

# BEACONS + BASKETBALL

**SONIC**  **NOTIFY**



# WHY BEACONS?



- 20,000 actively engaged [and tech savvy] FANS at every game
- Embrace, experiment & use technology to enhance experience via smart devices

## WHY SONIC NOTIFY?

### SONIC NOTIFY

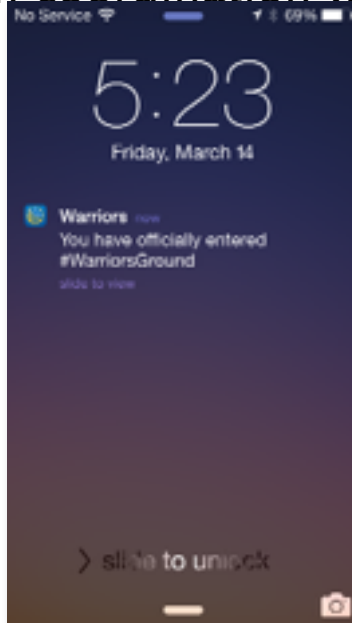


- 3 years mobile proximity leadership
- Fully secure platform (hardware and software)
- Sonic Audio + BLE + iBeacon™ with Android and iOS Support
- Enterprise grade CMS SaaS platform
- Experience with scale: 16K+ beacons deployed to date.



# USE CASE #1 – WELCOME MESSAGE & FREE(!) STUFF

Averaged over 200 fulfillments of gold silicone bracelets given away during playoffs in coordination with “Welcome” message content at each arena entrance



1. Notify



2. Engage



3. Captivate

## USE CASE #2 – MERCHANDISE DISCOUNT & PLAYER VIDEO



EXCLUSIVE MOBILE APP OFFER:

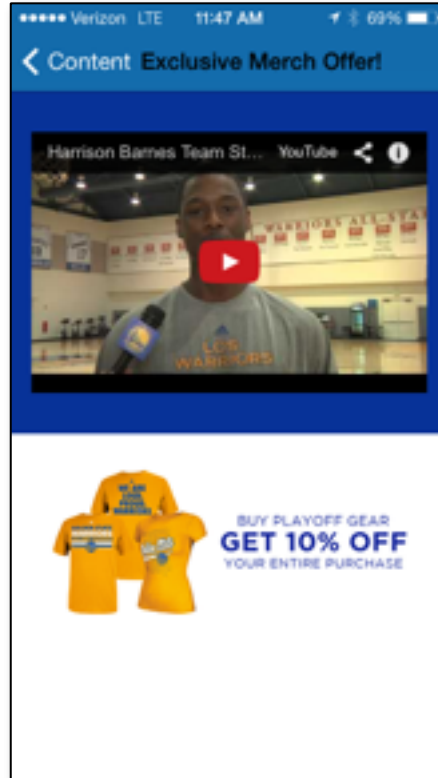
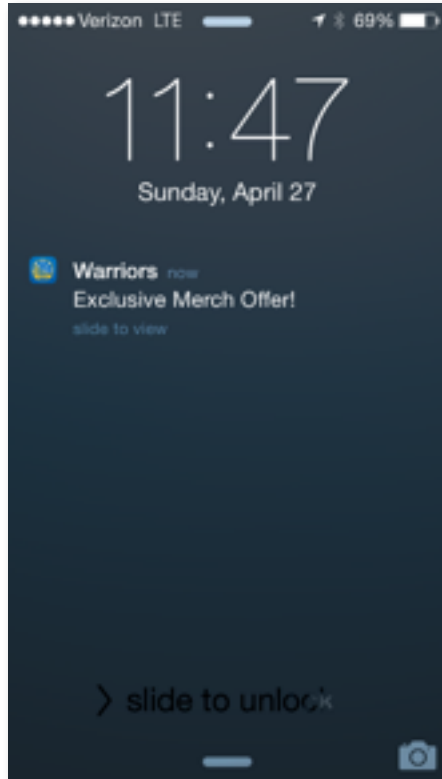
1. Download/Update the Warriors Mobile App
2. When near the Team Store entrance, you will receive a push notification with a message from Harrison Barnes  
*(if you don't see the notification, just tap on the lightning bolt on the app's home screen)*
3. Show the screen upon checkout and unlock this offer...



BUY PLAYOFF GEAR  
**GET 10% OFF**  
YOUR ENTIRE PURCHASE



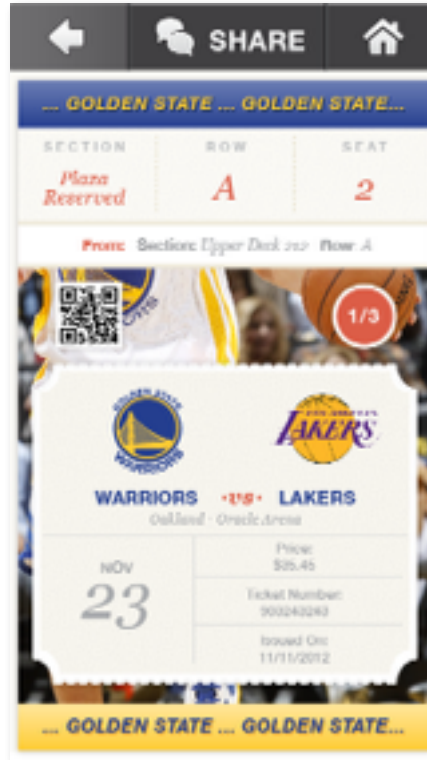
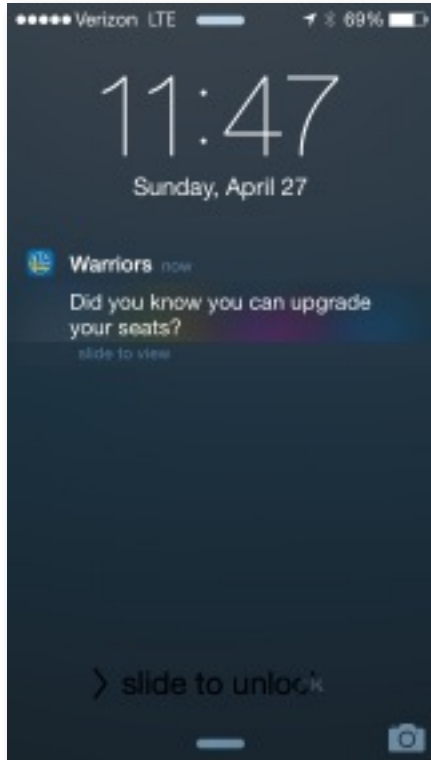
## USE CASE #2 – MERCHANDISE DISCOUNT & PLAYER VIDEO



- Beacon installed at entrance of Adidas Team Store during playoffs
- Content delivered was video message from Harrison Barnes, plus offer for 10% off all playoff merchandise
- Promoted throughout arena on day of game
- Drove revenue increases at each of three playoff games



## USE CASE #3 – MOBILE SEAT UPGRADES



- Used beacons at top of escalators to promote mobile seat upgrades
- Average seat upgrade revenue per game increased by 69%
- Set Warriors all-time record in seat upgrade revenue during Game 6
- Mobile seat upgrades powered by Pogoseat

# WHAT'S NEXT?



- **Continue to innovate** – both inside and outside the arena
- Additional sponsorship potential
- Targeted and tailored messaging
- Expanding scope of using **Sonic Audio**
- **Warriors new arena** in San Francisco
- Convert at least one person in audience into a Warriors fan

