

Name: PLAY! Summit Sponsorship Manager

Type: SaaS (Software as a Service)

Popularity: Widely used by event organizers to manage and track sponsorships, the Sponsorship Manager is essential for maintaining sponsor relationships.

Features:

- **Sponsor Management:** Manage sponsor details and interactions.
- **Tracking:** Track sponsorship performance and deliverables.
- **Reports:** Generate reports for sponsors and stakeholders.
- **Communication:** Seamless communication tools for sponsor engagement.

Market: US, UK, Europe, and expanding to Asia and South America.

Key Message: "Streamline your sponsorship management with the PLAY! Summit Sponsorship Manager. Track performance, engage with sponsors, and generate detailed reports."

Here are some more details on the key message:

- The PLAY! Summit Sponsorship Manager is a cloud-based platform that helps you manage your sponsorship activities for the PLAY! Summit, a global event that showcases the latest innovations and trends in the gaming industry.

- With the PLAY! Summit Sponsorship Manager, you can track the performance of your sponsorship packages, such as the number of impressions, clicks, leads, and conversions generated by your sponsored content, events, or booths. You can also access real-time data and analytics to optimize your sponsorship strategy and ROI.

- The PLAY! Summit Sponsorship Manager also enables you to communicate seamlessly with your sponsors through email, chat, and video calls. You can send updates, reminders, feedback, and invoices to your sponsors, as well as schedule meetings and appointments. You can also create and share personalized dashboards and reports that showcase the value and impact of your sponsorship program.

- The PLAY! Summit Sponsorship Manager is designed to support multiple languages and currencies, making it suitable for the US, UK, Europe, and expanding markets in Asia and South America. You can customize your sponsorship packages and communication preferences according to the local needs and preferences of your sponsors. You can also integrate the platform with other tools and platforms, such as CRM, payment gateways, and social media.