25 weeks for each user.

Option 2: (Two Mini Contests) Split the contest into two parts (first half and a second half) which are separated by the Hockey All-Star break, giving the first half 13 weeks and the second half 12 weeks. In this scenario, standings will be reset for the second half, making the second half essentially a separate contest.

How It Works:

Every week, your audience logs online through your website to select the winners for each game being played that Saturday. Sunday through Friday games are not counted, as this contest only features predicting Saturday games only. Dell Sports keeps track of their record and creates the standings. Participants compete amongst their friends and others throughout the entire season for great local prizes (local prizes provided by media outlet). Dell Sports displays both the weekly and season winners. Just promote the game and Dell Sports does all the rest!

Unique Features (subject to change):

- User Friendly Interface
- Custom Scoring Option
- Weekly Winners
- Track Your Friends Performance
- Hockey News

Unique Interaction (subject to change):

- 1) Fan Zones
- 2) Trash Talk Boards
- 3) Live Scoreboards
- 4) Private Groups For Friends
- 5) Featured Teams

Advertising Opportunities:

There are numerous advertising opportunities built into this game. The foundation of this game is very advertiser friendly. We have designed and laid out this promotion to produce the highest profitability for our clients and their sponsors. Individual samples of the advertisement layout are available.