

STANDARD RULES AND OPERATING PROCEDURES

2025 - 26 NFL SURVIVOR POOL PROMOTION



SOP - PROMOTION NAME

To be determined by management team.

SOP - HOW TO PLAY

Beginning in Week 1 of the NFL Regular Season, participants will select one NFL team each week as their pick. Only teams that play on Sundays and Mondays are eligible, and games held outside the United States cannot be chosen. Entries must be submitted by 10:00 AM PST / 1:00 PM EST each Sunday.

If a player's selected team wins its game that week, regardless of the point spread or which team is favored, the player will survive and advance to the following week. However, if their chosen team loses or ties, the player will be eliminated and must wait for the Consolation Brackets to begin before they can participate again. Players must submit a new team each week; failure to do so will result in elimination.

Once a player selects a team, they cannot choose that same team again as long as they continue to pick winning teams. The promotion concludes when only one player remains. If the season ends with more than one player still undefeated, the promotion will continue into the playoffs and, if necessary, the NFL Championship Game. In the event of a tie at that stage, all remaining players will split the Grand Prize equally.

****Consolation Brackets****

When a player is eliminated, they are no longer involved in the main promotion. However, starting in Week 4, as well as in Weeks 7 and 10, the Consolation Brackets will allow eliminated players to participate again. When a player enters a new Consolation Bracket, they can choose any team that has not already been picked for that Bracket. For example, if a player selects the Kansas City Chiefs in the main promotion and is eliminated at any point, they may choose the Kansas City Chiefs again in the next Consolation Bracket they enter.

Alternatively, a guest may elect to use our "Quick Pick" feature which will create a randomly generated entry.

Sample Week 7 Entry

[Home](#) [Help](#)

SURVIVOR POOL

January 8 01:00 PM



ATLANTA
FALCONS



TAMPA BAY
BUCCANEERS

Clear All

My Ticket

WEEK 7

| W | CITY | TEAM |
|---|------|----------|
| 1 | CHI | BEARS |
| 2 | MIN | VIKINGS |
| 3 | TB | BUCS |
| 4 | KC | CHIEFS |
| 5 | LA | CHARGERS |
| 6 | BAL | RAVENS |
| 7 | --- | ----- |

SURVIVORS WILL
PICK 1 TEAM TO WIN
IN WEEK 7
NO REPEATS

Quick Pick

January 8 01:00 PM



NEW ENGLAND
PATRIOTS



BUFFALO
BILLS

January 8 01:00 PM



MINNESOTA
VIKINGS



CHICAGO
BEARS

January 8 01:00 PM



BALTIMORE
RAVENS



CINCINNATI
BENGALS

January 8 TBD 01:00 PM

SOP - FREQUENCY OF AWARDS

This promotion will include a total of 4 separate contests with an associated prize pool for the Survivor(s) of each contest. A guest can only enter one contest at a time, so if a guest is still "alive" in the main pool in Week 4, they can only enter the main pool. If they get eliminated from the main pool in Week's 4, 5 or 6 they can then enter again into the Consolation Pool on Week 7.

SOP – “SAMPLE” PRIZE POOL

| Promotion Start Week | Winner Payout |
|--------------------------------|----------------------|
| Week 1 Survivor Pool | \$ 5,000.00 |
| Week 4 Survivor Pool | \$ 3,500.00 |
| Week 7 Survivor Pool | \$ 2,500.00 |
| Week 10 Survivor Pool | \$ 1,500.00 |
| Total Prize Pool Payout | \$12,500.00 |

SOP - DETERMINING THE WINNER

Each promotion concludes when only one player remains. If the season ends with multiple players still undefeated, the promotion will extend into the playoffs and, if necessary, the NFL Championship Game. If, after the Championship Game has concluded, there are still two or more players who have not been eliminated, the Grand Prize will be evenly divided among the remaining participants.

If, at any point during the season, all remaining players are eliminated in the same week of play, every player who was still undefeated before that week's games will also split the Grand Prize evenly.

SOP - TIE GAMES

During the course of the NFL season, it is possible that an actual NFL game can end in a tie (although highly unlikely). Players that chose either team from that game will be eliminated, as the team they picked did not win the game.

SOP - GAME START AND END TIME

Participants can select their pick for Week 1 of the NFL season starting Friday, August 29, 2025, at 10:00 AM EST. Entries will be accepted until the kickoff of the first game on Sunday, starting Week 1 on September 7, 2025, at 10:00 AM PST / 1:00 PM EST.

Thirty minutes after the current week's game has started, the option to choose a team for the following week will become available. However, a participant's entry for the new week will only be valid if they remain undefeated. If a participant has been eliminated, they must wait until the next Consolation Bracket opens to make their pick.

SOP – WHERE THE PROMOTION CAN BE PLAYED

Our promotion can be played on any or all of the following platforms:

- Kiosks – The Survivor Pool can be added to any kiosk setup in conjunction with our Pick the Winners promotion
- iPads / Tablets – Any iPad or tablet can be used to play. The promotion can operate on stationary platforms throughout your restaurant or sports bar and it can also be played wirelessly by your staff walking around the restaurant and greeting customers. Also, a fun and engaging way to entertain your customers while they wait for their table
- Mobile App – All of our promotions can be played on any Android or IOS Smartphone and can easily be added to your current mobile app
- Your Company Website – We can seamlessly integrate into any current website page

SOP – GAME CUSTOMIZATION

All of our promotions are fully customizable to meet your specific needs. Our team can add or modify any of the rules, entry requirements, play frequency or parts of the game at your discretion.

SOP – DATA COLLECTION, ANALYTICS & REPORTS

When participating in our promotions, regardless of the platform used, we typically collect the following marketing data:

- Player's Name
- Email Address
- Cell Phone Number
- Date of Birth

This data can be collected with or without access to your back-end system and requires little to no assistance from your IT department. All information collected is exclusive to your business; Database Dynamics does not retain, share, or sell this data to anyone. If you need additional information, such as home address, that can also be included.

Our targeted reporting system allows you to monitor our promotions and collect data. The reports can be accessed by management at your discretion anytime day or night.

There are six areas where our reports are primarily focused:

- Promotion Calendar
- Promotion Value
- Entries By the Hour
- Player Frequency
- Total Entries
- Recent Players

Promotion Calendar

This section breaks down the number of entry days utilized in the current promotion week. Week One always has the most entry days since it is your players' first entry into the promotion.

Player Frequency

This reporting feature allows you to see how many entries a player has had during the promotion, or you can search for a player individually to see their activity in a promotion. If you search for an individual player, the report will detail the date and time of play and all the choices they picked for that entry. This feature is a great way to see a player's incremental visits to the promotion.

Promotion Value

This field breaks down the number of total entries and unique players who entered the promotion.

Total Entries

Total Entries is a graph that shows the weekly trend of entries and the number of new players (Players who had not played the promotion in the prior weeks) who entered it during that week.

Entries By the Hour

What time of day is the promotion busiest or slowest? This feature breaks down the promotion's hourly play so you can use that information to take advantage of other marketing opportunities.

Recent Players

This report gives you the name, card number, email address, and date and time of all promotion play. You can also download all the names and email addresses to add to or update your current database.

SOP – “SAMPLE” ANALYTICS REPORT

