



MYWEBSPORT WORLD ASSOCIATION

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MYWEBSPORT WORLD ASSOCIATION next 100 (MWA next 100)

EXPLANATIONS OF THE FINANCING MODEL:

The club pays for the installation and commissioning of MYWEBSPORT a sum in the amount of 2,000 Euro (exclusive VAT).

A maintenance fee of 60 Euro per month will be charged from commissioning, with 3 users being included. From the fourth user monthly 10 Euro per user per month will be charged.

The club currently pays 40 Euro per month for the financing of the system, this amount may be more than offset by cooperation partners. The amount increases with the number of systems.

The cooperation partners benefit from a sophisticated and unique advertising concept.

EXPLANATION OF TABLES:

Tariff for banner advertising (cooperation partners)

- The tariff for the banner advertising in livestream increases with the number of systems in operation. According to the table „[Price chart cooperation partners](https://www.mywebsport.com/sites/default/files/mwa_next_100/cooperation_partners_price_chart_cooperation_partners_mwa_next_100.pdf)“ (https://www.mywebsport.com/sites/default/files/mwa_next_100/cooperation_partners_price_chart_cooperation_partners_mwa_next_100.pdf) a cooperation partner pays 20 Euro per month for an advertising banner up to the commissioning of 24 additional systems from January 2017. The price for an advertising banner is growing continuously and reaches 100 Euro per month when 100 additional systems are put into operation.

Distribution ratio banner advertising

- The revenue generated by banner advertising is split between the club and MYWEBSPORT according to the table „[Ad revenues distribution ratio](#)“ (https://www.mywebsport.com/sites/default/files/mwa_next_100/clubs_ad_revenues_distribution_ratio_mwa_next_100.pdf). With 6 cooperation partners the club balances the monthly financing costs so that the financing of MYWEBSPORT does not cost the club anything more. From the 7th cooperation partner the club can also make money for the club account. The distribution ratio depends on whether the system is owned by the club or not.

Tariff models for clubs

- The values in the table „[Tariff models](#)“ (https://www.mywebsport.com/sites/default/files/mwa_next_100/clubs_tariff_models_mwa_next_100.pdf) correspond to the tariffs when MWA-next100 has been realized and further 100 systems are in operation. The amount of the tariff depends on whether the system is owned by the club or not.

EXPLANATION OF THE OTHER ATTACHMENTS:

General information about MWA-next100.

- [General information for clubs](#)
(https://www.mywebsport.com/sites/default/files/mwa_next_100/clubs_general_information_mwa_next_100.pdf)

It allows the club to present its potential cooperation partners this unique advertising opportunity.

- [Presentation for cooperation partners](#)
(https://www.mywebsport.com/sites/default/files/mwa_next_100/clubs_presentation_for_cooperation_partners.pdf)

Example of an advertising banner. These banners change in livestream and in all other applications every 3 minutes and are displayed 30 hours a month at different locations.

- [Example of an advertising banner in livestream](#)
(https://www.mywebsport.com/sites/default/files/mwa_next_100/clubs_advertising_banner_example_mwa_next_100.jpg)

The form is used for the agreement with the cooperation partners and regulates the payment, the billing, the duration and termination options.

- [Agreement between club and cooperation partner](#)
(https://www.mywebsport.com/sites/default/files/mwa_next_100/clubs_agreement_cooperation_partner_mwa_next_100.pdf)

This letter can be used as initial information for possible cooperation partners. It should be sent to the agreed address after a previous telephone conversation. This is intended to arouse the interest and should serve to arrange a personal appointment for a presentation.

- [Sample letter from club to cooperation partner](#)
(https://www.mywebsport.com/sites/default/files/mwa_next_100/clubs_sample_letter_cooperation_partners_mwa_next_100.pdf)

ADVERTISING PACKAGE:

In addition to banner advertising cooperation partners receive a comprehensive and interesting advertising package. This covers following fields:

- Links on 100 websites of MYWEBSPORT locations
- Commercials at all MYWEBSPORT locations
- Use of the advertising concept on Facebook with more than 500,000 friends
- Cooperation partners can acquire name rights for tournaments and thus attract additional attention
- After realization of MWA-next100 the advertising reaches tens of thousands of players in more than 20 countries

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