

The logo for Micro Fantasy, featuring the words "MICRO" and "FANTASY" in a bold, blue, sans-serif font, stacked vertically. The text is enclosed in a white rectangular box with a red border.

MICRO[™]
FANTASY

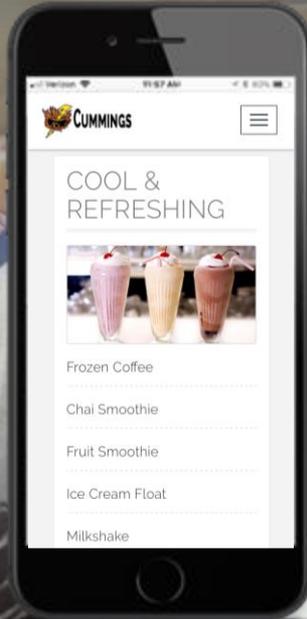
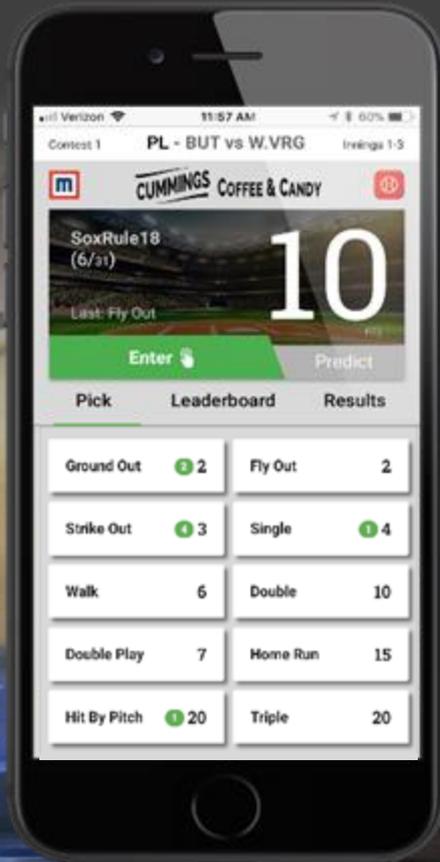
Real-Time Prediction Contests

Experiential Marketing that delivers
powerful analytics to increase ROI



Micro Fantasy drives more traffic to your site and converts more fans into customers.

"Hey fans, click the logo to see the menu and head to Cummings Coffee and Candy after the game!"



In-Stadium Assets

Digital In-App Assets

PROGRAM COMPONENTS

Powerful Analytics & Measurable ROI

42 min

33 min

22 min

18 min

17 min

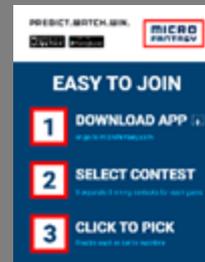
15 min

Fan Recognition & Social Assets

In-Stadium Assets - Print and PA

< 100% of fans in stadium and on broadcast hear a min of 4 PA mentions per game promoting your company and announcing winners who will redeem your small prizes.

Opportunities for on-field sponsor interviews



Canvassers roam the stands with branded tip cards letting fans know they can win your sponsored prizes



Team and sponsor discuss one fan's winning home run prediction while playing Micro Fantasy during a REX game (0:30 - 1:25)

Digital In-App Assets - Consistent and Clickable

Fans hear about your brand over the PA and are encouraged to click to your site. Create a special page with a promo code just for our fans to see higher conversion! Track number of clicks to your website.

Your logo shows consistently throughout all screens in the app and is clickable to your site. This keeps your brand top-of-mind as fans interact with their phones during each at bat and hear about your brand over the PA.

- 600 avg. predictions per fan
- 500+ hrs of digital exposure
- 42 min avg. session duration
- Up to 10% fan adoption rate
- Track clicks and conversions



Fan Recognition & Social Assets



Countless photo-ops of contest participation and fans receiving sponsored prizes. Social media posts will include your brand's handles and hashtags.



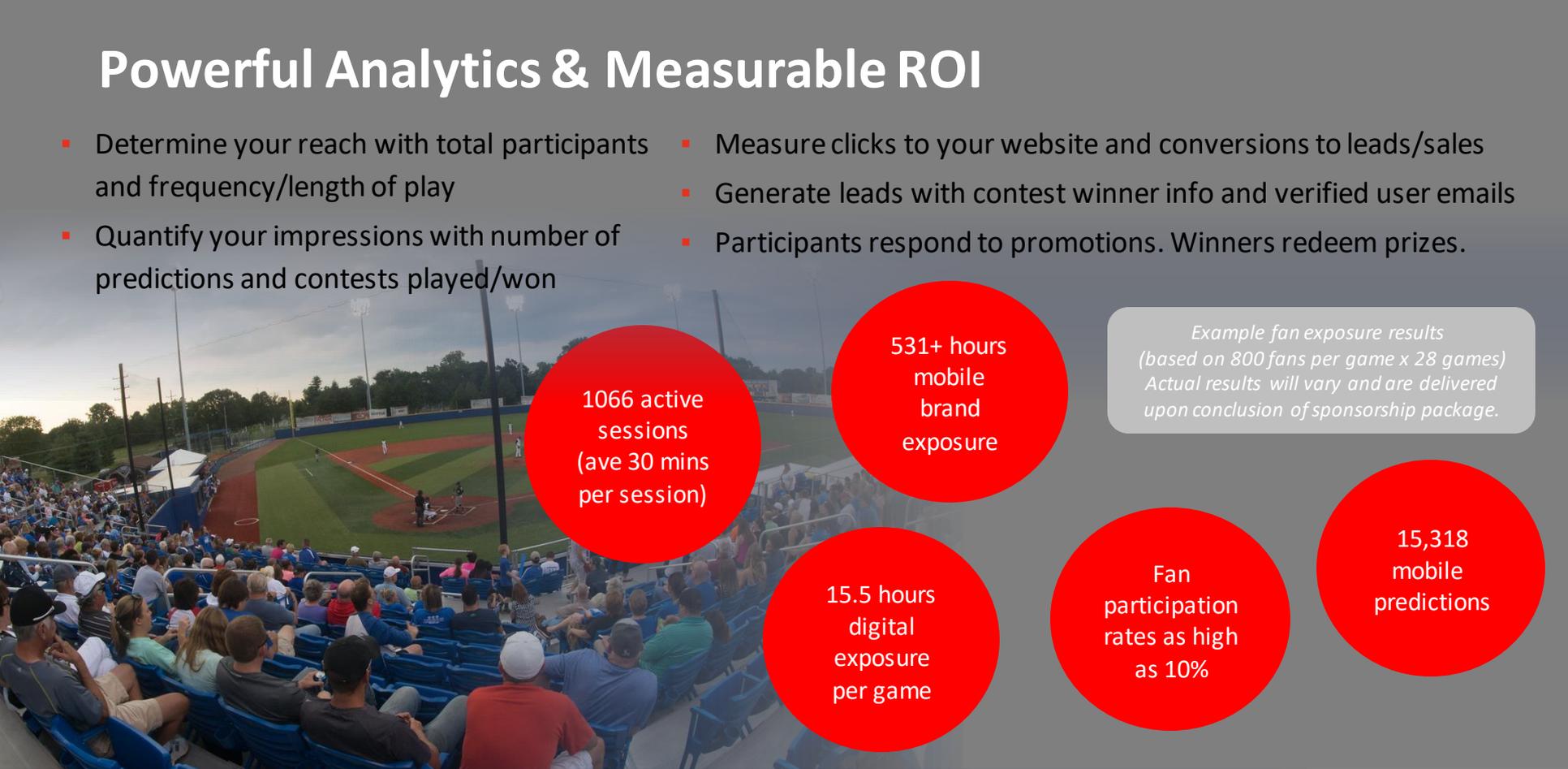
Branded winner badges are automatically emailed to winners and posted to social media.



More fan recognition = more sharing = more reach

Powerful Analytics & Measurable ROI

- Determine your reach with total participants and frequency/length of play
- Quantify your impressions with number of predictions and contests played/won
- Measure clicks to your website and conversions to leads/sales
- Generate leads with contest winner info and verified user emails
- Participants respond to promotions. Winners redeem prizes.



1066 active sessions
(ave 30 mins per session)

531+ hours mobile brand exposure

15.5 hours digital exposure per game

Fan participation rates as high as 10%

15,318 mobile predictions

*Example fan exposure results
(based on 800 fans per game x 28 games)
Actual results will vary and are delivered upon conclusion of sponsorship package.*

Sponsorship Packages and Pricing

- 4 PA mentions promoting your brand and optional prize, heard by 100% of in-stadium and on-broadcast fans.
- Canvassers with branded tip cards having conversations with fans about your company and how they can play.
- Persistent placement of logo, message top-center in app.
- Logos and messages clickable to your website or landing page.
- Company social handles and hashtags included in every social media post recognizing fan participation and contest winners.
- Branded winner badges for social posting and sharing.
- Branded leaderboards embedded in team website.
- Analytics on user reach and digital impressions and click thrus.
- Email addresses and applicable data of fans who play.
- Exposure to potential customers within the local area.

Micro Fantasy Package Pricing

Exclusive Title Sponsor - \$

(every home game, 3 contests per game)

Title Sponsor - \$

(1 contest per home game all season)

5 games - \$

10 games - \$

Program Recap

Micro Fantasy Real-Time Prediction Contests

With Micro Fantasy real-time prediction contests, fans get a stake in the game and your company gets a multi-media branded experience, along with data to help you convert more customers. The play-by-play action adds a layer of friendly competition to the stands that keeps fans more engaged and your company at the front and center of the experience. Fans will hear multiple PA announcements, be greeted by team members canvassing the crowd, be able to click on your logo and message in the app, compete for your prizes, share their experiences across social media, and redeem your promotions and prizes in store and on your website.

With this technology, you will receive a variety of data points including: number of participants and frequency/length of play to quantify your reach, number of clicks to your website, contest winner info and other lead generation, and more!



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