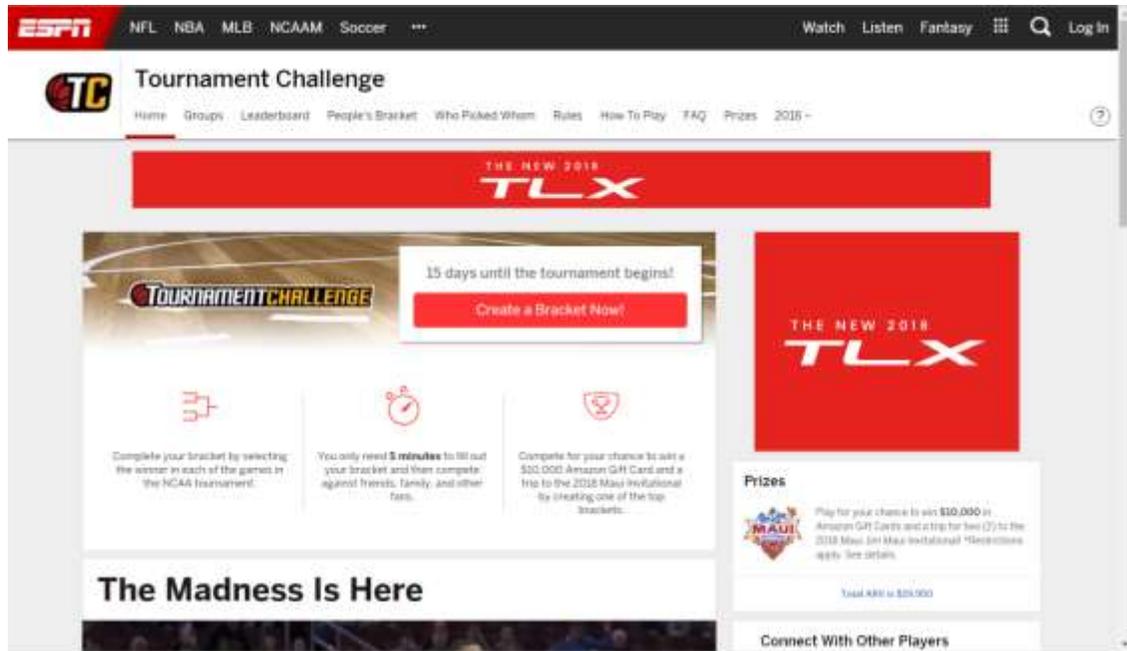
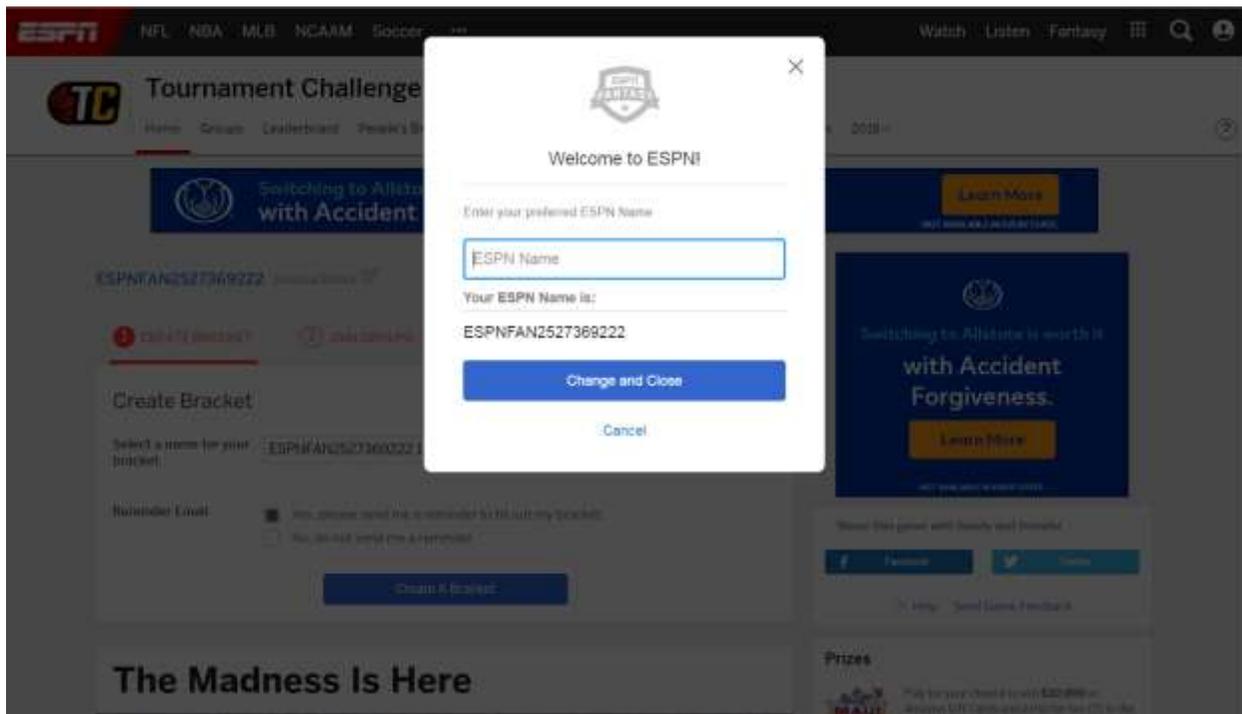


ESPN Bracket Registration Guide

STEP 1: [Click here](#) to create your Tournament Bracket on ESPN.com. You should see the below landing page. Click “Create a Bracket Now!” to begin.

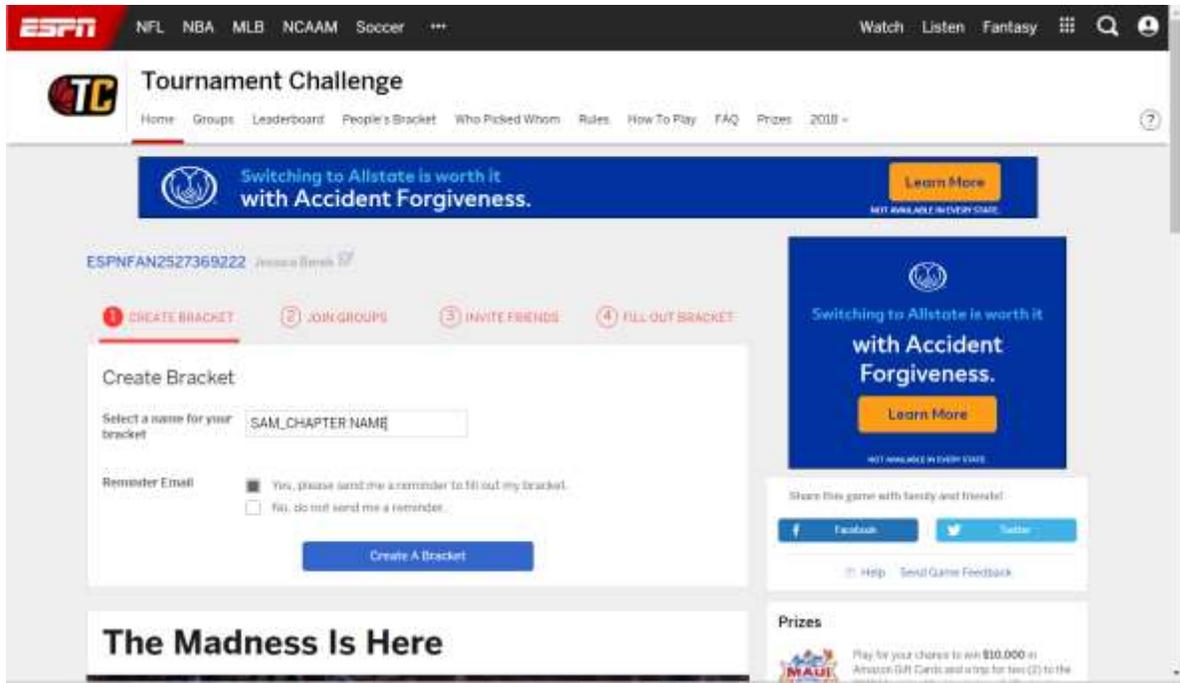


STEP 2: You will be asked to “Sign Up” and create an account on ESPN. Enter your name, email, password, etc. It will then ask you for your ESPN name (example pictured below).

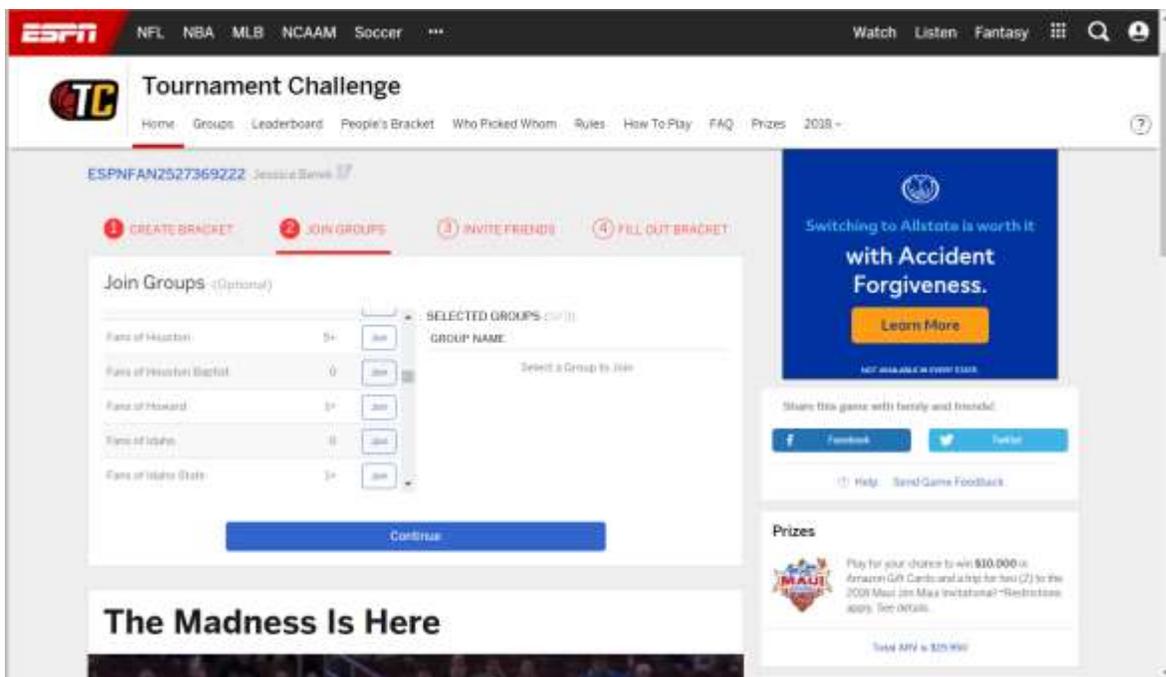


ESPN Bracket Registration Guide

STEP 3: Select a name for your Bracket that includes your Chapter Name, for example “SAM_CHAPTER NAME”

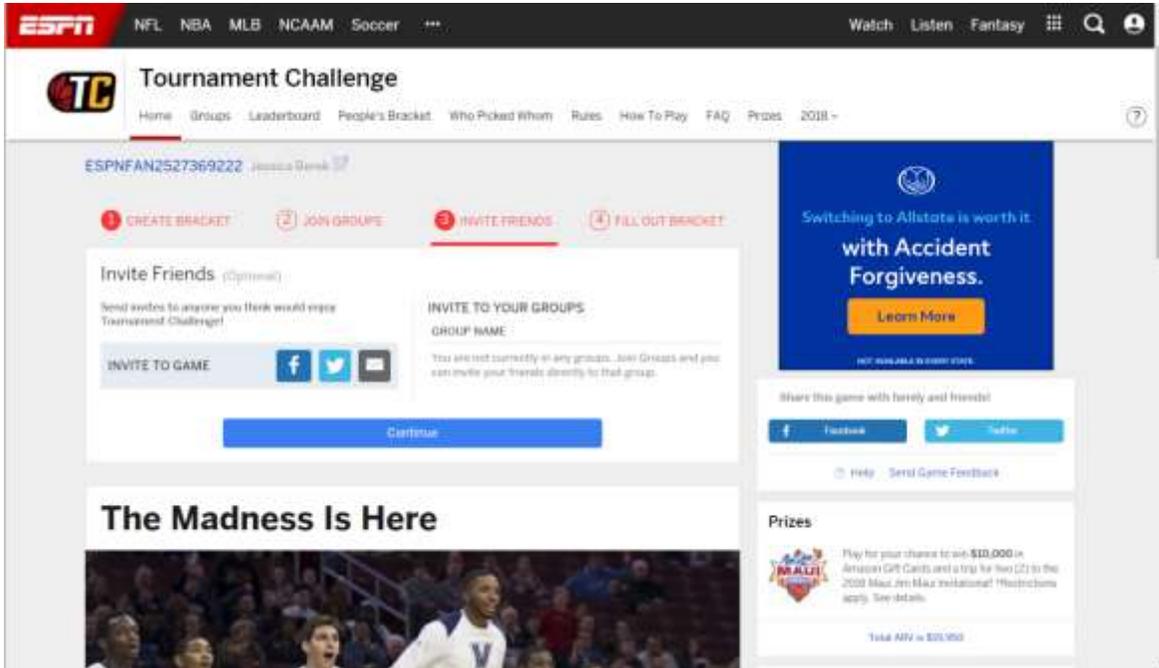


STEP 4: Once you have created your Bracket, the second step will prompt you to “Join Groups”. You will see that it automatically populates “Fans of...” groups to join. You can select up to 3. Select any you’d like to join and click continue.

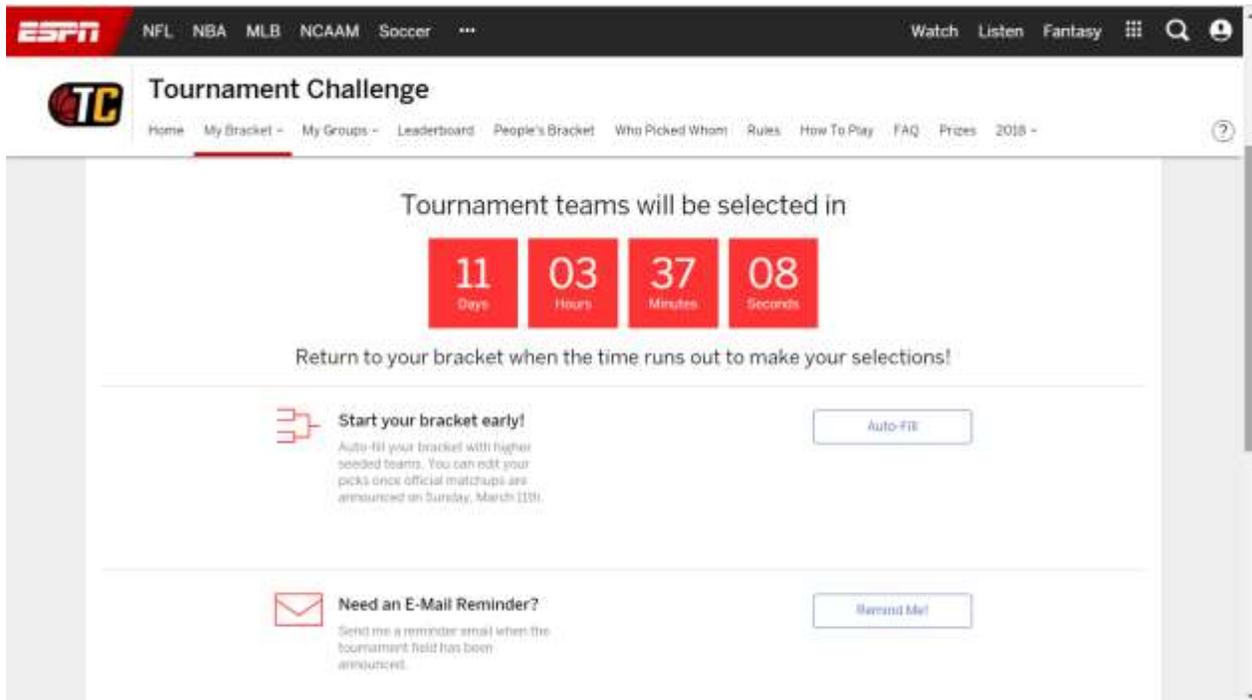


ESPN Bracket Registration Guide

STEP 5: You will be asked to Invite Friends. After your **Bracket Leader** has created your **Group**, (see Step 7), you will be able to invite others to join your Chapter's Group.



STEP 6: You will be prompted to "Fill Out Bracket". It will provide a countdown for you – you can even set up an email reminder to make sure you enter you selections on time!



ESPN Bracket Registration Guide

STEP 7: Bracket Leader, you will now be able to “Create a Group” on behalf of your Chapter. Click the “My Groups” tab. Follow the format “Sigma Alpha Mu CHAPTER NAME” (examples below). Once your group is created, you can invite friends and family to join. We will also watch your **group’s progress** to monitor your points earned on ESPN.

The screenshot shows the 'Create a Group' page on the ESPN Tournament Challenge website. The page has a header with the ESPN logo and navigation links for NFL, NBA, MLB, NCAA, and Soccer. Below the header, there are tabs for Home, My Bracket, My Groups (selected), Leaderboard, People's Bracket, Who Picked Whom, Rules, How To Play, FAQ, Prizes, and 2018. The main content area is titled 'Create a Group' and contains several form fields: 'Group Name' with a text input containing 'SAM_CHAPTER NAME', 'Group Motto' with a text input, 'Default Bracket' with a dropdown menu also containing 'SAM_CHAPTER NAME', 'Choose an unlocked or locked group' with radio buttons for 'Unlocked' (selected) and 'Locked', and 'Choose public or private' with radio buttons for 'Public' (selected) and 'Private'. To the right of the form is a blue promotional banner for 'Switching to Allstate is worth it with Accident Forgiveness.' Below that is a social media sharing section with buttons for Facebook, Twitter, and Email. At the bottom right, there is a 'Prizes' section with a small image of a prize and text describing the rewards.

STEP 8: You can also Search Groups to join under the “My Groups” tab (example below).

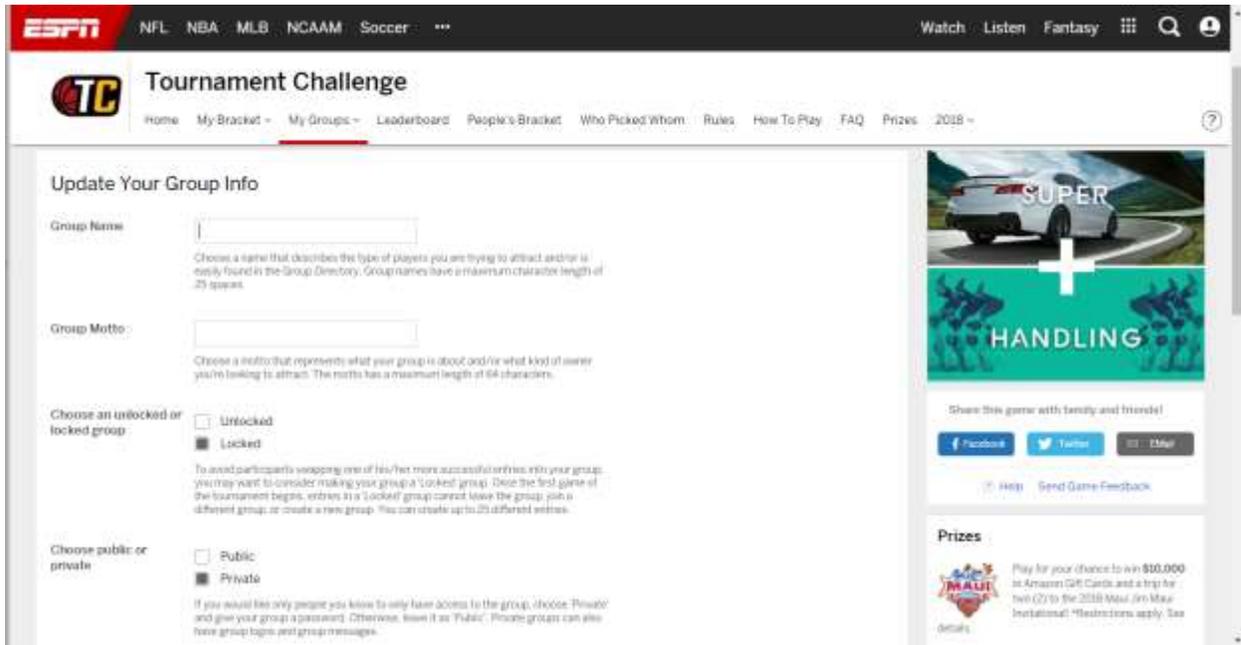
The screenshot shows the 'Search Groups' page on the ESPN Tournament Challenge website. The header and navigation are the same as in the previous screenshot. The 'My Groups' tab is selected. Below the header, there is a search bar with the text 'Fans of Albany' and a 'Join' button. Below the search bar, there is a section titled 'ALL GROUPS' with a search input field containing 'Sigma Alpha Mu' and a 'Search Groups' button. Below the search input, there is a table of search results. The table has columns for 'GROUP NAME', 'STATUS', and 'MEMBERS'. The search results are as follows:

GROUP NAME	STATUS	MEMBERS
Sigma Alpha Mu		
Sigma Alpha Mu 2017	2018	
Sigma Alpha Mu of UCLA	2018	
Fans of Air Force	2018	300+
Fans of Duke	2018	100+
Fans of Michigan	2018	100+
Fans of North Carolina	2018	80+
Fans of Kansas	2018	70+
sigma alpha machines		

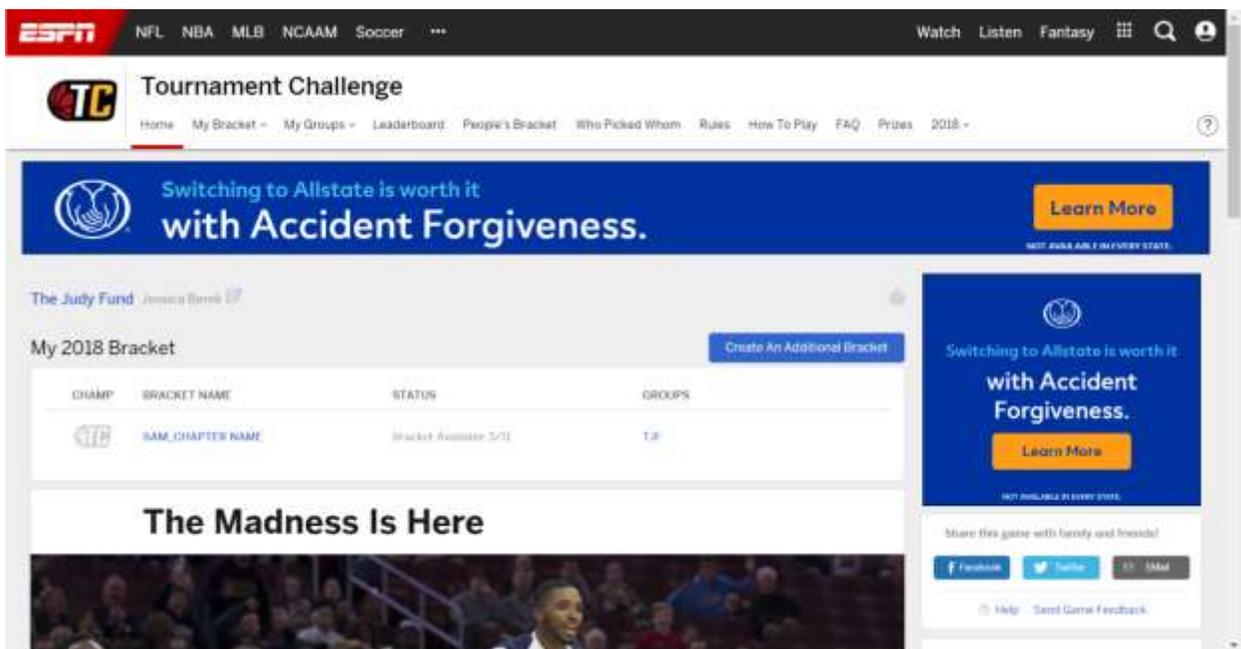
Below the table is a 'Show All Groups' button. At the bottom of the page, there is a 'SPONSORED HEADLINES' section and a 'Recommended by Outbrain' logo.

ESPN Bracket Registration Guide

If you have already created a Group that does not follow this formatting, you can update your name. ***Please note: Your “Group Motto” is visible to others, so please be thoughtful about your word choice.**



Under the “Home” tab, you will be able to see your Bracket Name, Status, and Groups (example below).



Questions? Contact: Jessica Berek | jeberek@alz.org | (323) 489-4136