

Social Playground



BRANDING
&
EVENT
ADD-ONS

DATA CAPTURE.

If you're looking to capture data and increase social media sharing, add our stylish Data Capture station to start building your database.

Basic Data Capture

\$260 for 3hrs

\$60/hr thereafter

We'll provide you with an export of all the names, emails, phone numbers etc that we have collected at the event.

Data Capture w/ Social Media Sharing

\$400 for 3hrs

\$60/hr thereafter

In addition to the export, consumers will receive an email post event with a link to their gallery of photos and the opportunity to share to Twitter, Facebook or Email.

The image shows a close-up of a person's hand holding a black smartphone. The screen displays a data capture form with a light orange background. At the top left is a small circular logo with the text 'SocialPlayground'. To its right is the handle '@socialplaygrnd'. In the top right corner are two buttons: 'Not you?' and 'Finish'. Below these, the text 'Almost Done' is centered. The form contains four input fields: 'First Name' with the value 'Social', 'Last Name' with the value 'Playground', 'Email' with the value 'hello@socialplayground.com.au', and a checkbox labeled 'I agree to receive promotional content'. At the bottom right of the form is a large, prominent 'Submit' button.

@socialplaygrnd

Not you? Finish

Almost Done

First Name
Social

Last Name
Playground

Email
hello@socialplayground.com.au

I agree to receive promotional content

Submit

DATA CAPTURE.

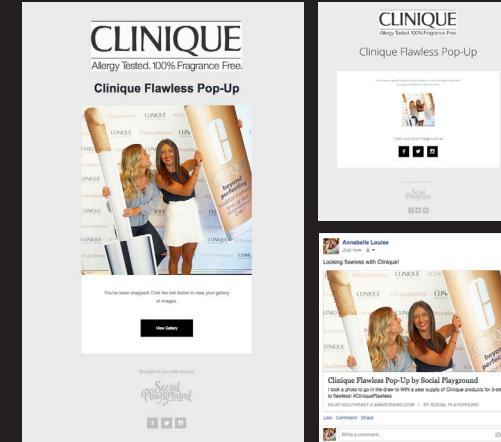
How It Works:



Consumer or Social Playground Event Attendant takes photo and uploads to Instagram with the event hashtag.



Consumer enters their personal details into our Data Capture station and receives an instant print out of their photo.



Post-event consumer receives an email with a link to their gallery, where they can share their photos to Facebook, Twitter or Email.

LIVE MODERATION.



Protect your brand reputation or reprint your favourite photos for displaying at the event.

We'll moderate in real time either on site or remotely via our custom built platform.

Live moderation

\$90 for 3 hours

\$30/hr thereafter

LIVE FEED.

Add a Live Instagram Feed to your booking and showcase user generated content as it is uploaded in real-time.

We work with suppliers who offer projectors, LEDs or plasmas. Have a supplier of your own? No problem, just put us in touch and we'll liaise with them directly.

Live Feed (in conjunction with Instagram Printer)

\$400 per booking
Screen hire additional

Live Feed (stand alone booking)

\$950 per single day
\$300 per additional day
\$60/hr for live moderation
Screen hire additional

INSIGHTS REPORT.

We offer detailed analytics reports that measure reach, impressions, engagement and more so that you can monitor how far your hashtag has travelled during the event and beyond.

Report Generation

\$60/report



BRANDED PRINTS.



Each photo can be printed with a customised design.

\$150 flat fee to brand print outs

(Client using our template or basic design by Social Playground)

Custom design

\$90 per design

(Includes x2 rounds of revisions)

Lead Time

Design - 5 days

PRINTER DECALS.

Take ownership of our Instagram Printer with Branded Decals. We'll remove our branding and apply the decals for your event.

Design in-house using our Illustrator template or engage us to design it for you.

Design

\$180 per decal

(Incl. x2 rounds of revisions)

Print

\$220 per decal

Lead Time

Design + Print - 10 working days

Print only - 7 working days



HOW TO PLAY SIGN.



Build awareness with a How to Play sign that explains how to take part in the activity. We provide a wooden easel to display the sign.

Specs

Printed on a 5mm gloss PVC

1000mm height x 800mm width

Design

\$180 per sign

(Includes x2 rounds of revisions)

Printing

\$180 per sign

Lead Time

Design + Print - 8 working days

Print only - 5 working days

BRANDED PHOTO BOARD.



Add a Branded Photo Board to post up photos throughout the day. We'll provide a wooden easel to display the board.

Specs

Printed on a 5mm gloss PVC

1000mm height x 800mm width

Design

\$180 per sign

(Includes x2 rounds of revisions)

Printing

\$180 per sign

Lead Time

Design + Print - 8 days

Print only - 5 days

BASIC PIN BOARD.



Display all of the photos taken at the event on a pin board and easel next to the Printer.

We provide a cork board and wooden easel at no additional charge.

Specs

900mm height x 600mm width

INSTAGRAM FRAME.



Add some fun to your event with a custom designed Instagram Frame, complete with branding.

Specs

Printed on a 10mm PVC.

Design & Print

\$220 per sign

Print Only

\$180 per sign

Lead time

Design + Print - 8 days

Print only - 5 days

BRANDED BACKDROP.



Create more awareness and ensure your branding is captured in photos via a backdrop.

Specs

Printed on a vinyl pull-up banner

2000mm height x 2400mm width

Design

\$180 per banner

(Includes x2 rounds of revisions)

Print

\$1080 per banner

Lead Time

Design + Print - 10 working days

Print Only - 7 working days



Social Playground

ORGANISE A PLAY DATE WITH US: hello@socialplayground.com.au