



SQWAD

YOUR GAMEDAY, AMPLIFIED

SPONSORSHIP & REVENUE OPPORTUNITIES

OUR MISSION: MAKE SURE EVERY MOMENT IN YOUR GAMEDAY MATTERS FOR YOUR FANS

Today mobile is a part of every fan's gameday experience.
You have an opportunity to take control and maximize value

OUR PARTNERS



What is SQWAD?

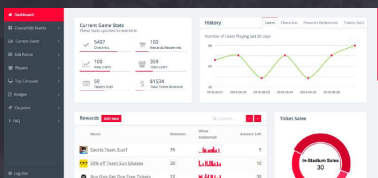
SQWAD allows your fans to engage with your gameday



Fantasy Experience



Fan Loyalty Program



Fan CRM



FANS GAIN POINTS FOR ENGAGING

FANS GAIN POINTS FOR CHECKING INTO THE GAME, EARNING BADGES, PLAYING FANTASY, AND REFERRING FRIENDS. IT'S A REWARDS PROGRAM FOR BEING AN AVID FAN



YOUR FANTASY EXPERIENCE

GIVE YOUR FANS A FANTASY EXPERIENCE UNIQUE TO YOUR GAME. IT'S A LIVE PREDICTION GAME WITH YOUR PLAYERS AND TEAM



LINK BADGES WITH MILESTONES

SPONSOR NIGHT, OT WIN, PLAYER MILESTONE. FANS EARN AND COLLECT BADGES



CUSTOM REWARD STORE

FANS USE POINTS EARNED ON TEAM AND SPONSOR REWARDS. BRING VALUE TO YOUR FANS AND SPONSORS

Sponsor Opportunities

Our platform offers a unique set of sponsor inventory to sell to your most valued partners



Title Sponsor

Logo on the loading and signup screens allows your sponsors to be seen by every fan on the platform



Slider Placement

Offer ad placement on the slider, when you click on ad it goes to sponsor website



Badges

Offer badges for sponsor interaction (going to store, buying items, interacting with sponsor booth at game)



REWARD STORE

Fans use points earned on rewards in your reward store. This is a great place to offer a unique way to drive customers to your sponsors locations.

DRIVING RESULTS



Last season the Portland Winterhawks integrated a buy one, get one promotion with a local burger partner for a month

79 coupons were redeemed and used by fans through the promotion

Overall last season the Winterhawks had 2,300+ coupons redeemed

Turn Engagement Into Revenue

We give you the tools to turn interaction into valuable insights to drive team revenue

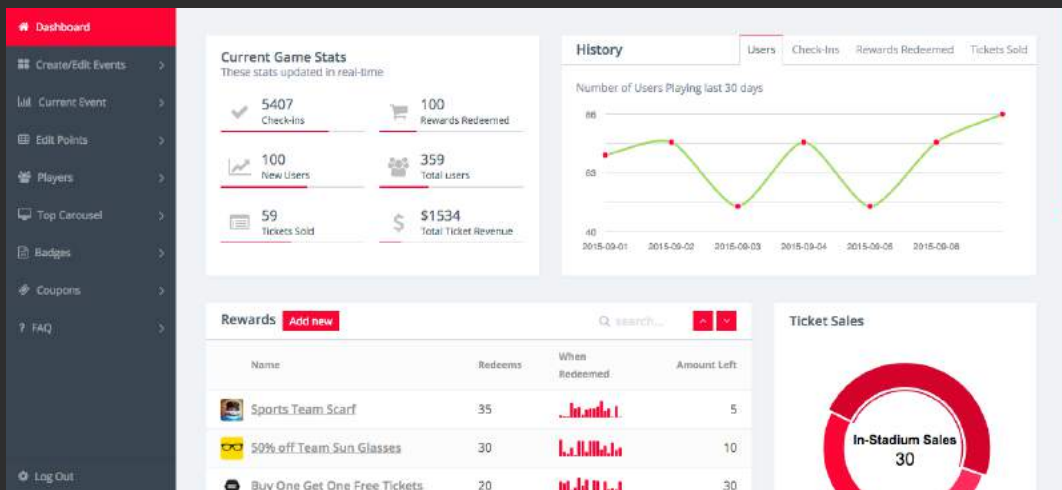
Your fans use the platform and gain points for interacting



We capture key data points for each fan



You get an admin that allows you to export and make actions on this data



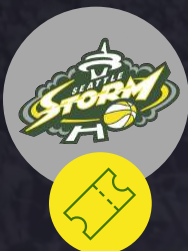
Targeted push notifications for ticket and merchandise deals



Integrate into email drip campaigns to offer individualized messaging



Know in real-time when fans are at your game and offer gametime experiences



300+

Tickets sold last season by the Seattle Storm through our interaction and data




SQWAD

LET'S BRING MOBILE ENGAGEMENT TO YOUR FANS

CALL OR EMAIL US TODAY FOR A DEMO

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