WALLI SPONSOR TAG

This is an idea to try to drive customers to local tackle shops and sponsors businesses during a HOSTED event.

1. Instead of our customers going to a sponsor business to buy a paper ticket like in the old days, they will go to the sponsors business, check in/Tag the business in the app in their profile. Upon doing this, the customer will receive a perk from the sponsor and from WF.
2. This converts digital customers to physical customers in your business who might not normally be there otherwise.
3. It showcases our value to potential sponsors, is a tangible ROI that can be tracked by WF and the sponsor.
4. It provides the benefit of increased foot traffic, without the time and hassle of selling paper tickets and being responsible for cash after the sale.
5. Offer has a time limit so the ROI is realized within a specific pre-event time period. Offers are valid from the time the event tickets go on sale, through the duration of the event. Once the event ends all tagging offers end.

This is an idea to try to drive customers to local tackle shops and sponsors businesses during a VIRTUAL event.

1. Virtual Leaderboards (VLB) run non-stop on any body of water according to their date/time/duration on the app.
2. A sponsor could offer a promotion on any leaderboard, or series of leaderboards pre-set with WF.
3. Sponsor dictates terms if they want in-person traffic or digital traffic to a website or affiliate link.

Sample TAG offers

1. Entered for a chance to win Sponsor prize pack.
2. Entitled to % off sponsor purchase
3. Receive free or %-off WF entry fee
4. Receive in-APP tokens/badges/etc.