
Statement of Work

Date: 10/14/10 **Client:** The Cheesecake Factory

Overview **Project:** Q4 Joy to The World Facebook/Microsite Sweeps

Proposed Services

Description of Services & Costs

Q4 Facebook Sweepstakes Tab – “Share Your Joy”

This deliverable includes the development and production of the Facebook portion of the Q4 Campaign. The Facebook Sweeps will incorporate two pieces. A Photo Upload Contest with an instant win component and a weekly winner. In addition, users who enter the contest are automatically entered into the Joy to the World Sweepstakes.

Share Your Joy – Photo Contest

CONTRACTOR will create a Facebook Contest engine that allows users to upload their joyous photo, fill out a registration form, verify instant win prize and receive a thank you message. The below breaks out the pages and functionality need to accomplish this task.

Promo Tab -

This tab will serve as the entry point to the sweepstakes. It includes:

- Q4 Logo Lock UP
- Title Copy/Visual for Contest
- Body Copy
- Simple Animation
- CTA: Get Started
 - o Loads the registration Page

Registration

Users enter their information in order to be submitted in to the Share Your Joy Photo contest. This entry also enters them into the Joy to the World Sweepstakes. Registration fields include:

- First Name
- Last Name
- Email Address
- Email Address confirm
- Address1
- Address 2
- City
- DOB
- State (drop down excluding NM)
- Zip Code
- Gender (opt)
- Mobile (opt)
- CTA: NEXT

Photo Upload And Copy

Dated: _____

CONTRACTOR

Dated: _____

The Cheesecake Factory, Inc.
