



SCRRRATCH.COM PROMOTIONAL GAMES

Dear Sir/Madam,

- by email -

Re: Proposal Services – ScRRRatch.com advertising opportunity!

Date: 27-10-2020

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Introduction

ScRRRatch.com is a competition management system allowing advertisers an opportunity to give away their products and/or services as game prizes. The scRRRatch.com platform manages these campaigns for you.

How it works

Players participate in competitions on our website in order to win prizes offered by advertisers. By playing these competitions, players are exposed to an advertiser's brand. Competitions are free to play, however, they are governed by a velocity setting which limits how often a game can be played (i.e. once a day).

By playing, sharing and winning, players earn our in-game currency called Play Points (PP). With PP's, the Player can circumvent velocity settings in order to play more often which means more chances of winning.

When a player wins a prize, they claim their prize directly from the advertisers competition manager.

About Sunseven Games Ltd.

Sunseven was established in 2014 as a games company offering game management, development and certification services.

Process

At present we are limiting which advertisers we work with in order to test our business model. If you wish to be an early adopter of our platform, feel free to contact us (details listed at the end of this document).

Once you have an advertiser account, you will be able to create competition styled games via the platform.

Costs

Costs are broken down as follows:

Status	* Game entry fee	Setup cost	Cost / day	Extra country / day	Ads / day / country
Copper	1 PP	\$25.00	\$1	\$1	\$1
Bronze	2 PP	\$50.00	\$2	\$2	\$2
Silver	3 PP	\$100.00	\$3	\$3	\$3
Gold	4 PP	\$250.00	\$4	\$4	\$4
Platinum	5 PP	\$500.00	\$5	\$5	\$5

* The game entry fee is a PP fee paid only when a player has exceeded a game's velocity settings.

TICKET VOLUME	FEE
1,000	FREE
5,000	\$50.00
50,000	\$100.00
100,000	\$200.00
200,000	\$400.00
500,000	\$800.00
unlimited	\$1,500.00 (\$5 per day after 30 days)

Verified accounts

A verified account costs \$100 per 30 days.

In game ads

An advertiser can opt to have their game show up as ads on the following pages:

Page	Detail
Games page	On the games pages we show 4 advertiser games at the top of the page.
Account pages	On unverified account pages, we show 4 random ads in the promo tab.
Share pages	For games linked to unverified accounts, we show ads after a game has been played and at the bottom of the share page.

Example cost:

Status	Copper	\$25
Billable days	90	\$1 x 30 days = \$30
Extra country fee	1	1 x (\$1 x 30 days) = \$30
Ticket fees	5000	\$50.00
Advertising fees	no	\$0.00
TOTAL		\$165.00

Promotional deals

We have the following promotions for interested advertisers:

Status	Silver	Gold	Platinum
Days	90	90	90
Tickets	20,000	50,000	100,000
Advertising sections	yes	yes	yes
Extra country	0	0	0
Value	\$840	\$1470	\$2,400
Saving	\$336 (40%)	\$588 (40%)	\$960 (40%)
Total	\$504	\$882	\$1,440

ORDER a 90 day campaign in our Silver, Gold or Platinum category and get 40% off.

NB: The advertiser needs to supply artwork. Please see **Appendix A** for a brief overview of the images required.

Additional services

We are able to assist you with the following services:

Setup surveys	\$100
Account page design	\$150
Game design & setup (images)	Quote - will depend on requirements
Custom game design	Quote

Validity of prices

Prices are valid for 30 days from the date of this document.

Get in touch

Should you wish to promote your products and services please get in touch via one of the following channels:

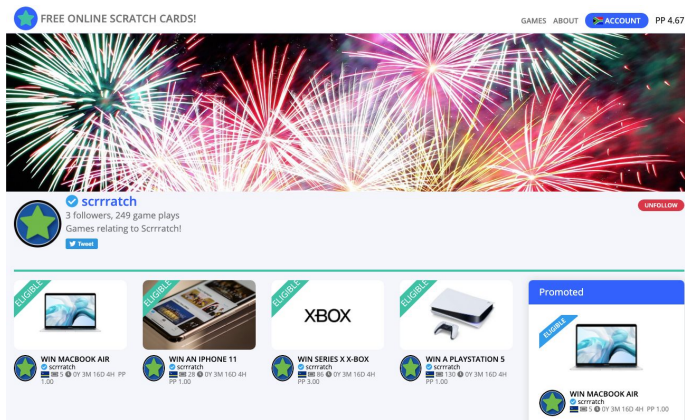
Skype: brendanjnash
Email: support@scrratch.com
WhatsApp: +44 7498 105896

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Email: support@scrratch.com
WhatsApp: +44 7498 105896

APPENDIX A

Account page images

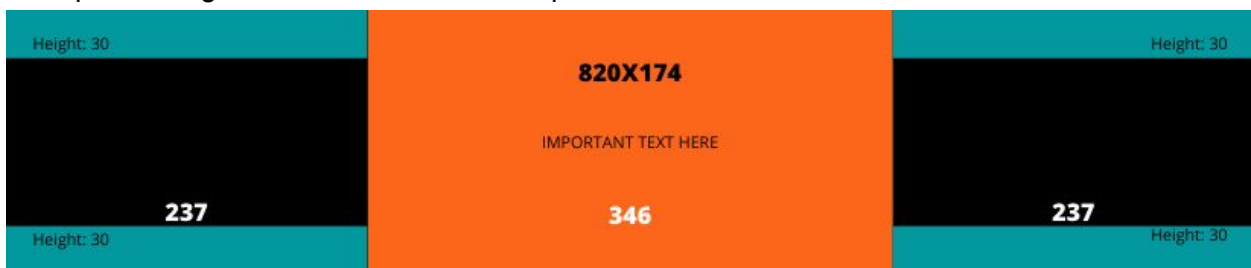
These images are used on your public account profile pages. As an example, you can see our test profile page here: <https://www.scrrratch.com/account/Testaccount>



Background splash image

The red area is where important text should be placed. When a page is displayed in mobile view, the red area is what will be displayed.

The splash image must be set to 820X174px



Icon image

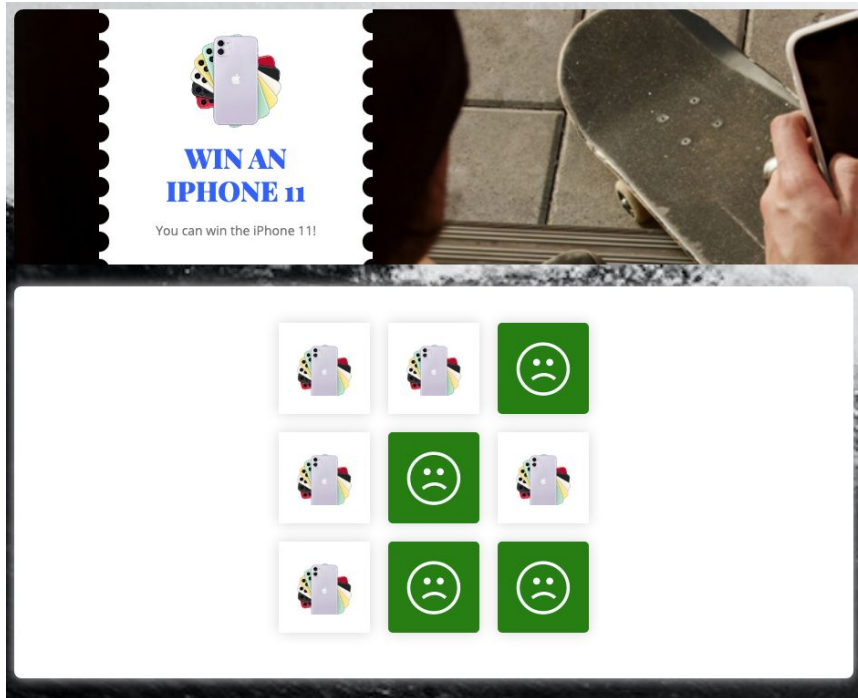
Your icon can be any shape, we would recommend a 90X90px image for best results.



Game images

Game images are displayed on the rules, play and share pages.

The following images are for the scratch card games:



Background image

It is not necessary to set this image, but adds a nice touch to the game pages.

This image should be set to 400X267px

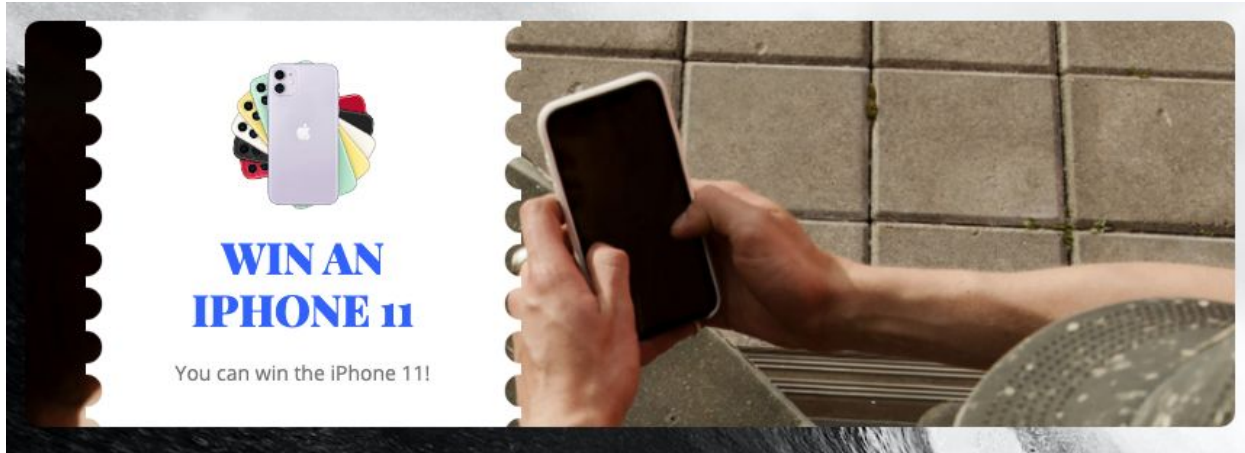


Game banner

The game banner serves as a background image to your game. Select a lifestyle type image suitable to your product and do not include text on the banner since there is no way to guarantee that this text will be clear on the device viewing the game.

Text will be superimposed on the the image like so:

Banner dimensions should be 1170X410px



Game logo

The game logo appears on the banner above the text section.

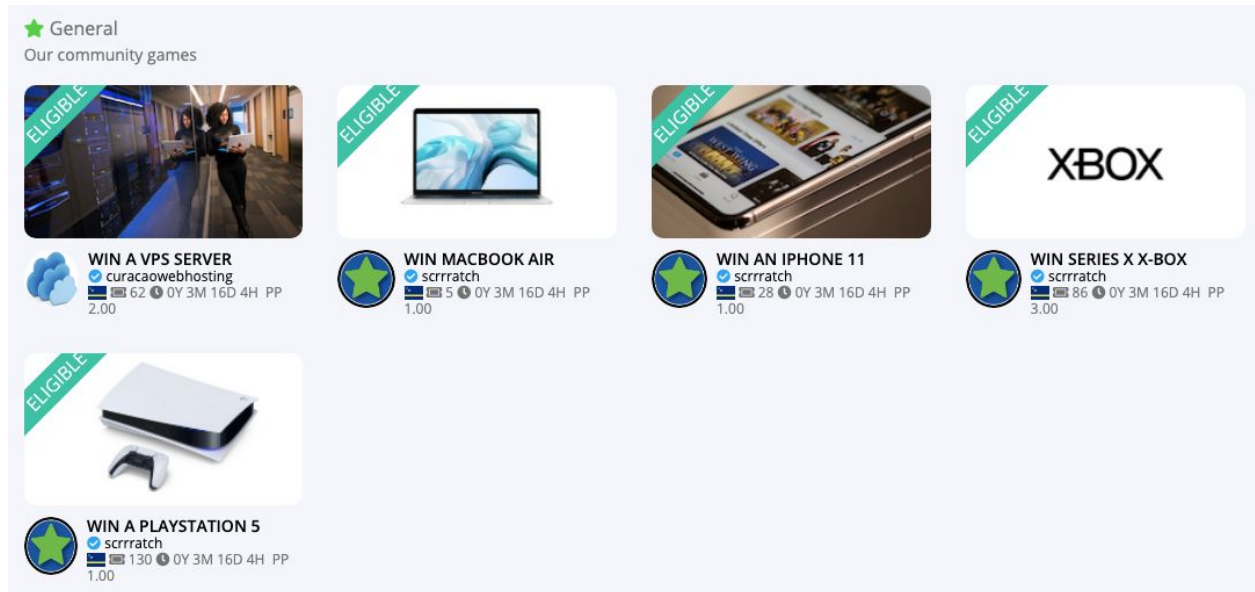
Game logo should be 90X90px (although feel free to experiment with this)



Game thumbnail

The game thumbnail is what appears on the games, account and advert sections of the site.

Game thumbnails must be set to 210X150px



Scratch off image

The scratch off image is used with our scratch card games. Players must scratch this image in order to reveal the win or lose image behind it.

Dimensions: 59X59



Scratch off image - win

The win image is revealed when a player matches a win! This should be a smiling or positive image which you can relate to your brand if need be. The default is a smiling face. Make sure this image is transparent or experiment to ensure that the image fits your expectations when a win is revealed.

NB: You can view the game test pages via the details tab.

Dimensions: 60X59



Scratch off image - lose

The lose image is revealed when a player does not match a win! This should be distinctly different from the win image. The default is a sad face. Make sure this image is transparent or experiment to ensure that the image fits your expectations when a lose is revealed.

Dimensions: 60X59



Big wheel star

If you have opted for the Wheel of fortune as your game, the Big wheel star option will be made available to you. You can change this to your brand image, the default will be a star.

Dimension: 26X26

