

To: **SplashPlay Agents**
From: **SplashPlay Marketing**
Date: **February 23, 2017**
Subject: **SplashPlay Affinity Domains**

We are excited to announce the introduction of SplashPlay's new Affinity Domain service.

As you know, a Game Sponsor can reach his or her game by snapping the QR Code with a QR Code Reader or entering their SplashPlay personalized link. For example, one Game Sponsor, EHS Inc, can reach their games by entering www.splashtrivia.com/a221. However, with a SplashPlay Affinity Domain, EHS can share a more user-friendly link with its players and followers. Since EHS is an OSHA Safety company, their Affinity Domain is safety.splashplay.com. Click it and try it.

Affinity Domains are in the following form:

[affinity domain].splashplay.com

Note that:

- a) Affinity Domains are not case sensitive.
- b) "WWW" is not used when entering an Affinity Domain, and
- c) Depending on the browser or posting site, the Affinity Domain may require the <http://>. As such, the full address in the form [http://\[affinity domain\].splashplay.com](http://[affinity domain].splashplay.com) may have to be entered.



Affinity Domain Pricing:

The fee for a SplashPlay Affinity Domain is \$12 per month if paid monthly, \$99 per year if paid annually, and as a special incentive for our Life-Time License Game Sponsors, for the time being their SplashPlay Affinity Domain is included in their Life-Time license agreement.

A few things to keep in mind are as follows:

- 1) Affinity Domains are subject to availability,
- 2) Affinity Domains are subject to SplashPlay's approval. SplashPlay reserves the right to reject any requested Affinity Domain,
- 3) Affinity Domains are limited to fifteen (15) characters, and
- 4) As a SplashPlay service, they are commissioned at 25% to the Direct Agent

The Game Insertion Order has been revised to provide space for a requested Affinity Domain and a copy of which accompanies this memo.



31915 Rancho California Road, Suite 100-237, Temecula, CA 92591

Sponsor:

Gamification Agent ID:

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GAME PLATFORM INSERTION ORDER

Company Name:

Contact

Address

City State Zip

Phone Fax

Email

Web Address

Bill To: ☐ Same as Sponsor Address

Billing Address

Company Name

Address

City State Zip

Phone Fax

Email

Game Platform

#	Game Title	Button Art File Name (500 x 300 Pixels)	Game Platform Rates, Options and Adjustments
1			SplashPlay Game License Fee [Ref #: _____]: \$
2			Options: <input type="checkbox"/> Basic <input type="checkbox"/> Monthly <input type="checkbox"/> Annual <input type="checkbox"/> Life-Time \$
3			Affinity Domain: Billed: <input type="checkbox"/> Monthly <input type="checkbox"/> Annually <input type="checkbox"/> Life-Time \$
4			Miscellaneous [Ref #: _____]: \$

Platform Total: \$

AFFINITY DOMAIN NAME (AFFINITY_NAME.SPLASHPLAY.COM)

Options & Notes

Payment Options:

Payment: ☐ Credit Card ☐ Check (Check #: _____)

If paid by Credit Card, complete Credit Card Authorization Form.

Payment Plan

Monthly Installment: \$70 / Month

Payment Due Date: 1st Day of Each Month

Total Installment Payments: 12

Note: Earned game royalties shall be applied against delinquent Payments.

Service Options:

Basic Services	Monthly	Annual	Life-Time	Affinity Domain ²
<ul style="list-style-type: none"> Landing Page Graphic¹ Game Buttons Monthly: 1 Button¹ Annual: 2 Buttons¹ Life-Time: 4 Buttons¹ Loyalty Setup¹ Deal Setup¹ 	<ul style="list-style-type: none"> Basic Package 100 Game Questions 	<ul style="list-style-type: none"> Basic Package 200 Game Questions 1 Loyalty Update¹ 1 Deal Update¹ 	<ul style="list-style-type: none"> Basic Package 400 Game Questions Loyalty & Deal Setup 2 Loyalty Updates¹ 2 Deal Updates¹ 	<ul style="list-style-type: none"> Fifteen Character Affinity Domain paired with Splashplay.com Subject to availability \$99 Billed Annually \$12/Mo. Billed Monthly Include in Life-Time Plan
Included	\$75	\$250	\$500	

Note 1: Sponsor will provide acceptable graphics per SplashPlay's specifications.

Note 2: Affinity Domain Subject to availability and SplashPlay's acceptance.

Landing Page Art (Filename Example: Mobile: MLP_A123.jpg Desktop: DLP_A123.jpg)

Desktop: 470 H x 310 W Pixels

Mobile: 200 H x 100 W Pixels

Office Use Only				Program Start Date		
Game ID				Month	Day	Year

Artwork File Name:

DLP_ | | | | .jpg
Write in 4-character Sponsor ID

MLP_ | | | | .jpg
Write in 4-character Sponsor ID

Landing Page Message
(45 Characters):

Notes:

- Game Platform Duration:** Monthly and Annual Payment Plans shall run for twelve (12) months and shall automatically renew for additional twelve (12) month periods until notice of cancelation is provided by Sponsor. Life Time Payment Plans shall run indefinitely until terminated in writing by Sponsor. In the event of early termination, Sponsor shall forfeit any prepaid fees. Sponsor may convert Monthly plan to Annual or Life Time at any time. However, prior monthly payments will not be applied to the converted plan. To convert to a new plan, a new Insertion Order must be executed by the Sponsor reflecting the new plan and pricing.
- Estimated Game Deployment Date:** The estimated date for game deployment shall be thirty (30) days from SplashPlay's acceptance of this Insertion Order.
- Payment Due Date:** Payments are due on their due date. Late payments will be subject to a \$10 late fee and subject to termination. \$50 reconnection fee shall apply.

Creative material and game content is subject to SplashPlay's approval and acceptance before going into production. Questions: Sponsor Services at (877) 286-9003 x-101. Email confirmation of your order will follow this signed agreement. Game Insertion Order is subject to SplashPlay's acceptance.

SPONSOR

Signor's Name

Signor's Title

Signature

Date