



## MJM Fantasy Sports Instruction Guide

The Fantasy Sports Machine is a combination of hardware and software that, when used effectively, can keep your customers coming back again and again. This Instruction Guide will help you get your FSM set up quickly and easily, teach you how to administer and promote your contests, and use the many features we've designed into the program to get the most out of your fantasy sports promotions.

### Getting Started

The first thing you'll want to do is read through these instructions completely, and then go to [www.mjmsports.com](http://www.mjmsports.com) to answer any questions you might have. Our website is designed to be an integral part of the FSM experience. You'll use it to initially set up your machine, and contests. Using the Fantasy Sports Machine to run a fantasy sports promotion is limited only by your imagination. Our system is extremely flexible. You can set it up once and forget it, or run different promotions for different games on different days of the week, the choice is yours.

### Equipment Needed:

- An MJM Fantasy Sports Machine™ (Provided)
- Plasma Screen scoreboard. (Provided)
- High-Speed Internet Connection (Cable, DSL –Not provided.)

### Setup:

Once your FSM is installed, setting up and administering your contests is all done on-line at [www.mjmsports.com](http://www.mjmsports.com). If you need assistance, an MJM Sports team member is available to help take you step-by-step through the setup process. Just call toll free: 866-680-1800.

Your username is:

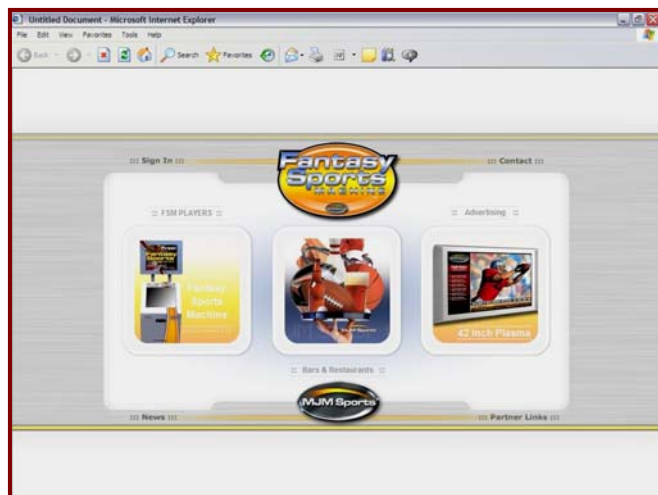
---

Your password is:

---

Note: The first time you log on you will be required to change your password

Log on to your venue administration page at [www.mjmsports.com](http://www.mjmsports.com)



## While logged on to our website you can:

### Type in promotional messages for the plasma screen scoreboard.

- You can add any message you want to scroll ticker-style across the Plasma TV scoreboard. Run up to three messages at a time. You can decide when and how often each message will run. It's easy to setup.

**Fantasy Sports MACHINE**

**BASEBALL CHALLENGE QUICK PICK**

Team: Seahawks.NET  
 Manager: Todd Breda  
 Username: Aros68

Period	Format	Score/Rank
Week 4	Quick Pick	0/X

Player	Team	Position
Albert Pujols	St. Louis	1B
Mark Teixeira	Texas	1B
Aramis Ramirez	Chi Cubs	3B
Hideki Matsui	NY Yankees	LF
Scott Podsednik	Chi White Sox	CF
Victor Martinez	Cleveland	C
Brian Giles	San Diego	CF

(Sponsor):  
 Promo Message Here!

POWERED BY  
**MJM Sports**

COUPON HERE

Copyright © 2005 MJM Fantasy Sports LLC



*Your messages run continually just below the video section.*

### Add a bounce-back coupon to the team ticket

- Every customer gets a printed team ticket from the FSM after entering a team roster.
- MJM has made it easy to add a coupon to the printout. You can make the coupon anything you want. One idea is 10% off lunch. This gives customers an incentive to come in, enter their fantasy team for the week, and then stay for lunch using the coupon. It's all designed to keep customers coming back.
- The FSM will only distribute one coupon per player each week.

### Add a promotional message to the team ticket

- MJM has provided a place on the team ticket for your promotional messages. This is a separate area from the coupon. Use this space to promote upcoming specials or events.

## Set up weekly and/or season long prizes

- A word (or 100) about prizes: The chance to win prizes is what keeps customers coming back to play the Fantasy Sports Machine™. MJM Sports awards weekly and season-long prizes on a national level for every game played on the FSM. Awarding weekly (or even season-long) prizes exclusively for your venue will keep your customers excited, engaged and coming back more often, even if it's just one prize for one game each week.

*On-line Prize Administration Page*

- We've made setting up and distributing prizes completely hassle-free. Like everything else, it's done on-line. Set up a prize list, assign prizes to games, and the FSM automatically prints out prize vouchers to the winners. Winners are announced on the plasma scoreboard and notified by e-mail.

Example; Set up the FSM to award a free entree each week to the 1<sup>st</sup> place team in the NFL Challenge: You Pick contest. Once the games are over each week, the winner is notified by e-mail to go back to your venue, log on to the FSM and collect a prize coupon. There's nothing left for you to do except honor the coupon. What could be easier?

**Administration**

Version: MJM Sports - Seattle, WA

**PRIZES**

The Fantasy Sports Machine automatically prints out vouchers for contest winners, this is where you decide what prizes to give away.

Create or Edit a list of prizes to give away: [PRIZE LIST](#)

Once you have a list of prizes, this is where you assign them to games: [Assign Prizes to Games](#)

## How the Games are Played:

- All games last one week. Customers can sign up anytime\*
- Players log on to the Fantasy Sports Machine™ (First time users need to go through a 4-step registration)
- Select a sport and draft your team
- Score points based on real sports events
- Standings are updated on the plasma scoreboard every 5 minutes
- Prizes are awarded locally (from you) and nationally (from us)
- Finish in the top 10 locally for any week makes players eligible for a national grand prize at the end of the season
- Players accumulate points each week to try and win a grand prize at the end of the season
- Customers can play as many games as they like. The more they play the more chances to win
- Rosters are good for one week only. Customers can play once or all season long

## Two Separate Games for Each Sport (Customers can play both)

- You Pick: Select your own roster
  - Rosters must be entered before the start of games each week\*
  - Rosters can be changed any time before the games begin
  - Weekly prizes awarded
  - Points carry over from week-to-week
- Quick-Pick: The FSM randomly picks a team
  - All rosters are randomly generated. No sports knowledge required.
  - Enter at any time, even after the games have started
  - Players can not edit rosters
  - Weekly prizes awarded
  - Points carry over from week-to-week

\*If customers sign up after rosters are frozen for the week, they'll be allowed to choose a roster for the following week.

## Promote the Fantasy Sports Machine™

- MJM and its partners will provide initial point-of-sale support: Coasters, table tents, banners and posters. Some have already been included in your start-up kit. If you would like to order more you can do so on-line at [www.mjmsports.com](http://www.mjmsports.com).
- FSM “Draft Night” is designed to increase traffic on off-nights, and is used to encourage customers to enter the “You Pick-em” contest before the games begin for that week.

## Game Day (for football/NASCAR/reality TV shows):

- Play MJM daily games (in development)
- Encourage customers to play the “Quick Pick” game.  
Team rosters in the “Quick Pick” games are randomly generated, so customers can enter to play any time, even with just 1 minute left on Monday Night Football.

The “Quick Pick” game is designed for non-sports fans and is its own separate contest. MJM Awards grand prizes to both “You Pick” and “Quick Pick” winners.

- Run game day promotions  
Game day promotions help keep your MJM has designed several promotions for every sport played on the FSM. Check out our ideas on-line at [www.mjmsports.com](http://www.mjmsports.com)

### Miscellaneous Notes:

The FSM™ automatically emails customers to remind them to come back to your establishment and play again. We also notify all winners through email, asking them to return to your venue to collect a prize voucher. The entire FSM system has been designed with one goal in mind; to get customers coming back again and again to play.