

## 4 Simple Steps to Attract Spectators



1. We Build a Mobile Fan App for your Club or Team
2. We install a dedicated Wi-Fi connection at your venue
3. We Implement & Integrate your Bespoke App with Wi-Fi for Fans
4. Increase Sales & Revenues by Improved Spectator Matchday Experience

### Mobile & Digital Marketing is changing rapidly...

- Over 60% of people now only use their mobile phones to communicate.
- Over 85% use Mobile Apps to achieve this.
- What are your current Mobile Marketing Strategies?
- How are you engaging with the public on this forum?
- Are you sending an effective digital message?

### The Mobile Fan App Offers...

- Cashless Bars & Vendors - online ordering means no more long queues for spectators.
- Merchandise Delivery - no need to go in to the store, order online and have it delivered to your seat.
- Ticket Ordering - capture the spectator's next ticket order before they leave the game.
- Social Media Marketing - spectators upload their pics to big screen and social media feed.
- Geo Logistics - spectators find their most convenient toilet, vendor or shop, even their car.
- Online Programmes - download the programme to their mobile device the day before the game.
- Push Notifications - notify spectators interesting information during and after the match.

**close**  
COMMUNICATIONS

Please see below the Cardiff Blues App that they recently implemented at Cardiff Arms Park. Download this App to your phone to view the full power of the Mobile Fan App.

## DOWNLOAD CARDIFF BLUES APP

Through our unique software we are able to drive your bespoke Team/Club Fan App download to every user's mobile device when joining the public Wi-Fi at the stadiums. This is what separates us from our competition, [100% App downloads per internet user](#).

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We have currently engaged several partner companies who have committed to this project and are interested in sponsoring these digital marketing opportunities, including:

- Merchandisers
- Brewers
- Betting partners
- Vendors.

There are 3 payment options available to suit every stadium budget and requirement including:

- No installation outlay
  - Monthly payments that can be covered by sponsorship and advertising income plus
  - An additional revenue share agreement.
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Please call 973-697-8800 today for further information

We have a letter of intent we would like to share with you to give to the prospective sponsors. Please let me know your thoughts on this and how you would like to proceed.