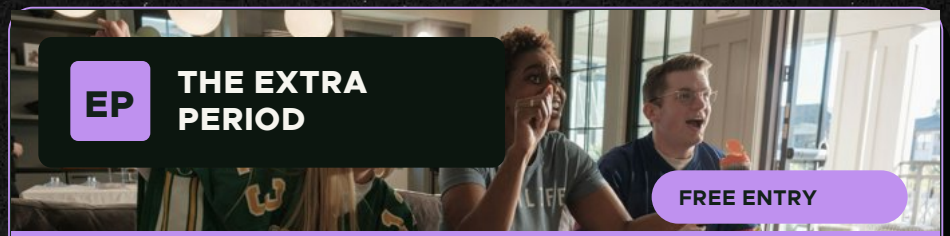
ADD TOURNAMENTS TO YOUR SPONSORSHIP PACKAGES.

Offer sponsors a tournament alongside your shows, talent and ad inventory. Promote it on air, in streams and across owned channels. ASC provides the game and campaign reporting.

EXAMPLE FAN EXPERIENCE



WHAT YOUR SALES TEAM CAN SELL

EXAMPLE SALES PACKAGE — ILLUSTRATIVE

Sell the show and the tournament together.

Example placements your sales team can package for a sponsor:

BROADCAST / STREAM
Talent invite + branded lower-third QR

SOCIAL CHANNELS
Short clip + tournament join code

EMAIL / NEWSLETTER
Sponsor placement + tournament link

ASC TOURNAMENT
Branding + free play + campaign report

NETWORK: TALENT + DISTRIBUTION

ASC: PLATFORM + OPERATIONS

ASC PARTNERS / PROPOSED WEB PLATFORM

HOST SIGNUP | SPONSOR SIGNUP

SIGN UP + BUILD A PROFILE
List your shows and inventory.
Connect with sponsors.

FIND SPONSORS
Audience + campaign fit
VIEW OPPORTUNITIES

→

AGREE THE CAMPAIGN
Fees / deliverables / rights
SEND A PROPOSAL

→

LAUNCH + MEASURE
Branded play / results report
CAMPAIGN WORKSPACE

SEND A SHOW + PROPOSED CAMPAIGN DATES.

info@aurasportsnetwork.com

FICTIONAL CAMPAIGNS + PRODUCT CONCEPTS. Platform in development. Fees, matching, rights and approved formats agreed per campaign.

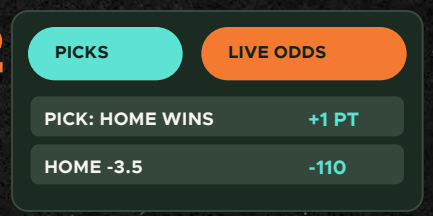
HOW TO PLAY
AURA SPORTS CLUB

Choose a tournament, make picks or use live odds, and compete under the published game rules.

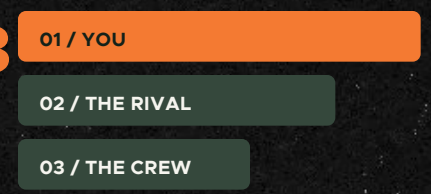
01



02



03



04



Start with Club Cash

Odds modes start with an equal virtual stack. Pick modes start on a common slate.

Make picks. Use odds.

Choose picks or spreads, totals and moneylines, depending on the game mode.

Move live

Points add up. Club Cash rises or falls. Rankings update as results settle.

Finish highest

Finish on top under your mode's rules. Approved sponsor contests award published prizes.

CLUB CASH IS VIRTUAL. NO CASH-OUT. Sponsor prizes are funded separately. Entry is free.

ASC GAME MODES

Tournaments is the umbrella. Each mode has its own scoring and rules.

Pick'em

Classic, Spread or Confidence. One common slate.

Aura Picks

Higher/lower player projections. Build a pick card.

Survivor Picks

Pick to stay alive. Lives and reuse rules shape play.

Odds Battle

Use live game odds. Build your Club Cash balance.

One Shot

A fixed plan of singles. No reinvesting returns.

Longshot

Qualifying underdog wins earn a published bonus.

Streaks

Build a winning run through multiplier tiers.

Brackets

Head-to-head player rounds. Advance through the draw.

Squads Odds Battle

Fixed teams. Combine qualified personal results.

Squads Pick'em Battle

Equal teams. Combine personal pick-sheet points.

Mode lineup shown for ASC's free-play rollout. Sponsored versions open only after mode-specific approval. Screens, odds and starting balance above are illustrative. Club Cash cannot be purchased, transferred or redeemed for money.

SPONSOR PAYMENTS AND CAMPAIGN REPORTING

Networks can include sponsored tournaments in their advertising packages. The network provides talent and distribution. ASC supplies the tournament platform, campaign tools and reports.

SPONSOR

CAMPAIGN BUDGET

Host fee + ASC fee + fixed prize funding

HOST / TALENT

Hosting, content or appearance fee.

HOST COMPENSATION

A contracted fee for the audience, content, rights and work delivered.

AURA SPORTS CLUB

Campaign and platform service fee.

ASC SERVICES

Partner connections, branded tournaments, campaign tools, operations and reports.

PRIZE PARTNER

Fixed prize pool + fulfillment costs.

WINNER PRIZES

Published sponsor prizes after result and eligibility checks. Players pay no entry fee.

DIRECT PAYMENTS UNDER CAMPAIGN AGREEMENTS. PRIZE MONEY IS SEPARATE FROM HOST AND ASC FEES.

CAMPAIGN REPORTS AND CONTACT SHARING

FANS PLAY

Entry + game activity

ASC MEASURES

Scoped campaign records

REPORTS TO HOST + SPONSOR

Entries, participation, returning players and prize delivery.

OPT-IN CONTACTS TO THE NAMED SPONSOR

Only fans who separately choose the relationship. Entry never depends on it.

SEND A SHOW + PROPOSED CAMPAIGN DATES.

Partner with ASC: info@aurasportsnetwork.com

Partner program in development. Campaign scope, fees, rights, permitted data transfers and prize rules are agreed before launch.