

Revolutionizing the Event Experience

Welcome to Fanfare!

Delivering premier food and beverage
services directly to fans at events

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Concept Logo

2 What is Fanfare?



Fanfare brings **on-demand food delivery** to stadium seats—like **DoorDash** for live events.

Fans skip lines and order from multiple vendors with **real-time tracking** and **gig-based delivery**.

Secure, sealed packaging ensures a **hassle-free experience**, while stadiums **boost revenue** through delivery fees, sponsorships, and branded packaging.

Industry Statistics

\$35.9
billion

Concession
market value
in 2023

145 million
fans

Attendance of
concerts and
live events
globally

155
million
fans

Attendance of
professional
sporting
events in the
United States

**\$59.3
billion**

**Concession market
value in 2032**

Why Fanfare Matters

The Problem: A Broken Stadium Experience

- **Fans:**
 - ✗ Long concession lines, missing key moments.
 - ✗ Limited food options due to congestion.
 - ✗ In-seat service delays (if any).
- **Stadiums & Arenas:**
 - ▼ Lost revenue from skipped concessions.
 - ▼ Operational inefficiencies.
 - ▼ Lack of fan purchasing insights.

The Fanfare Solution: Convenience Meets Revenue Growth

- **For Fans:**
 - ✓ More time watching the game, less time waiting.
 - ✓ Access to more food choices in one place.
 - ✓ Real-time tracking & seamless mobile ordering.
- **For Stadiums:**
 - ✓ Zero operational costs—seamless integration.
 - ✓ Higher revenue per fan.
 - ✓ Real-time analytics to optimize sales & staffing.

Filling the Gap

- ⓧ Traditional stadiums force fans to leave seats.
- ⓧ No in-seat delivery solutions.
- ⓧ Stadiums lack real-time data on sales trends.

Fanfare is the only platform
combining mobile ordering, in-seat
delivery, and **stadium-specific**
analytics—at zero cost to the
venue.

Our Competitors

GrubHub Onsite

How They Compete

Grubhub partners with stadiums to offer in-seat food delivery and express pickup using their existing restaurant network. Their established brand and wide user base give them a strong foothold.

SEATSERVE

How They Compete

Fans order through an app, and dedicated venue staff deliver food directly to their seats. SEATSERVE integrates with venue operations and point-of-sale systems, making it a seamless in-house solution.

FanFood

How They Compete

Focuses on mobile ordering for both in-seat delivery and express pickup. Offers a web-based and app solution that simplifies concession management for venues.

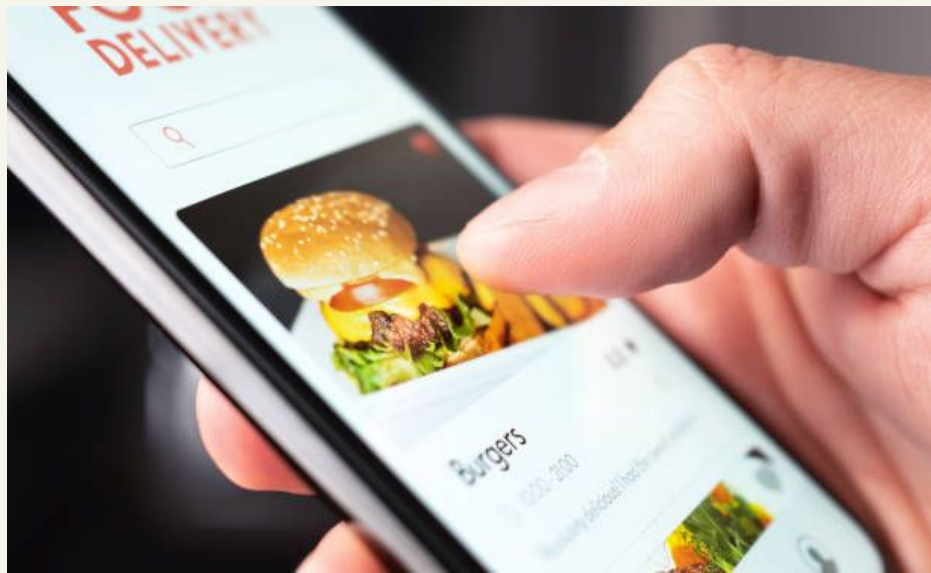
StadiumDrop

How They Compete

Provides multiple fulfillment options, including in-seat delivery, express pickup, and DropZones for fans to grab orders. Uses a traditional venue-staffed model rather than gig-based delivery.

Fanfare's **gig-based delivery, multi-vendor ordering (Double Fare), real-time tracking, and zero-cost stadium model** give it a major edge over these competitors.

What Makes Us Unique



- **Full-Service, Zero-Cost Solution for Stadiums**
 - Unlike competitors, Fanfare requires **no upfront investment** from stadiums or arenas. We provide **tablets, trained gig-based runners, branded packaging, and full operational support**—all at **zero cost** to the venue.
 - This **turnkey approach** eliminates staffing and logistical burdens, making it effortless for stadiums to implement.
- **Smart Ordering & Multi-Vendor Consolidation ("Double Fare")**
 - Fans can order from **multiple vendors in a single transaction**, and Fanfare **bundles deliveries efficiently**, reducing wait times and minimizing disruptions.
 - This leads to **higher concession sales, smoother operations**, and a **better fan experience** without additional strain on venue staff.
- **Data-Driven Insights & Revenue Sharing**
 - Fanfare provides stadiums with **real-time analytics on peak ordering times, best-selling items, and fan preferences**, helping venues **optimize staffing, inventory, and pricing strategies**.
 - Through **revenue-sharing and sponsorship opportunities**, stadiums **increase profits** while enhancing the fan experience.

Fanfare Startup and Growth Strategy

In 3 Phases

Phase 1: Launch & Validation (MVP Testing)

Objective: Prove demand and refine the model with real users before scaling.

**Start with
small/mid
-sized
venues**

Partner with minor league stadiums, college arenas, or event centers where decision-makers are more accessible.

Offer **free pilot programs** to demonstrate Fanfare's value at **zero cost** to the venue.

**Pilot tests
and data
collection**

Run 2-3 live event tests to gather insights on **order volume, delivery times, user adoption, and operational kinks.**

Use promotions to drive **fan engagement**, such as discounts for first-time users.

**Refine
based on
feedback**

Adjust **app UX, vendor logistics, and fulfillment operations** based on real-world testing.

Optimize **Double Fare analytics** to provide actionable insights for venues (peak times, best-selling items, etc.).

Phase 2: Expansion to Larger Markets

Objective: Gain traction in professional sports and entertainment venues

Leverage
Data to
Sell to
Bigger
Stadiums

Present success metrics
(increased sales, reduced wait
times, no operational costs) to
**MLS, NBA, NHL, and mid-sized
concert venues.**

Use **Double Fare analytics** as a
key selling point to **demonstrate
untapped revenue opportunities**
for venues.

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Strategic
Partner-
ships

Partner with major **food &
beverage concessionaires** (Levy,
Aramark, Sodexo) to integrate with
their systems.

Collaborate with **ticketing
platforms (SeatGeek,
Ticketmaster, StubHub)** to
promote Fanfare within their apps.



Phase 3: Scale & Market Domination

Objective: Become the industry standard for in-seat ordering

**Secure
Deals with
Major
Leagues &
Large
Arenas**

Target **NFL, MLB, and top-tier concert venues** with proven success from previous rollouts.

Offer **exclusive early access** to major partners to create FOMO among competitors.

**Franchise
&
Licensing
Model for
Non-
Sports
Venues**

Expand beyond sports into **festivals, theaters, and amusement parks** using a white-label solution.

**Monetiz-
ation &
Adverti-
sing
Growth**

Scale revenue streams through **sponsored placements, premium delivery fees, and vendor promotions.**

Launch **venue-branded loyalty programs** to increase repeat usage.

Thank You!

We appreciate your time and attention.

Fanfare is here to revolutionize the fan experience, boost stadium revenues, and provide unparalleled convenience to both venues and fans.

We're excited to bring this innovative solution to life and look forward to working with you to enhance the stadium experience!

