*Big Win App*

Will ***YOU*** be our first $250,000 Sweepstakes Winner?

# **What is the Big Win Sweepstakes App (BWS)**

# For the User

Big Win Sweepstakes is your opportunity to *Win Big* just by setting up a user profile and viewing a few ads each day. Users who download the Big Win Sweepstakes app will have the opportunity to view ads from national advertisers and earn a daily entry into the BWS June 2015 Grand Prize drawing of $250,000! You can submit an entry every day. The more you enter the greater chance you have of Winning Big!!!

The BWS app is free to download and all sweepstakes entries are free of charge (no purchase necessary to earn any entries). It is available on apple and android mobile platforms. Setup an account today and, who knows- You may win $250,000 by June!!!

# **BWS Mobile App Story Board**

Create a BWS Account

Make sure all account information is correct as it t will be used to contact if you are selected as the sweepstakes winner.

*Please note*: This information ***will not*** be shared with any 3rd party advertisers.

Username: \_\_\_ / Password: \_\_\_

First Name: \_\_\_ / Last Name: \_\_

Middle Initial: \_\_\_

Email: \_\_\_

Mobile Phone: \_\_\_

Address 1: \_\_\_/ Address 2: \_\_\_

City: \_\_\_/ State: \_\_\_/ Zip: \_\_\_

Date of Birth: \_\_\_

Welcome to Big Win Sweepstakes

Before you can start earning sweepstakes entries you will need to setup an account and complete a Consumer Profile.

You will earn 5 entries towards the $250,000 giveaway just for setting up your account and answering all 20 questions in the Consumer Profile.

Once your account is setup, you can earn an additional sweepstakes entry every day you log in.

*Next\**

**Big Win *Sweepstakes***

Enter to Win **$250,000!!!**

You Can Enter Daily

|  |
| --- |
| Create Account\* |

**Sign In**

|  |
| --- |
| Username |
| Password |

*Login*

*Forgot Username or Password?*

*View Sweepstakes Rules*

Create Account

1 2 3

Congratulations! You have completed your Consumer Profile and earned 5 entries towards the $250,000 giveaway.

Now, you can earn 20 more entries in just a few seconds by sending a “Join BWS” invite to your friends and family in your contact list.

*Click here* to send invite text to your mobile contact list.

*Continue to Home Page*

Consumer Profile

Question 1 thru 3 (of 15).

1. **What is You Gender?**

Male / Female

2) **What is your age range?**

Under 14 / 14-17 / 18-23 / 24-29 / 30-39 / 40-49 / 50-59 / 60-69 / 70+

**3) What is your marital status?**

Married / Single / Divorced / Widowed / Committed Relationship

*Continue*

Hello John!

You have just setup your BWS account. Now complete the Consumer Profile and you will earn 5 startup entries towards the $250,000 Sweepstakes giveaway.

Your Consumer Profile must be completed before you can start earning daily entries.

Information in your Consumer Profile will allow BWS to present you with special offers that are relevant to you and your household.

Complete Consumer Profile\*

4 5 6

**Welcome Back, John Your Current Entry Count: *25***

BWS June 2015 Sweepstakes Grand Prize is **$250,000!!!**

*The more entries you earn- the more chances to win!*

**Submit Your Daily Entry**

(You can earn 1 entry each day)

**Invite Your Friends**

(You can earn 20 more entries by sending an invite text to your mobile contacts **in 30 more days**)

*Edit Account Info*

*View Sweepstakes Official Rules*

Thanks for viewing ads from our sponsors!

**Now click below to submit Daily Sweepstakes Entry**

**Now you can continue to view more ads at your leisure. You may find something that really appeals to you!**

**Come back tomorrow to submit another sweepstakes entry. Remember, the more you enter the more chances you have to win $250,000!**

*Continue Viewing Ads*

*Return to Home Screen*

**Before you submit your daily entry, please view a few ads from our sponsors.**

If you see anything you like, you can click the ad for more information and always log back into BWS at any time to submit your daily sweepstakes entry.

*Continue*

Click to Submit Entry

7 8 9

Appendix 1 – **Story Board Notes**

1.1 Sign in will take user directly to Home Page after entering username and password (# 7).

1.2 Forgot username and password will email & text both info on file at users request.

3.1 Username should make sure it is available before accepting name.

3.2 All fields should check and make sure data entered is valid for that field (ie- DOB is all numbers, etc).

4.1 Consumer Profile must be completed before continuing to home screen. If log out and log back in before consumer profile is complete user should be taken back to the consumer profile for completion before continuing to home screen.

5.1 See Questionnaire in appendix to get all Consumer Profile questions for input.

5.2 Consumer Profile should say continue to next page until final page of questions then button should read Submit Profile.

6.1 Clicking on Send Invite to Contact List will send a text and/or email to everyone in the users phone address book. The invite should be addressed from the sending user. It should read: “John has invited you to join **Big Win Sweepstakes** where you can enter to win $250,000! It’s free to join and free to win! Someone is going to win $250,000 in our next Grand Prize drawing… why shouldn’t it be you! Download our free app today!” and link to the app download site.

6.2 If user clicks on Send invite to Contact List, the following message should pop up: “You have successfully sent invites to your contact list and have earned 20 entries towards our grand prize giveaway. You can send out an invite text once every 30 days and earn an additional 20 entries each time you send. The more entries you earn the greater your chance of winning $250,000!”

7.1 Clicking “Invite Your Friends” on the Home Page should take you to a page similar to page 6 that allows you to send invite to your contact list. Users can only invite whole contact list (not individuals) and should be awarded 20 entries each time they submit. User should have the option to send invite to contact list once every 30 days. The bolded underlined note under “invite Friends” should update its daily counter from 30 days down to 1 days, then “Today” so that the user knows how many days they have until they can re-invite friends. The user should be disallowed from resending the invite and earning the additional 20 entries if the daily clicker doesn’t say “Today”. If a user skipped the invite contact list step during setup, this counter should start off saying “Today” to let the user know they can invite friends at any time.

7.2 Edit user info should allow user to update user account information and option to update consumer profile and change anything but username. Editing user account must require user to enter their password first before seeing and/or editing any account/profile information.

7.3 Viewing Sweepstakes rules should take user to a roll screen that lists BWS Official Rules and Details which is detailed in the appendix.

7.4 Entry count should update automatically and in real-time for completing profile (5 entries), inviting contact list (20 entries), submitting daily entry (1 entry per day if submitted).

8.1 Clicking “submit daily entry” on home page should run 10 ads before going to submission page.

8.2 Each ad should pop up the the user will have to manually click “continue” or have the option to click “learn more”. This should take them to the website of the ad. Clicking the ad should also take them to the website of the ad.

8.3 If an ad is clicked and the user goes to a website, that user will should be able to re-open the BWS app at a later date and be positioned back at the home screen where the can re-click “submit daily entry” and continue the process to earn their daily entry in not yet earned for the day.

9.1 After clicking “the submit entry” button on the submission page after viewing first round of 10 das, a note or wording should pop up stating that the daily entry has been submitted.

9.2 If user has already submitted their daily entry, a note should pop up stating they have already submitted their daily entry and should come back tomorrow to re-submit.

9.3 This page should allow the user to click “continue viewing ads”. If the user clicks this they will go back to viewing ads just as before the submission except they can view unlimited ads or until they log out/close app. Clicking return to home screen should take them back to home screen

10.1 If the user closes the app at any time or goes to an ad website, when the app is reopened the user should be placed back at their home screen.

10.2In addition to the system requirements mentioned under Story Board notes, the BWS app will also need to have an accompanying platform that allows for all users to be assigned a random acct number, each user’s entries to be tallied/counted, and all user account and profile data to be stored in a database.

Appendix 2 – **Consumer Profile Questionnaire**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. What is your gender?   Male / Female   1. What is your age range?   Under 14 / 14-17 / 18-23 / 24-29 / 30-39 / 40-49 / 50-59 / 60-69 / 70+   1. What is your marital status?   Married / Single / Divorced / Widowed / Committed Relationship   1. If married, what is the day and month of your anniversary?   Day  Month   1. How would you describe the area in which you live?   Major Metropolitan / Med to Small Urban / Suburban / Rural   1. Do you have any children? (mark all that apply)   Between…  0-4yrs - Yes / No  5-9yrs - Yes / No  10-13yrs - Yes / No  14-17yrs - Yes / No  18-24yrs - Yes / No  25yrs+ - Yes / No   1. How would you describe your race/ethnicity? (mark all that apply)   Asian, Asian American or Pacific Islander  Black or African American  Caucasian or White  Hispanic or Latino  Native American or American Indian  Other   1. What languages are spoken in your home? (mark all that apply)   English / French / Spanish / Other   1. How would you describe your religious affiliation? (mark all that apply)   Buddhist  Catholic  Christian  Jewish  Muslim  Other  No Religious Affiliation   1. In what field/industry are you employed? (mark all that apply)  |  |  | | --- | --- | | Accounting  Administrative  Banking  Business Owner  Creative Design  Customer Service  Editorial  Engineering  Finance  Human Resources  IT  Legal  Logistics  Maintenance  Manufacturing  Marketing  Project Management  Quality Assurance  R&D  Sales  Stay at Home Parent  Other  Unemployed | Advertising  Aeronautics  Agriculture and Fishing  Automotive  Biotech  Construction  Education  Engineering  Domestic / Care Giving  Food Services  Government  Healthcare  Hospitality  Insurance  Personal Services  Real Estate  Retail  Security  Technology  Telecommunications  Transportation |  1. How would you describe your annual household income range (per year)?   Under $25,000 / $25,000 to $49,999 / $50,000 to $74,999 /  $75,000 to $99,999 / $100,000 to $149,999 / $150,000 to $200,000 / Over $200,000   1. What is your highest level of education achieved?   No High school Diploma (some grades K-12, no degree)  High school graduate (or equivalent)  Some college (1-4 years, no degree)  Associate’s degree or Special Certificate  Bachelor’s degree (BA, BS, AB, etc)  Master’s degree (MA, MS, MENG, MSW, etc)  Professional school degree (MD, DDC, JD, etc)  Doctorate degree (PhD, EdD, etc)   1. How would you describe your primary residence?   Apartment Community / Single Family Home / Condo / Townhome /  Apartment / Loft / Multi-Family Home / Mobile or Manufactured Home /  Temporary Housing / Other / No Primary Residence   1. Indicate activities/interests that you **or** members in your household enjoy on a regular basis. (mark all that apply; must mark a minimum of 2 choices)  |  | | --- | | Bicycling/running  Camping  Dieting  Cooking  Gourmet/Fine Food  Dining Out  Physical Fitness/Exercise  Guns & Weaponry  Wildlife/Environment  Recreational Vehicles  Health Foods/Vitamins  Nutrition  Attending Sporting Events  Watch Sports TV  Boating and Canoeing  Cars and Automotive  Hunting & Fishing  Wildlife/Environment  None of the Above |  1. Indicate activities/interests that you **or** members in your household enjoy on a regular basis. (mark all that apply; must mark a minimum of 2 choices)  |  | | --- | | Do-it-Yourself Projects  Hair Styling  Politics/Current Events  News & Magazines  Travel  Coin/Stamp Collecting  Other Collecting  Fashion and Clothing  Church or Religious Activities  Children & Family Activities  Online Shopping  Money Making Ventures  Fiction Reading  Comics or Science Fiction  Self-Improvement  Charities/Volunteer work  Home Improvements  Pets and Animals  None of the Above |  1. Indicate activities/interests that you **or** members in your household enjoy on a regular basis. (mark all that apply; must mark a minimum of 2 choices)  |  | | --- | | Electronics  Gaming  Scrapbooking  Art & Cultural Events  Card Playing  Gambling  Crafts  Sewing or Knitting  Art/Antiques  Outdoor Gardening  Recreational Drinking  Beer, Wine and Spirits  Bars and Night Clubs  Film & Theatre  Watching TV shows  Performing Arts  Classical or Opera Music  Country or Gospel Music  Jazz or Blues Music  Contemporary or Pop Music  Rock or Heavy Metal Music  Hip Hop or R&B Music  Other Music  None of the Above |  1. What 3 factors are most important to you when making a purchase?   Price  Brand  Quality  Convenience  Energy Efficient/ Environmentally Friendly  Special Deal/ Sale/ Coupon  Look/ Décor of Packaging or Product   1. In the past six months, have you performed any of the following (mark all that apply):   Made on online purchase  Made a purchase at a major mall  Made a purchase from a magazine or mail order catalog  Made a purchase from a major department store or chain  Made a purchase from a discount or bulk supplies store  Made a purchase from an infomercial or televised shopping network  Made a purchase from a telemarketer or direct salesman   1. How do you prefer to conduct most of your shopping;   Online  At major mall  From a magazine or mail order catalog  From a major department store or chain  From a discount or bulk supplies store  From an infomercial or televised shopping network  From a telemarketer or direct salesman  Other form of shopping   1. What types of commercials/ ads usually get your attention (mark all that apply):   Funny  Creative/ Artistic  Serious/ Emotional  Simple and Too the Point  Clever or Sophisticated  Ads with Celebrities  Ads with deals or low prices  Submit Profile |

Appendix 3 – **Sweepstakes Rules**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Official Rules the Big Win Sweepstakes** *Effective April 1, 2014*  The Big Win Sweepstakes (BWS) consists of an annual Grand Prize that will be determined each year. The 2015 BWS June 2015 Grand Prize will be cash prize of $250,000. Participants qualify to win the Grand Prize by accessing the BWS app to submit/ earn free entries. Each Grand Prize is subject to these Official Rules and the Terms of Use for this web site and mobile app except as expressly stated otherwise. No purchase necessary to enter or win. A purchase or payment to any BWS advertiser will not increase your chances of winning. 1. Eligibility The Sweepstakes is open to residents of the United States who are at least eighteen (18) years old and have a mobile platform that can support the BWS app. Employees of BWS affiliate or advertiser are not eligible to participate or win. BWS is subject to all applicable federal, state and local laws, rules and regulations. Void where prohibited. Participant's mobile device must accept cookies or any similar device used to track entries. 2. How to Enter the Sweepstakes To enter the Sweepstakes, just access the BWS mobile app then register or sign in to your user account. From here, users can enter the BWS Grand Prize sweepstakes by: 1) completing their Consumer Profile (this will earn 5 entries and must be completed before any other entries can be earned); 2) sending an invitation to friends and families in your mobile contact list (this will earn 20 entries and can be repeated every 30 days); and 3) logging in to BWS and submitting your daily entry (can earn one entry each day by logging in and submitting your daily). Users may be asked to view a few ads from BWS sponsors before proceeding earning their entry for the day (no purchased will be required to receive the daily entry, however). Each time one of the preceding activities is performed the user will earn entry(ies) into the Grand Prize drawing. There is no maximum amount of entries that can be earned by any one user and every single entry has the same chance of winning as any other entry. Entries that are earned and do not win in the current Grand Prize drawing will be rolled over and added to the user’s entry count for the next BWS Grand Prize drawing. 3. Current Prizes BWS will have a give away a Grand Prize each year at a time and date to be announced by BWS. The current 2015 Grand Prize is $250,000. The promotional period for this sweepstakes begins on April 1, 2014 (12:00am, EDT) and ends on June 15, 2015 (11:59pm, EDT).  Winner Selection Methodology: All entries earned during the promotional period will be assigned an entry number under the user’s name and/or account number and entered into the Grand Prize drawing. The winning number will be selected at random. If the user connected to the entry number selected is unable to claim the Grand Prize for any reason (cannot be located, does not meet minimum requirements for entry, etc) then a second winning number will be selected at random. This process will continue until a winner is selected.  4. How to Claim a Prize  The initial winner will be notified within 10 business days via mail or phone or in-person visit if you are selected as the Grand Prize winner. Prize award date(s) promoted may be adjusted to accommodate travel arrangements and scheduling conflicts. The entrant named on the winning entry form will be considered the winner. Award subject to verification of identity and eligibility. Winner must be located and sign an Affidavit of Eligibility within 30 days or we will select an alternate winner. Acceptance of prize constitutes permission to use winner's name and photograph in television ads, in website promotions, and for other promotional purposes, unless prohibited by law. Parent or Legal Guardian must act for a minor.  5. Winner Verification; Prize Receipt  Winners may be required to show verifiable proof of legitimate search and entitlement to win and to sign an affidavit of eligibility and publicity release in order to claim their Prize. If you have been selected as a winner you should expect to receive your Grand Prize within six weeks of official notification. Unless otherwise specified, the Grand Prize will be awarded in one lump sum check in the winner’s legal name and the winner will be responsible for all taxes. If you have not received your Prize within six weeks after the end of the relevant Promotional Period, you must notify BWS at manager@bigwin.org.  6. Publicity  Participation constitutes consent to use of Winner's name, likeness and location (city and state only) for promotional purposes in any media, worldwide, without further payment or consideration.  7. General Conditions  Any Grand Prize drawing may be canceled, suspended and/or modified, in whole or in part, if in the opinion of BWS any fraud, technical failure or other factor beyond its control impairs the integrity or proper functioning of the Sweepstakes. Neither BWS nor any of its advertisers are responsible for computer or mobile malfunctions, network connections, email delivery problems, systems failure or incompatibility, typographical, technical or key-stroke errors, or interruptions in internet service. The user and his/her entries may be disqualified if you attempt to circumvent these Official Rules or the Terms of Use. At BWS’s sole discretion, we may take action, including disabling a user's account, if we deem that a user is exhibiting unusual patterns of behavior or attempting to circumvent Official Rules.  8. Limitations of Liability  If for any reason an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed or corrupted, the entrant's sole remedy is to make another entry in the same or a comparable Sweepstakes. No claimant in any dispute involving BWS or any advertiser shall be entitled to claim or obtain indirect, punitive, incidental or consequential damages. Liability of the Advertiser or any advertiser on a claim is limited to the value of the Prize in question.  9. Grand Prize Facts & Odds of Winning Details   |  |  |  |  | | --- | --- | --- | --- | | *Prize/Value* | *Giveaway* | *Ending Date* | *Estimated Odds of Winning* | | $250,000 | 2015 Grand Prize | 6/15/15 | 1 in 10,000,000 |  * + *ALL PRIZES ARE GUARANTEED TO BE AWARDED AS OFFERED*   + *NO PURCHASE OR PAYMENT NECESSARY TO ENTER*   + *BUYING WON'T HELP YOU WIN*  |  | | --- | | *You Have Not Yet Won.* All Entries Have The Same Chance Of Winning. The winner has not been identified. We don't know who the winner is. If you enter our Sweepstakes, your entry will have the same chance to win as every other entry.  *Enter For Free*. You don't have to buy anything to enter. Just follow the instructions in the Official Rules.  *Enter As Often As You Like.* Once you setup your user account, you may begin earning a many entries as you like towards the Grand Prize drawing.  *Buying Won't Help You Win.* Your chances of winning without a purchase are the same as the chances of someone who buys something. It would not be lawful to give any advantage to buyers in a Sweepstakes. |   10. BWS Company Info  The BWS is sponsored by Big Win Sweepstakes in Los Angeles, CA and can be contacted at [manager@bigwin.org](mailto:manager@bigwin.org) or P.O. Box ---. |