



The Perfect Fundraising Vehicle

Sports is a trillion dollar global industry. United Games has developed a smartphone game app that ties into people's love of sports. Using the affiliate marketing approach, United Games can help you create an effortless, ongoing revenue stream for years to come.

Non-profit organizations (NPOs) can use this model to raise funds and eliminate many of the common pitfalls of fundraising – there's no inventory to buy and no delivery of products - and it opens up a whole new world of products the NPO can offer.

Here's how it works:

- Users download the game for free.
- They watch the NFL game on TV and predict the outcome of plays as they're taking place.
- If they guess correctly, they're rewarded with "loyalty points" which can be redeemed for hats, jerseys, and other merchandise.
- When the player runs out of their free "sample" game-play tokens, they have the option of purchasing more tokens or acquiring them by watching 15- to 30-second ads from our Fortune 100 sponsors.
- Whenever the player purchases tokens or watches an ad, the NPO earns a commission! United Games is a great way to generate revenue for your organization because it's simple and it has widespread appeal.
- There's no product to buy and distribute.
- It's unique and it ties into people's passion for sports.
- It's 100% digital, so there's "no muss and no fuss!"

- It's easy to implement with a text messaging system. (See below.)
- It can be rolled out very quickly to take advantage of the 2016/2017 NFL season.
- It can provide a long-term, ongoing stream of revenue from additional sports such as soccer, NBA basketball, MLB Baseball, and NASCAR.

The United Games app does not enable or support gambling. It's a family-friendly "skill" game and it will be enjoyed by players of all ages and skill levels. Players accumulate loyalty points, which can be redeemed for merchandise. No cash prizes of any kind are ever awarded to players. Another exciting feature of the United Games app is that the majority of our customer/players will never pay to play our game! There's no money out of their pocket if they choose to watch ads! Players will watch age-appropriate advertisements that are paid for by online advertisers. The advertisers pay United Games when an ad is shown, and United Games pays you via direct electronic deposit once a month.

Games like Clash of Clans, Pokemon Go, and Farmville generate billions of dollars in revenue. Candy Crush had sales of nearly \$3 billion dollars in 2015. The publisher paid Facebook hundreds of millions of dollars to advertise the game. The genius of United Games is that, instead of paying for Facebook advertising, United Games will pay the network of Affiliates to spread the word. And everyone knows that word-of-mouth advertising is the very best kind of advertising!

"How do I become an Affiliate?" It's simple. The NPO completes a simple form) to affiliate with the company. That's all there is to it! The NPO can then start to promote the game.

"How do I promote the game?" You will be given a simple code to use in your email newsletter, on your web site, or in your printed media, along with a message that says, "Download the new NFL sports app for FREE! Every time you and your friends play the game, you'll be helping us earn money to fund our programs!"

When the game is available, supporters will download the game, and whenever they buy tokens or watch an ad, you earn revenue. It's that easy!

There's already a tremendous amount of "buzz" about the game and we anticipate we'll enjoy millions of dollars of free publicity when it becomes available! We recommend that you take advantage of your good timing. Start to get the word out now. Mention it on your web site. Include it in your email or print newsletter. Tell members about it at your meetings. Just let them know "There's a super-exciting live, interactive smartphone app you can download for free. You get play along

with live NFL games. You get to be the coach and if you call plays correctly, you win points you can redeem for hats, t-shirts, smartphones, and even a big-screen TV. Every time you play, the NPO will make a little money. And if you tell your friends about it, we'll make even more."

Frequently Asked Questions

"Is United Games gambling?"

Absolutely not. They've gone to great lengths to make it a family-friendly game.

- United Games is a skill game, not a game of random chance.
- No money is given as prizes.
- Most of our players will never pay to play. They'll watch ads from Fortune 100 advertisers instead.

"Where does the money come from?"

United Games receives its revenue from players purchase tokens and from advertisers who pay for when age-appropriate advertisements are "served" to players. United Games pays 43%-46% of their revenue to their network of Affiliates.

You can maximize your income by encouraging more players to download and play the game. Because everybody wants to play with their friends, members can also invite their friends to play the game, in which case you earn revenue when their friends buy tokens or watch ads.

Over time, even a small organization can acquire a large group of players on whom they earn commissions. You could literally be earning a commission from players all over the world, 24 hours a day!

You will be paid by United Games via electronic deposit, with appropriate forms for IRS reporting to follow at the end of each year.

Note: No income claims, expressed or implied, are made herein. Any revenue generated from using United Games as a fundraising vehicle is a function of the efforts of the organization using it.

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