



## NEXT LEVEL FAN ENGAGEMENT

UNLOCK THE **NEW GENERATION OF FAN ENGAGEMENT** WITH FULLY CUSTOMIZABLE & INNOVATIVE GAMES FOR YOUR BRAND, WHILE **GENERATING NEW REVENUE STREAMS**

**+** **COMMUNITY FAN ENGAGEMENT**

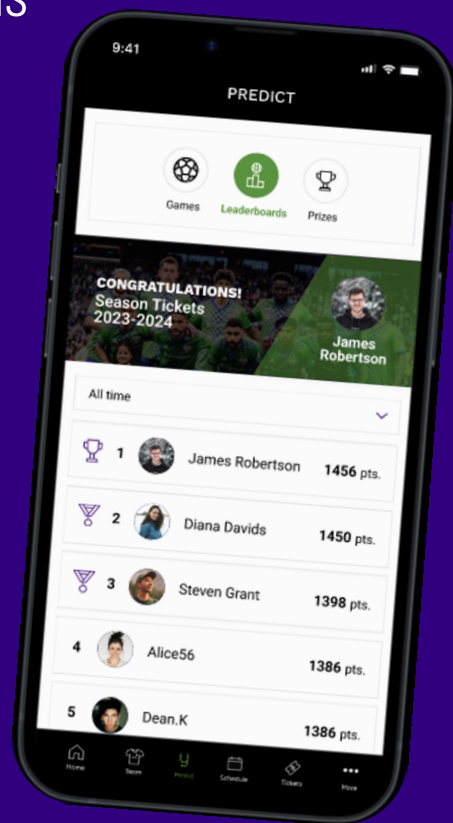
**+** **PREDICTIVE GAMING**

**+** **LEADERBOARDS & PRIZES**

**+** **GAMEZONE**

**+** **PICK' EM & BRACKETS**

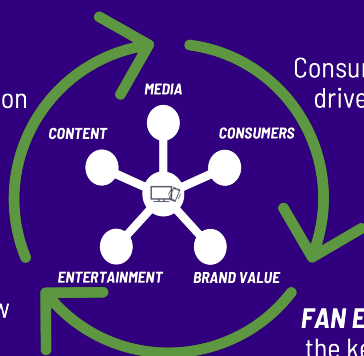
**+** **SEAMLESS INTEGRATION**



## LEVERAGE THE FULL FAN ENGAGEMENT FLYWHEEL

**SPORTS TEAMS** generate the emotion and the content

Consumer attention drives **REVENUE**



Accessing a new generation of **DIGITALLY-NATIVE** fans

**FAN ENGAGEMENT** is the key to capturing the consumer

## TRUSTED BY OUR PARTNERS

**+ 368%**

Increase in daily mobile app users

**+ 92%**

Increase in new users **registered**

**+ 85%**

Returning active **Fans**

## FAN ENGAGEMENT AS REVENUE DRIVER

### SPONSORSHIP

Attract **new sponsorship** within your fan engagement hub. Increased engagement means **valuable exposure for new brands**

### MERCHANDISING

Use merchandise and vouchers as prizes for various championships within the hub, **boosting team merch sales** across the board

### TICKETING

Boost ticket sales via **community engagement and hype-building around game-day** through your own gamification and community features

### 1<sup>st</sup> PARTY DATA

Leverage **meaningful new data and insight on your fans** and convert passive fans to daily active users