

CUSTOM BRACKET ENGINE

YOUR BRACKET, YOUR WAY

Every media partner likes to run their very own contest. With our system, you can create your own customized contest using our bracket engine

Create brackets of 16, 32 or 64 matchups. Matchups can be picture images, videos or audio files.

Customize your contest in a few short minutes using multiple options and features. It is fun for your users and unique enough to attract higher dollar advertisers.

MAIN VOTING MY BRACKET OFFICIAL SUPPORT

CONTEST STATUS

ROUND 3

ALBUM MADNESS

VOTE BELOW

VIEW THE BRACKETS

> Decade #1 > Decade #2 > Decade #3 > Decade #4

CURRENTLY OPENED FOR VOTING

ELIMINATED

Detailed description: This screenshot shows a web interface for a contest titled 'ALBUM MADNESS'. At the top, there are navigation tabs: MAIN, VOTING, MY BRACKET, OFFICIAL, and SUPPORT. Below this, a 'CONTEST STATUS' section displays 'ROUND 3' in a large blue box. To the right, the contest title 'ALBUM MADNESS' is shown in a stylized font over a background of album covers. A 'VOTE BELOW' button is visible. Underneath is a 'VIEW THE BRACKETS' section with four links: '> Decade #1', '> Decade #2', '> Decade #3', and '> Decade #4'. The 'CURRENTLY OPENED FOR VOTING' section shows a grid of 16 matchups, each represented by two album covers with a 'VS' icon between them. The 'ELIMINATED' section shows a grid of 24 individual album covers.

UNIQUE FEATURES

Voting Matchups, Audio files, YouTube Videos, Standings, Login/ No Login Options, Easy Admin Interface, Custom Naming Rights, Image Display, Printable Brackets, User Commenting and Much More!

MAIN MY BRACKET SUPPORT

Boss

CONTEST STATUS

ROUND 6

KTGR THE BIG SHOW'S MISSOURI 64

VIEW THE BRACKETS

> Region #1 > Region #2 > Region #3 > Region #4

CURRENTLY OPENED FOR VOTING

ELIMINATED

Detailed description: This screenshot shows a web interface for a contest titled 'MISSOURI 64'. At the top, there are navigation tabs: MAIN, MY BRACKET, and SUPPORT. A 'Boss' button is visible in the top right corner. Below this, a 'CONTEST STATUS' section displays 'ROUND 6' in a large blue box. To the right, the contest title 'MISSOURI 64' is shown in a large, bold font, with 'KTGR THE BIG SHOW'S' above it and 'KTGR' and 'Cardinals' below it. Underneath is a 'VIEW THE BRACKETS' section with four links: '> Region #1', '> Region #2', '> Region #3', and '> Region #4'. The 'CURRENTLY OPENED FOR VOTING' section shows a single matchup between two baseball players with a 'VS' icon between them. The 'ELIMINATED' section shows a grid of 48 individual images of baseball players in various poses and uniforms.

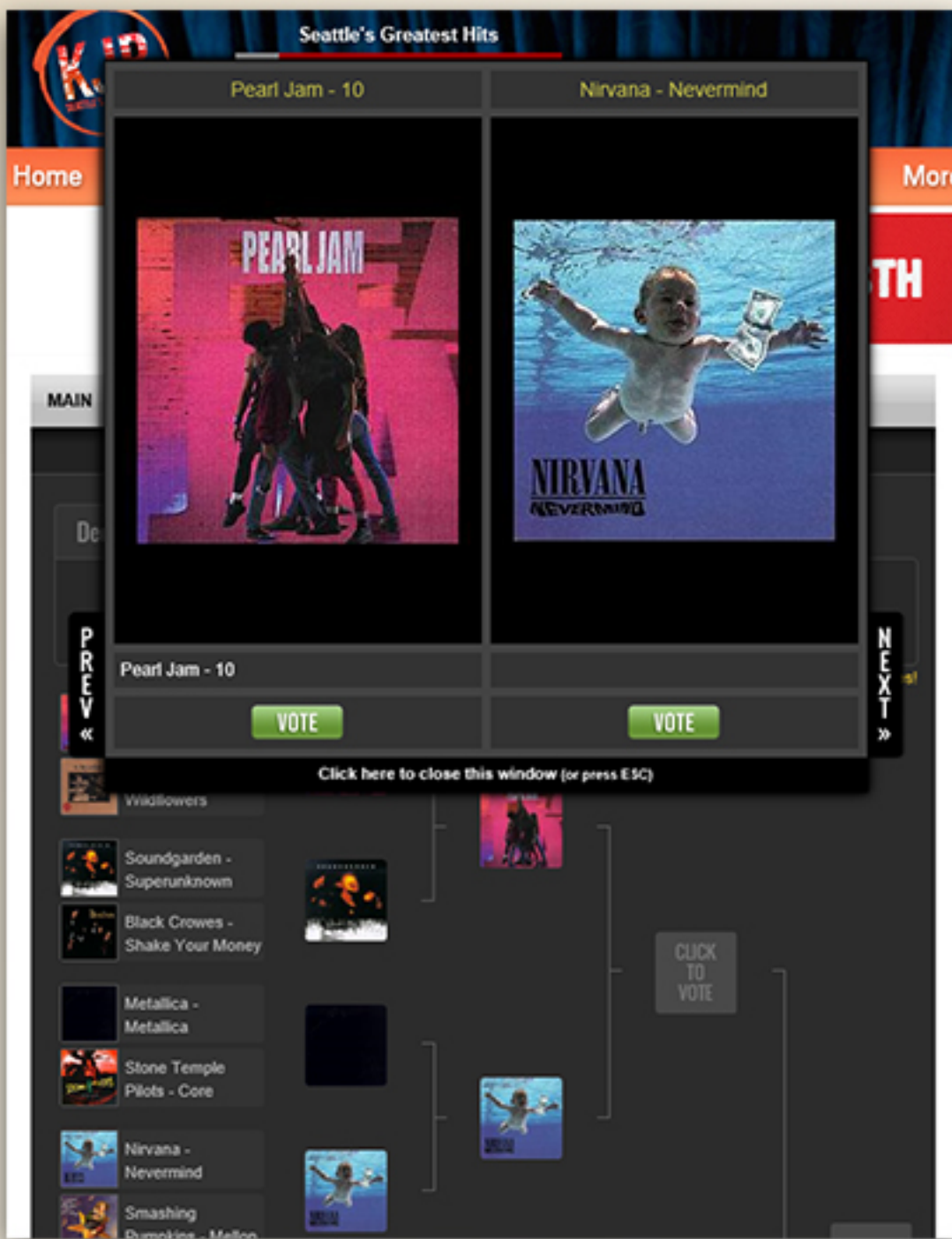
UNLIMITED POSSIBILITIES

CREATE YOUR OWN HYPER LOCAL BRACKET

A few popular ideas include: Best Restaurant In Town, Local American Idol, Best Music Video, One Hit Wonders, Best Looking Local Girl, Funniest Pet, Americans Favorite Junk Food, Greatest Rock Song Of All Time, Best Athlete In Sports, Most Popular President, etc.



BRACKET TYPES



PICK IN ADVANCE ▶

The pick in advance custom bracket allows users to select their bracket in advance of online voting. This style is similar to our popular March Brackets contest.

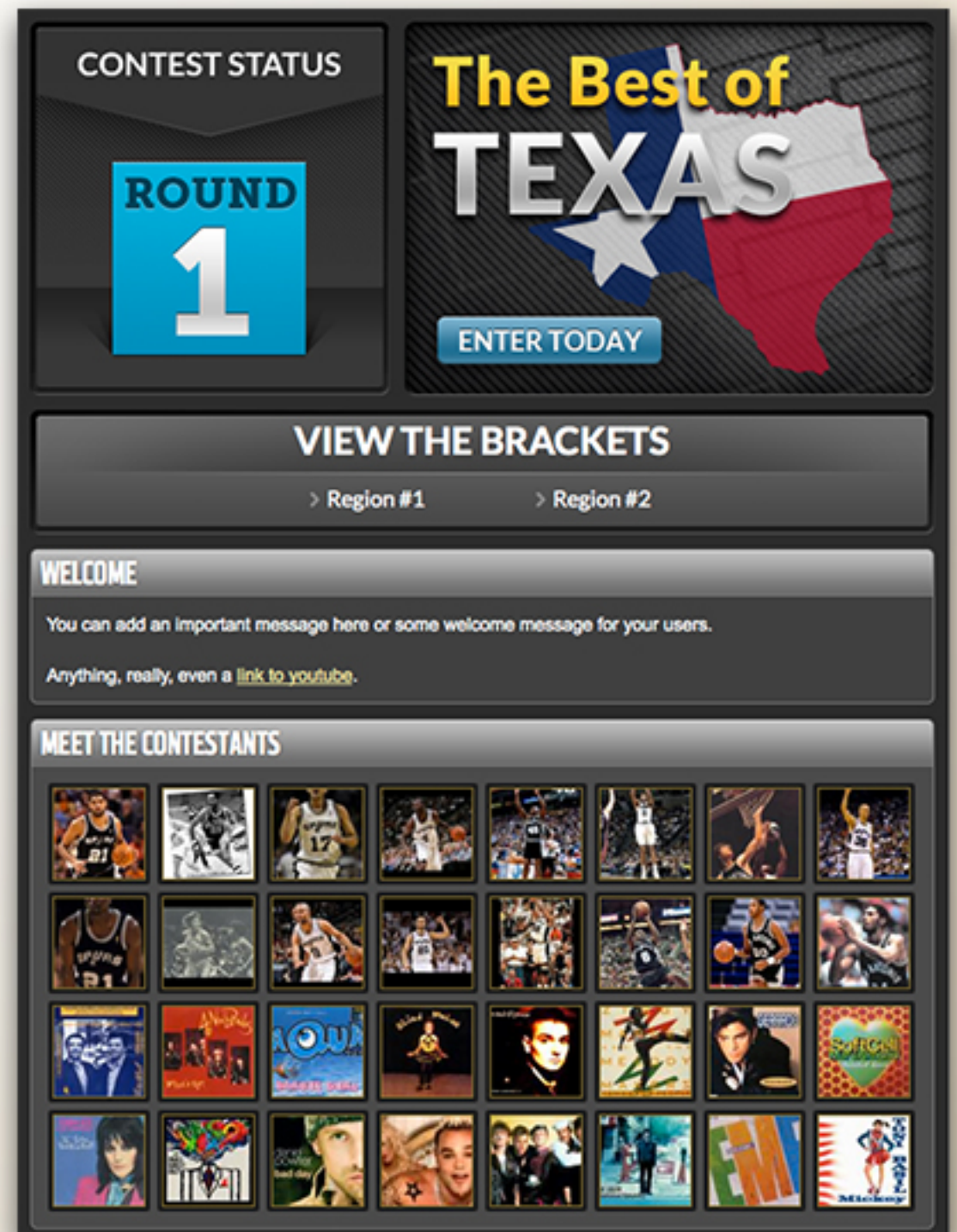
Media Partners can also manually advance the winners of each matchup without the need to have online voting if they so desire.

▶ VOTING ONLY

Your audience will vote on each matchup with the vote winner advancing to the next round.

Voting can either be set to "login to vote" or voting does not require login.


The YouTube video interface will be familiar to your audience and will help simplify the contest setup process.



USER EXPERIENCE

▶ CONTESTANT PROFILES

1 Monica from Howard Beach, NY




Tournament History

| Round | W | L |
|---------|-----|-----|
| Round 1 | 67% | 33% |
| Round 2 | 73% | 27% |
| Round 3 | 52% | 48% |
| Round 4 | 60% | 40% |
| Round 5 | 30% | 70% |
| Round 6 | 0% | 0% |

Tournament Exit:
Round 5

DETAILS
See more: <http://www.maxim.com/hometown-hotties/monica-howard-beach-ny>

VIEW THE REST

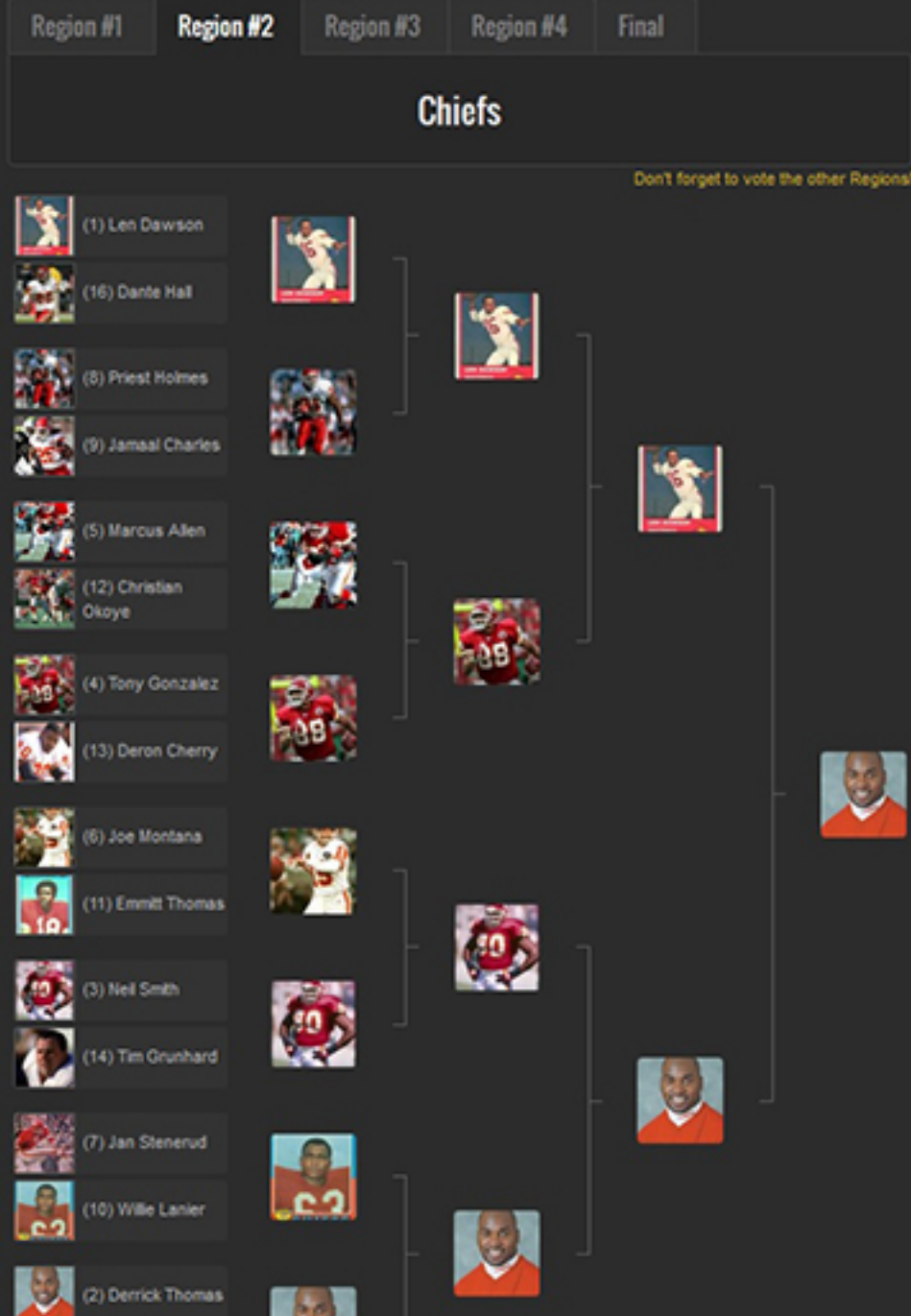


▶ BRACKET LAYOUT

Region #1 Region #2 Region #3 Region #4 Final

Chiefs

Don't forget to vote the other Regional




- (1) Len Dawson
- (16) Dante Hall
- (8) Priest Holmes
- (9) Jamaal Charles
- (5) Marcus Allen
- (12) Christian Okoye
- (4) Tony Gonzalez
- (13) Derron Cherry
- (6) Joe Montana
- (11) Emmitt Thomas
- (3) Neil Smith
- (14) Tim Grunhard
- (7) Jan Stenerud
- (10) Willie Lanier
- (2) Derrick Thomas

▶ VIDEO DISPLAY

Breaking Benjamin Disturbed

Breaking Benjamin - I Will Not Bow YouTube



0:11 / 3:38


Click here to close this video

Show video Show video

Please [login](#). Click [here](#) if you don't have an account.

▶ VOTING INTERFACE

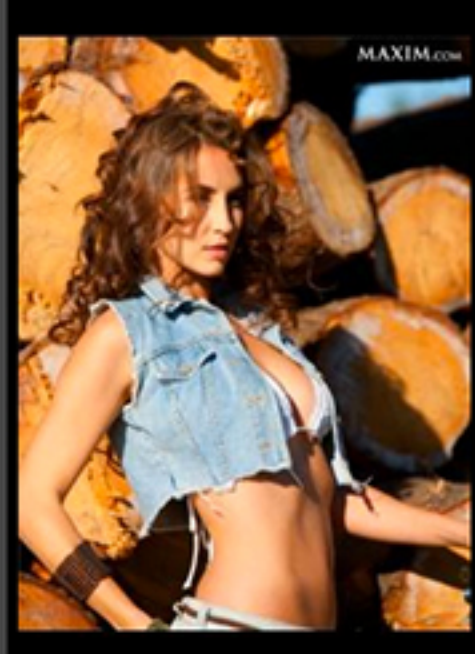
1 Monica from Howard Beach, NY



See more: <http://www.maxim.com/hometown-hotties/monica-howard-beach-ny>

Voted **52%**

5 Briahna from Mystic, CT



See more: <http://www.maxim.com/hometown-hotties/briahna-mystic-ct>

Voted **48%**

EASY CONTEST SETUP

ALL YOU NEED IS 2 MINUTES

Our user friendly interface helps media partners quickly create a bracket in under a few minutes.

Contest Name:

Max 20 characters
This is the name of the contest as you wish it to appear for the users.
It can be anything, and you can customize it with your call letters.
(ex- WKLT PRO Pickem)

Preview Mode: Yes No

In **Preview** mode, users can see the bracket, but they can't vote or make picks.
It is usefull if you want users to have a few days (or whatever amount of time you decide) to get familiar with the bracket before the contest actually begins.

Bracket Type: Voting Only (no standings)
 Pick in Advance (with online user voting)
 Pick in Advance (Media Partner enters votes)

Voting: Needs login Anyone can vote

Brackets requiring a login to vote get A LOT LESS participation.
NOTE 1: If you allow votes from users that are not logged in, you will not be able to see the information of those users in the exportable users feed.
NOTE 2: If anyone can vote, votes are tracked by IP address. If voting needs users to login, votes are tracked by user account, and not by IP.

Voting type: All matchups
All regions and matchups from the current round are open for voting.

A few matchups at a time
You select a few matchups at a time. Users can vote on those matchups only. Then you select others, and so on.

Voting Limits:

You can customize how often your users can vote.
The limits are per user per matchup per round.
Unlimited votes means users can vote as many times as they want.
Vote only once means users can vote one matchup of a round only once.
One vote a day means users can vote once every day. If a user submits a vote at 11:59 PM, he will be able to vote again at 12:01 AM, however he will not be able to vote again until midnight next day. The limit resets at midnight each day.
For any other setting, the user can't vote again until the limit expires.

Homepage Display: Matchups All Items

What to display on the homepage.
Matchups: Displays the matchups currently opened for voting.
All Items: Displays all bracket items.

AD OPPORTUNITIES

BANNER PLACEMENT

Media partners decide the size and placement of ads around the contest, using their own ad system. The amount of ads and the size of the ads is completely determined by the media partner.

In the example to the left the areas above, below and to the right of the contest would be available to your advertisers and to you for any sort of content you would want to display, which is outlined in "green"

The screenshot shows a contest page for "The Coolest Thing Ever". At the top left is an "Adirondack FURNITURE" banner. Below it is a "CONTEST STATUS" box with "CONTEST HAS ENDED" and a "VIEW THE BRACKETS" section with links for Division #1 through #4. A large "ELIMINATED" grid of 100 small images is in the center. To the right, there are several vertical banners: "It's Getting Colder! Heating oil & Propane No Fees G.A. BOVE FUELS", "EMERICH SALES & SERVICE NOW OPEN: SECOND LOCATION EXIT 17 SOUTH GLENS FALLS", "Catseye Pest Control's New YouTube", "Catseye The #1 Southern Pest Control", and "WILLIAMS Lumber". At the bottom, there is a "WEDDING + PAPER Goods INSPIRING BRIDAL SHOWER INVITES" banner.

The screenshot shows a contest page for "The Dance 2014". At the top left is a "CONTEST STATUS" box with "CONTEST HAS ENDED" and a "VIEW THE BRACKETS" section with links for Region #1 through #4. Below that is a "WELCOME TO THE 2014 DANCE, PRESENTED BY MILLER FORTUNE" section with text about the contest and a "CURRENTLY OPENED FOR VOTING" section. At the bottom is an "ELIMINATED" grid of 100 small images, with one image labeled "Blake Lively".

The screenshot shows a contest page for "The Lite Beer That Invented Light Beer". At the top right is a "Listen LIVE" button. Below it is a "ROUND AFTER ROUND" banner for Miller Lite beer. Below that is a "LATEST GALLERIES" section with four image thumbnails: "Cheerleader Roundup - Week 17", "NFL Recap - Week 17", "124th Tournament Of Roses...", and "Clippers v Celtics". At the bottom is a "VIDEO NEWS" section with a thumbnail for "Amber Lee's Weather Forecast (Jan. 2)".

CUSTOMIZABLE BANNERS

On the homepage of the contest, media partners can use the default contest banner, tweak the name or upload their own banner for the contest. This gives the sponsor more ownership of the contest.

ADVERTISING INTEGRATION

▶ NAMING RIGHTS

Media Partners have total customization of the home banner where they can add a featured sponsor's name and logo.



NAME YOUR CONTEST

This banner can be changed to give the sponsor naming rights to the contest.

▶ SPONSORSHIP SECTION

A sponsorship section can be filled with a sponsor's logos and their message.

This section can link directly to a sponsor's website or to a full page (on the media partner's site) featuring the sponsor(s).



▶ PRINTABLE COUPONS

Our contests feature printable coupons that entice users with a direct call-to-action. These coupon pages also hyperlink to the advertisers website for additional exposure.



OFFER DROP-DOWN

You are allotted as many dropdown offers as you would like, each with the ability to be printed out.

The contests support multiple offers from multiple advertisers.

*Talk to your Dell Sports representative for more details.

GET STARTED TODAY

Ask us about our discounted packages for March Brackets, Football and other content for your site(s)

We reserve special pricing for our parnters on annual agreements.



Any questions or if you need additional information,
please contact us.

www.dellsports.com/contact