


# Custom Content Sponsorship Game



## The World of Marketing is a Changing Game...

Traditional Advertising	New Media Marketing
<p>Traditional advertising is used to persuade consumers to consume. Sometimes they even employ subliminal messages, with their most important result being to convince someone to “buy or try their product.” The broadcast model attempts to “push” information to a mass market, with an insatiable need to derive “market share.” This is normally achieved through media buys, which includes direct marketing, print, radio, and TV commercials, and now email blasting (SPAM), banner ads, and pop ups — all with the goal to maximize the number of user eyeballs and impressions.</p>	<ul style="list-style-type: none"> <li>• <b>Grass roots, word of mouth creates community viral buzz.</b></li> <li>• <b>Conscious business branding - Anyone, Anytime, Anywhere!</b></li> <li>• <b>Digital multimedia storytelling via video, blog, podcasting, and user-generated content.</b></li> <li>• <b>Relationship marketing worX!</b></li> </ul>
<p align="center"><b>Which Marketing Game do you Choose?</b>  <b>Open up to learn more about the future of New Media Marketing.</b></p> <p align="center">  </p>	

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# Custom Content

# Sponsor Collaboration

## “THE GAME™ is an ark of content.

Market any business, organization, art or craft to millions of people around the world. Place your art, company brand, logo, or any relevant content into a Lifecircle™, multi-card suit, or on going series of cards, as part of a unique, interactive viral marketing program.

### 2008 Pricing:

#### Digital Suit Sponsor

24 cards @ \$200 = \$4,800  
Plus, ad in online Lifecircle Library Catalogue (\$400)  
Ambassador package includes GAME (\$195 value)

#### Limited Time Special now only \$2,468... (Save \$2927)

#### Print Suit sponsor

(both digital and print)  
Set up 24 cards for print\* @ \$1500 = \$36,000  
24 digital cards @ \$200 = \$4800  
\*10,000 unit production  
Ad in print and online Lifecircle Library Catalogue (\$1500)

#### Limited Print Special now only \$24,680...

(Save \$17,620)  
**BONUS NOW!**  
250 GAME packages @ \$99 (\$25,000 retail value)

Sponsor can include custom packaging and marketing options.

Production Training option (\$1,450 - 2 half day sessions)

Prices vary and depend upon quantity, distribution, and special production needs. All subject to change.

## Anatomy of a Lifecircle™

### Every Lifecircle cards includes:

**Image:** A symbol, photo, graphic, or color contained within a color-coded Lifecircle™ suit frame. On the top of the Lifecircle™ is a web code and card Title. At the bottom is the Game Task.



**Web Code:** [Example: 204.29.g] Every printed Game card has a sister online Lifecircle™ web page that delivers deeper levels of content that has been stored in the “Living Web of Life” database for interactive GAME Play.

**Title:** [Example: New Order for the Ages] This is the name associated with the Lifecircle™ card that has been registered in THE GAME database.

**Task:** [Example: You are approved to create a new beginning. What next?] This is a short version of the Lifecircle™ task. An extended task and further explanation can be found in the online game.

**XTHEGAME.com online digital card includes:**  
An evolving, interactive, multi-media version of Lifecircle™ cards with an eXperience blog (Xlog) that enable users to play online.

- Sponsor:** Name, link to website, email, or ecommerce location.
- Artist:** Name, link to website, email, or ecommerce location.
- Description:** Extended information about Lifecircle™ card.
- Date of Card Birth:** Date card is entered into system.
- eXperience Log:** Intentions and reflections from connections.

**Coming soon are audio and video,** ultimately linking these “meaningful” card-pages to any content residing on the Internet.

**Take the next step and Get into THE GAME.**

Email: [sponsor@XTHEGAME.com](mailto:sponsor@XTHEGAME.com)  
Phone: 408-605-6418  
Web: [XTHEGAME.com](http://XTHEGAME.com)

## Features and Benefits:

- Brand your product or service and expose your logo to eXponentially eXpanding socially networks. Boost website search engine rankings;
- Gain a lifetime of compelling multi-media exposures through a fun and new way to connect.
- Increase search engine ranking and website visibility through multiple presences on the web.
- Create more intimate, friendly consumer and business relationships.

Sponsoring a Lifecircle™ card, suit, deck or series of cards, enables any business / organization to place their own content into THE GAME™.

Gain local and global exposure at a fraction of traditional advertising costs.

Become a collaborative content partner.

Make an investment into the Game of your life!

Share THE GAME™ and profit...on many levels!

“Build a better future now!”

Order Game packages by email. Send specs to: [sponsor@XTHEGAME.com](mailto:sponsor@XTHEGAME.com)

