XSPON
SPORTS . ENTERTAINMENT . B2B

THE SPONSORSHIP NETWORK

empowering partnership marketing
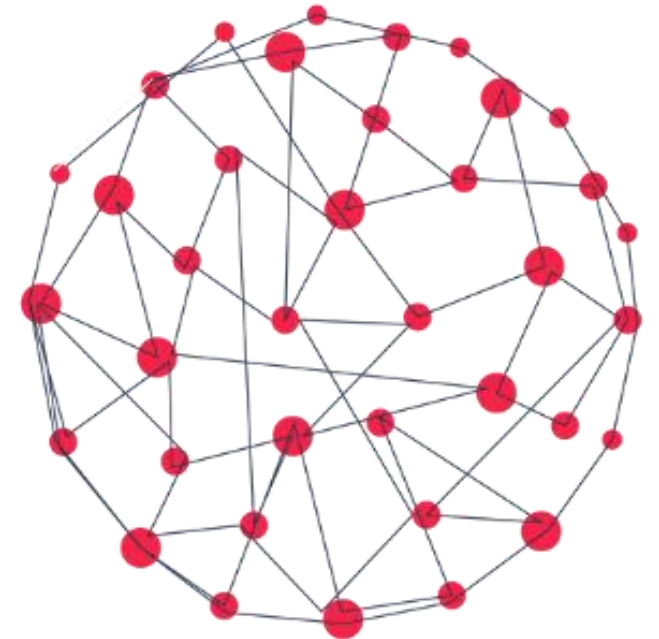
OUR PURPOSE

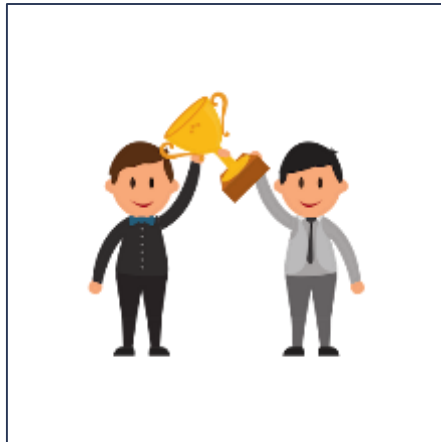connect **brands & event organisers** based on their shared values, goals and audiences.

Brands SEARCH for events.

Properties PROMOTE their inventory.

XSPON ensures **business opportunities** are not left to chance.

XSPON is a SaaS platform for brands to discover, connect and partner with the best-suited event organisers.

Corporate **values**

Audience metrics

Biz **opportunities**

HOW IT WORKS

Brands SEARCH using:

- Demographics
- Sociographics
- Psychographics
- Marketing objectives
- Company values

To find the best suited events to activate and engage with their target audience.

XSPON

Properties PROMOTE their inventory:

- Text, image and videos
- Keywords
- Audience profile
- Target brand categories
- Financial and/or in-kind requests

To reach the right brands, at the right time to optimise their partnerships.

Promote TRUST – CREDIBILITY - VALUE

CLIENT PROFILES

BRANDS

Start-ups | SMEs | Incubators | Co-working spaces

Connect with the events they need to develop their business

PROPERTIES

Events | Sports & Social Clubs | Schools | Outlets

Promote their event, inventory and, above all, their audience

SERVICE PROVIDERS

Event Management Softwares | Agencies | Speakers | Experts

Showcase their savoir-faire to become trusted partners

THE PLATFORM = 3 SERVICES

NETWORK

- <u>Purpose</u>: connect brands & event properties
- <u>Tools</u>: search engine, recommendations, tags and location

MARKETPLACE

- <u>Purpose</u>: provide buyers and sellers a real-time view of available inventory
- <u>Tools</u>: inventory upload, viewing, management and notifications

CRAWLER

- <u>Purpose</u>: offer our subscribers market trends and business opportunities
- <u>Tools</u>: web crawling and indexing to feed our databases

OUR SERVICES

SUBSCRIPTIONS
Freemium model

IN-PLATFORM ADVERTISING
For buyers & partners

SERVICES
BPO and consulting

TRANSACTIONAL
Commissions on in-platform payments

Event sponsorship, with **local partners**, provide an affordable and accurate view of a product's stickiness on a new market.

XSPON

- A French Sports Tech Start-up wants to explore market opportunities in Southeast Asia by getting user feedback on its product.

- An International rugby tournament in Singapore is searching for engaging sponsors for its 20K attendees of its 2019 edition.

Today, they don't know about each other and miss a business development opportunity.

XSPON - as they address a common audience, our algorithm connects them based on verified data to create trust and value.

ADRIEN
founder & ceo

DAVID
co-founder & cto

MATHIEU
co-founder & chairman

Adrien Pierson
Background: marketing & sports

David Nagrosst
Background: software devt & cyber security
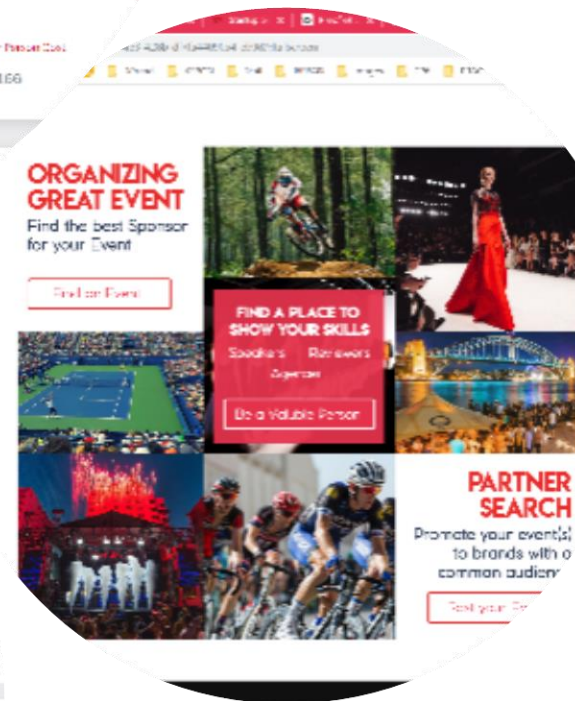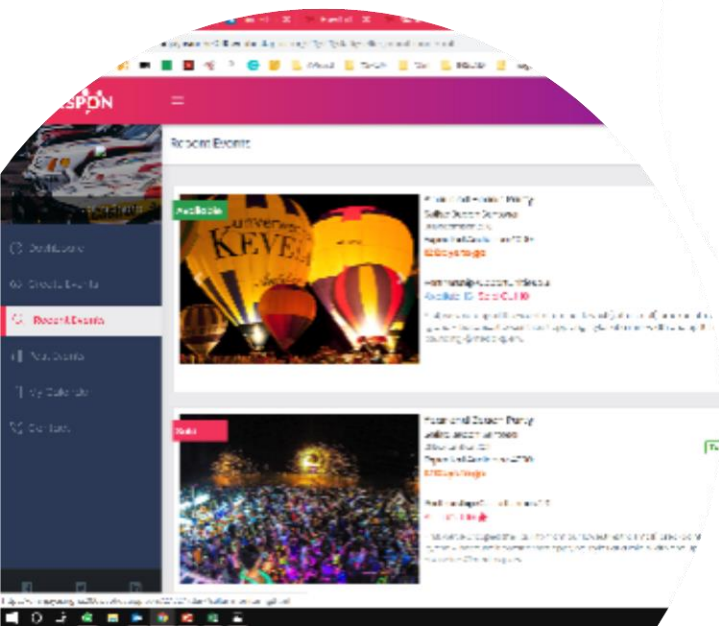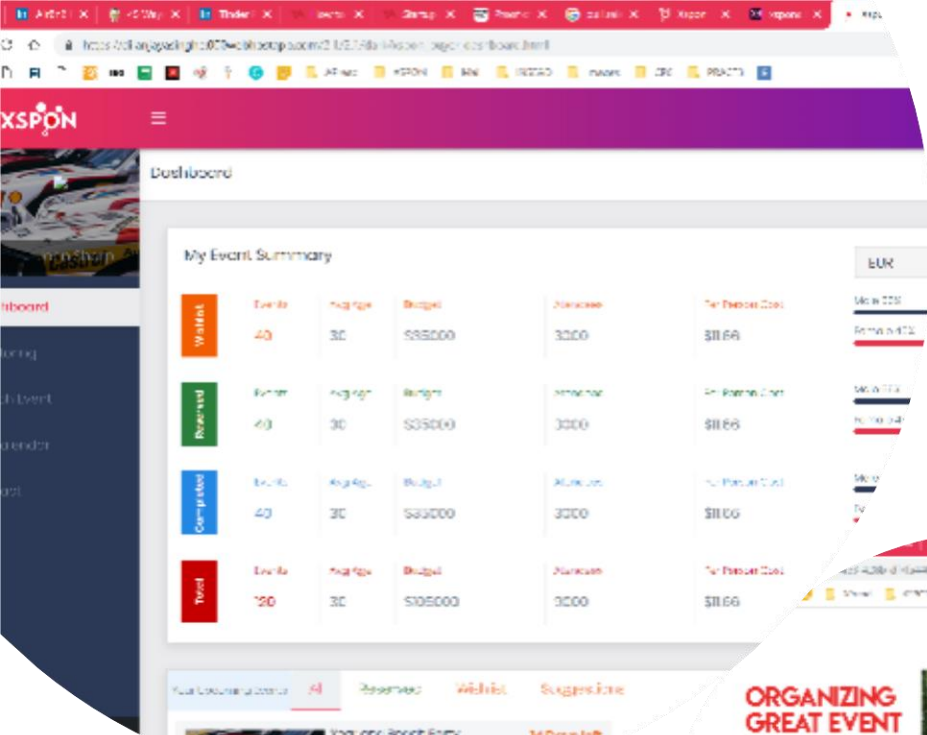
Mathieu Sibille
Background: music, media & event producer

We not only believe in the value of our product, but, most importantly, that XSPON's purpose is to bring organisations closer together through sponsorship and partnerships.

WWW.XSPON.COM