



# BLEACHR

• THE MOBILE APP GAME-CHANGER •

Cutting-edge solutions for sports organizations  
to engage fans & generate revenue  
in the Covid19 paradigm

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## **BLEACHR**    **Presentation Agenda**

- 1) Intro to Bleachr & the new CrowdVIEW LIVE platform – Kristin Geer, CEO
- 2) CrowdVIEW LIVE's launch & overnight success – Jordan Weinand, Sr. Marketing & Sales Manager
- 3) Bleachr's experience in college sports vertical with case studies of our fan engine success – Matt Ostrow, Client Solutions & Marketing Specialist
- 4) Dual-path business model for CVL & sponsor integration opportunities to connect directly with consumers and fans – Kristin Geer, CEO
- 5) Q/A - Bleachr Team

# The Why



TEAM CHICAGO

# The Problem



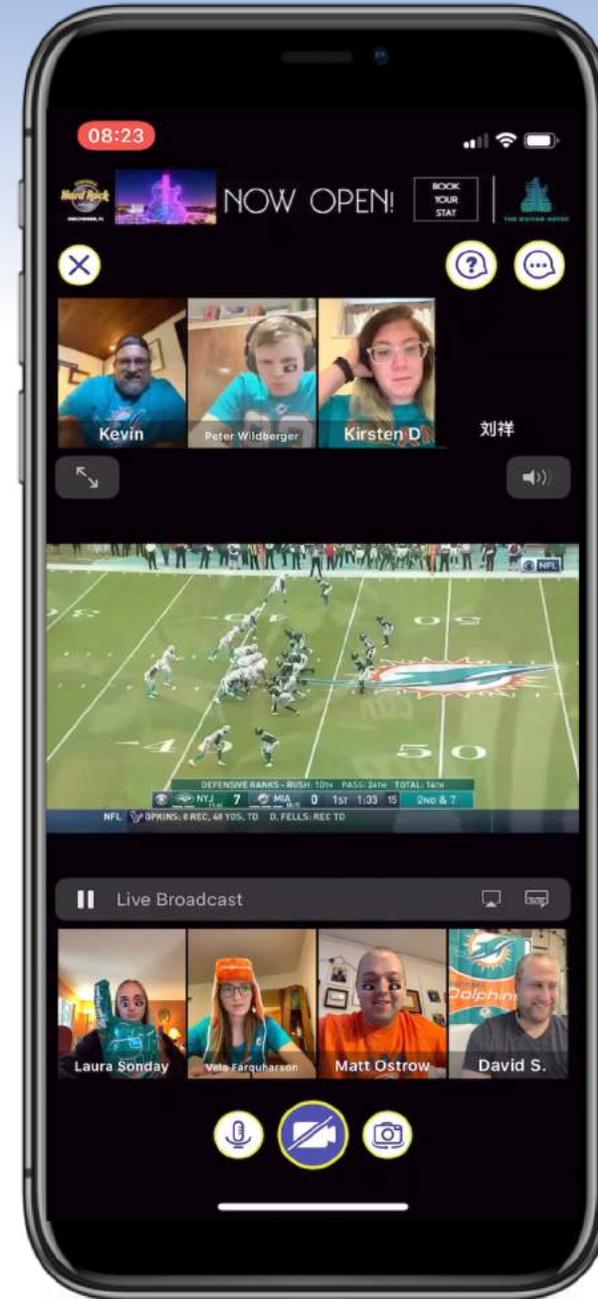
Photo Credit: Michael Wagstaffe, Yahoo Sports

# The Solution



## Bleachr's CrowdVIEW LIVE:

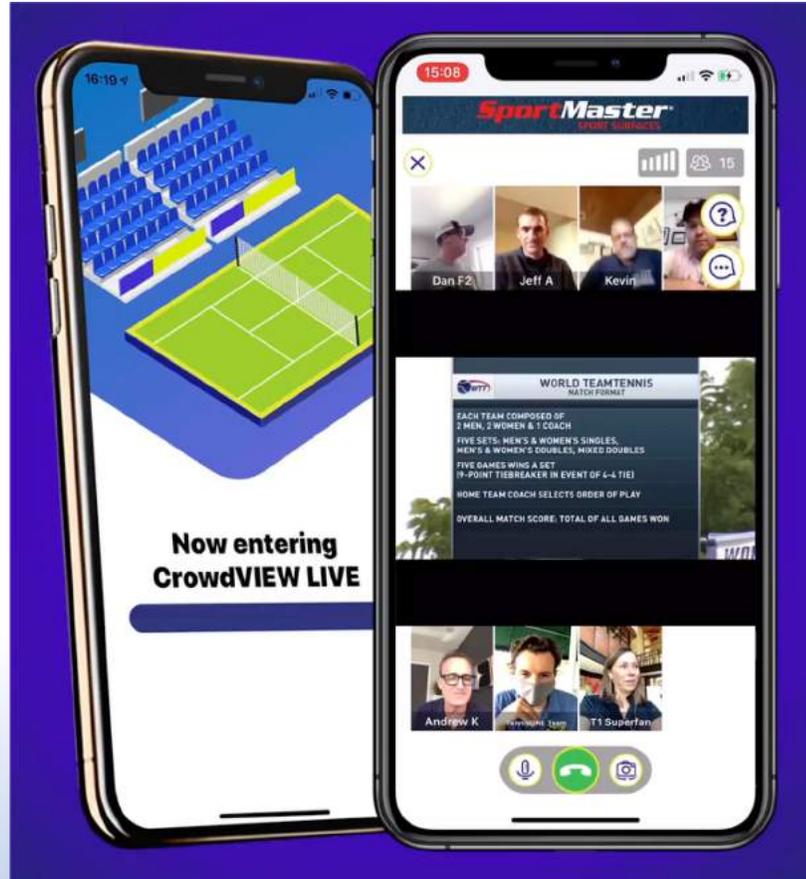
CrowdVIEW LIVE is a multi-directional livestream platform to keep remote fans connected to their friends and favorite teams. Sports organizations can engage and monetize fans through this cutting edge, patent-pending, first-to-market livestream mobile platform!



<https://vimeo.com/445068407/d892b8f607>



# Traction for CrowdVIEW LIVE: Pilot successfully launched with two clients in two environments!



LAUNCHED DURING THE JULY WORLD TEAMTENNIS SEASON AT THE GREENBRIER WITH TWO DIFFERENT USE CASES:

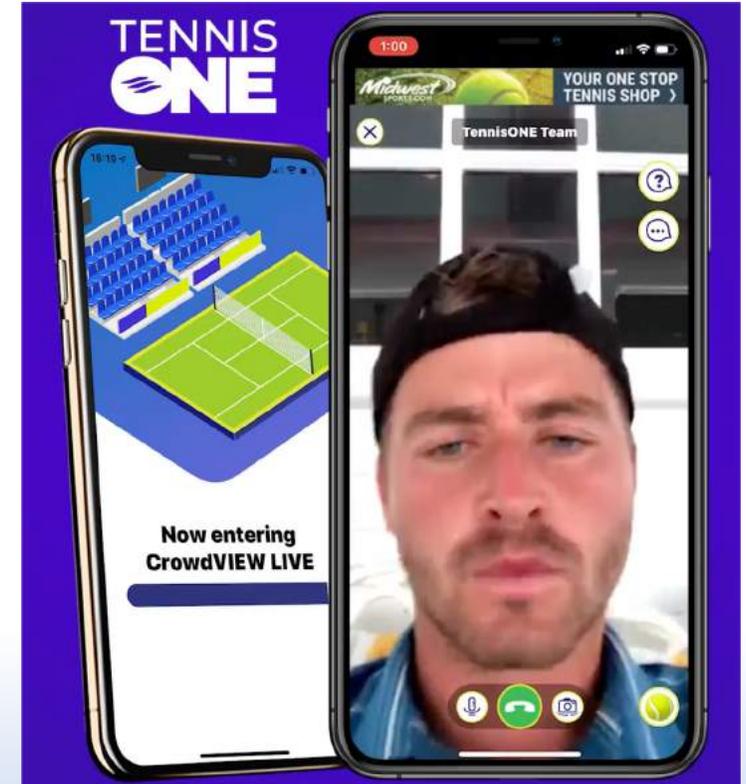
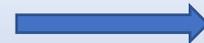
CROWDVIEW LIVE WITH LIVE MATCH ACTION ON CENTER STAGE...

<https://vimeo.com/438083384/031fe2bc3d>



CROWDVIEW LIVE WITH TOUR PLAYERS CENTER STAGE FOR VIRTUAL FACE-TO-FACE MEET-&-GREETINGS WITH FANS...

<https://vimeo.com/439062038/9ffebbb94f>





## Here's how CrowdVIEW LIVE generates new streams of revenue for sports orgs

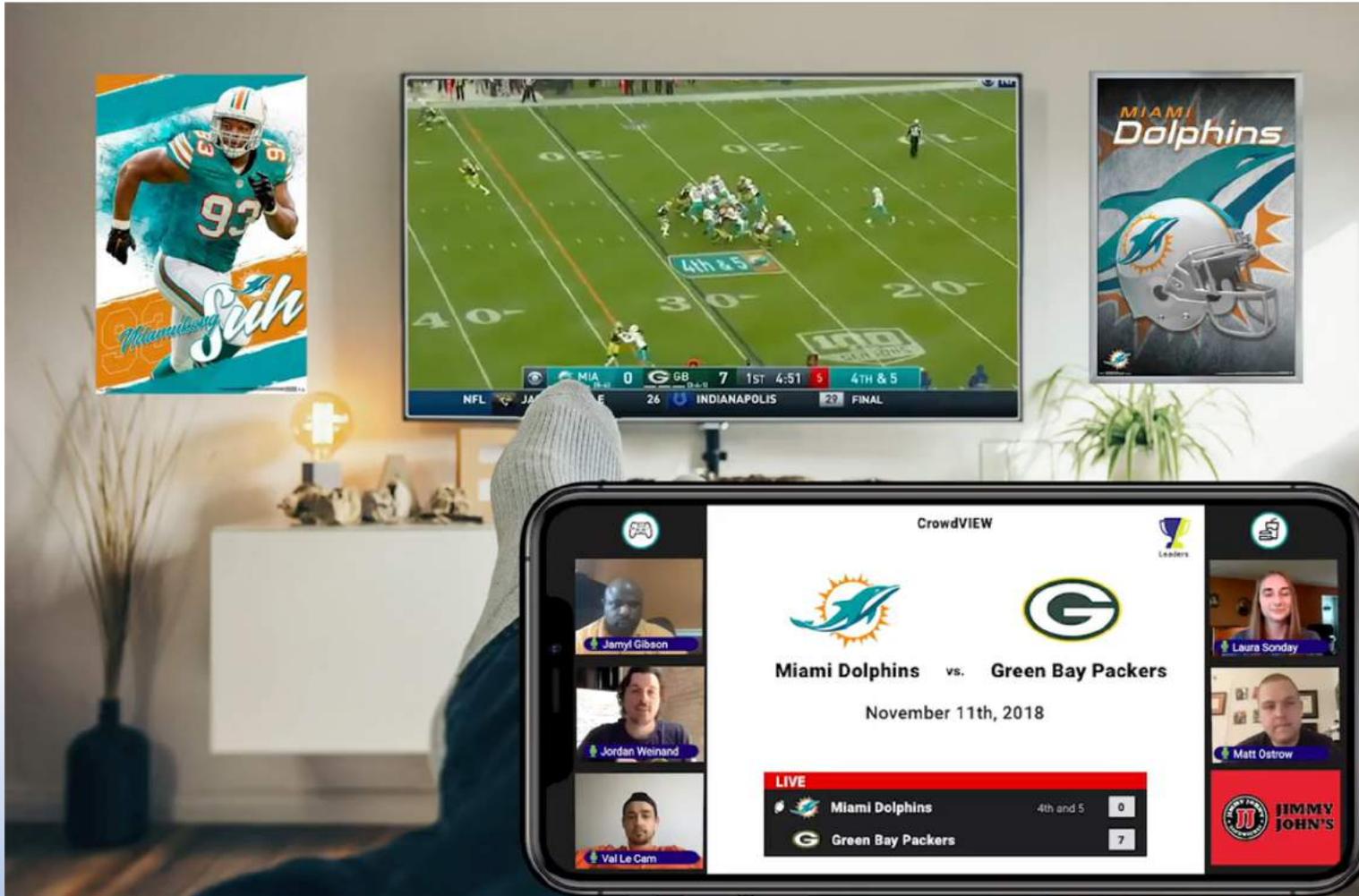
- Teams can host “Official” group watch parties (i.e. Super Fans, Family Fun, VIP, Sponsor & Patron Parties, etc.) Multiple parties can be held at the same time with special guest moderators.
- Sell tickets for a “seat” at a party, or purchase a “party hopper pass” to let fans visit more than one “Official” team-hosted party. Charge more to let fans host their own parties and invite their friends (Teams set prices and attendee limits up to 1 million fans)
- Invite fans to pay more to upgrade to the front row to be the center of attention & talk directly with the party hosts (i.e. players, coaches, team reps, alumni, legends, etc.)
- Charge more for party drop-ins by team legends
- Charge a service fee for fans to order food & beverages directly in CrowdVIEW LIVE with your integrated sponsor vendor partners
- Charge an additional fee to have game-day stadium interactivity. Broadcast a watch party on the video board.

<https://vimeo.com/447296641>





## CrowdVIEW LIVE: Remote fan engagement as a 2<sup>nd</sup> screen platform with games synced to live action



Demo:

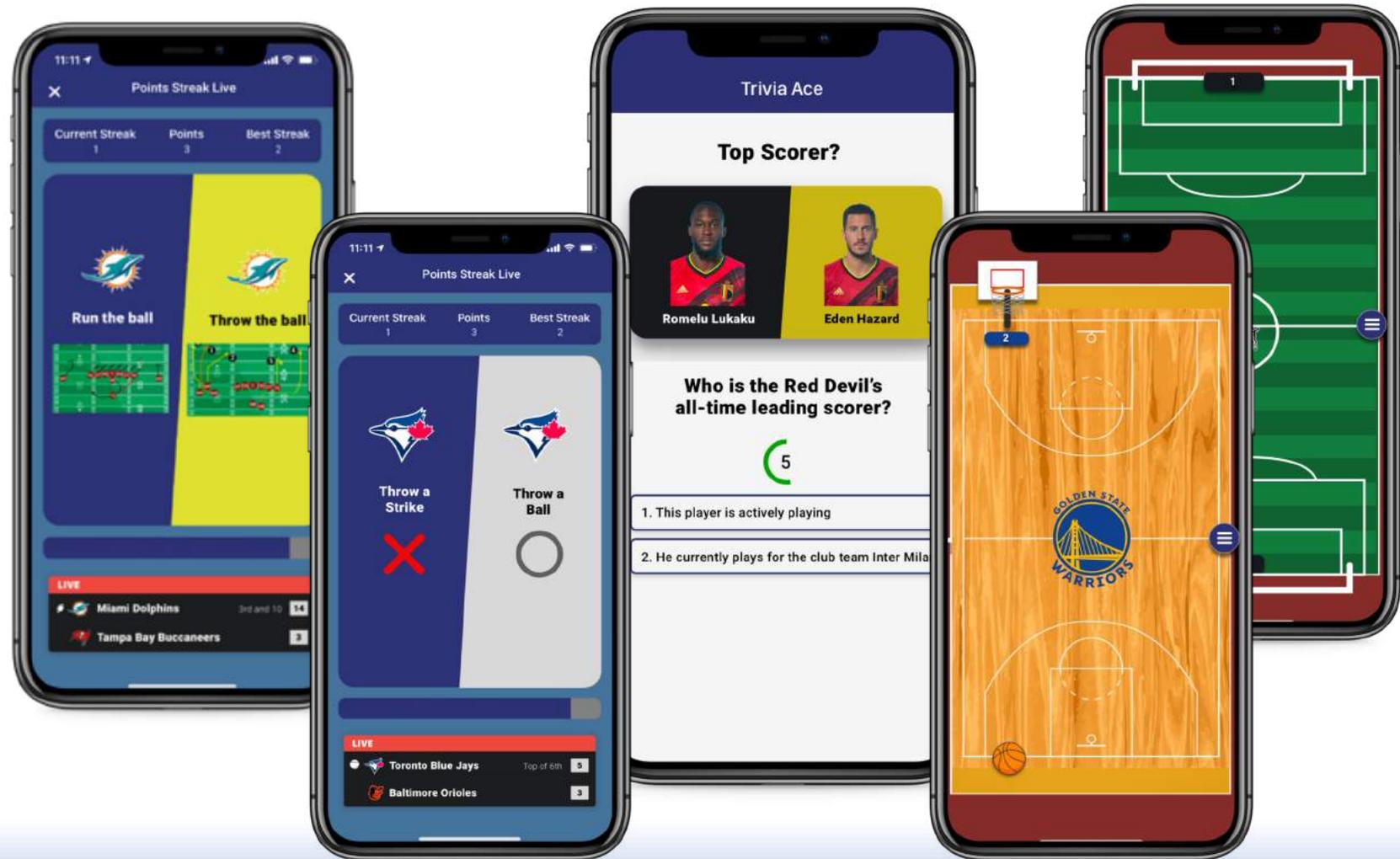
<https://vimeo.com/425470521/0be630bffe>



# CrowdVIEW LIVE's social games with rewards incentive fans to compete during live action & game breaks

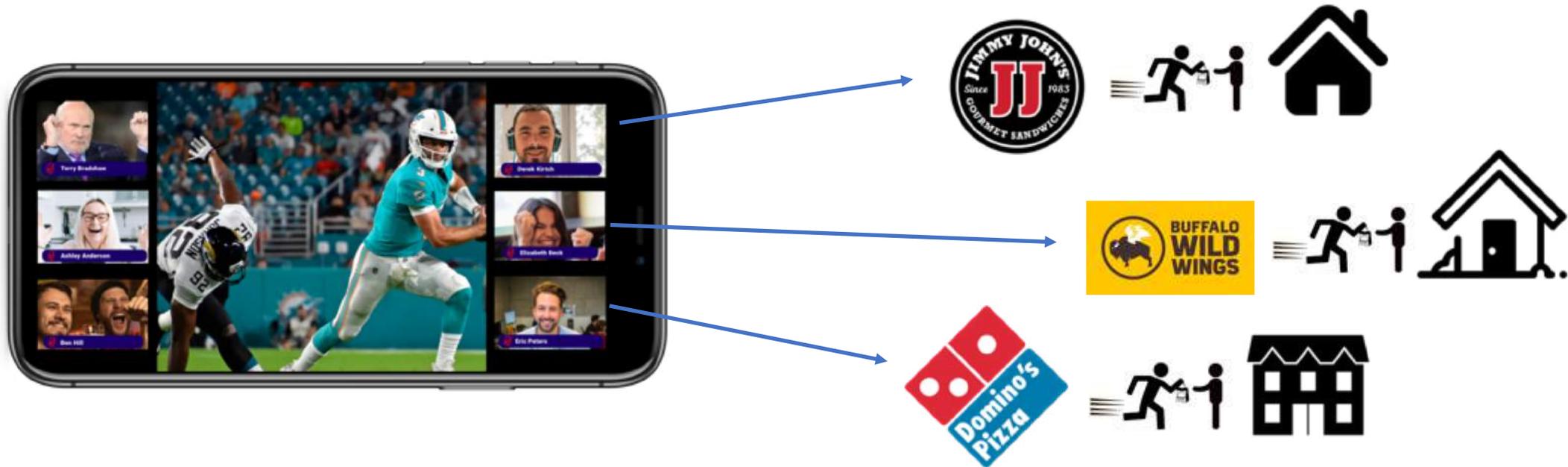
Capture valuable fan data & increase value for sponsors through gamification:

- Who will beat the streak with point-by-point / game action picks during live games in **Points Streak Live**?
- Who will outlast the computer in a race against the clock in **Trivia Ace**?
- Who can get the highest score in our interactive pong-style games like **BeerPONG** or **KickPONG**.





# Remote Monetization Opportunity for Teams: CrowdVIEW LIVE's GameDay Food & Beverage Home Delivery



**Fans place orders directly in the app from sports organization vendor partners & get it delivered fresh & fast to their home**

- Geofenced by zipcode/metro area franchise locations
- Rewards codes can be issued for fan discounts to reward fan engagement
- Sports organizations increase sponsor vendor opportunities with shared revenue or service charge monetization options
- Sponsor commercials can run during livestream breaks in action to incentivize fans to place an order



# Scaleability with PlayerCAST to generate revenue through player livestreams outside of game day

**Our PlayerCAST feature is like Twitch for Pro Athletes to Livestream anytime, off-the-field or court**

- Subscription-based livestream designed to create connection, build long-term relationships, & generate revenue for players & teams (vs. *Instagram Live or other social media livestreams which don't share revenue with teams!*)
- Fans can join in the chat stream or pay more to appear on screen with the player during a q/a session
- Revenue share similar to Twitch model—players and teams both benefit



# Our Experience

Bleachr LLC is mobile sports app developer working with dozens of sports organizations as the gold standard for “sticky” fan engagement.

We create highly-customizable white-label apps, as well as convenient feature Plug-ins to add value to existing app platforms.





## An Industry leader with Proven Results:

In three years, we've become the app platform-of-choice for the majority of US Open Series tournaments & other prestigious events, including the Miami Open & Rolex Paris Masters.

Our proof of performance is clear, with unprecedented app usage numbers.



**#1** Sports App in Canada during the 2018 & 2019 Rogers Cup/ Coupe Rogers

**2019 RECAP**  
Proof of Performance



**25k<sup>+</sup>** | USED OUR APP MORE THAN **10x/day**



**1.0M<sup>+</sup>** | USER sessions

**-10:26-** AVERAGE USER TIME spent in app



2020 Tennis Industry Association Innovation Award Winner



Our experience led us to create a year-round TennisONE App:

- ONE app to unite a fragmented community
- ONE livestream hub to connect fans & players
- ONE source for scores, draws, stats, & news
- ONE game zone to entertain & draw data
- ONE platform for tickets & merch

126% growth increase in pandemic shutdown

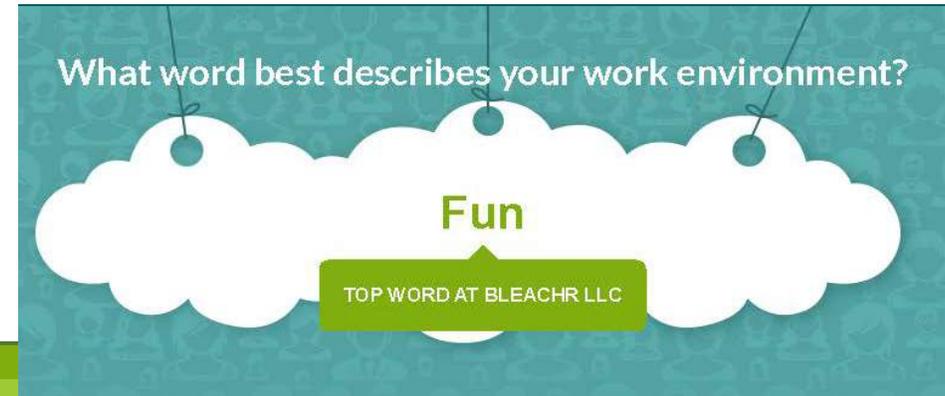
Charity livestream with Celebrity Chef Anne Burrell & ATP player JC Aragone raised enough money to feed 2,000 NYC families for a day during the pandemic:

<https://vimeo.com/412274513>



# 2020 Best Places to Work Award

Employees rated Bleachr **97.37** in employee satisfaction in a survey by Quantum for the MSP Business Journal



This is easily the best company I have worked for. Bleachr cares about its people and its product, and supports employees personally and professionally. The products are innovative and the staff is like a family. We have a fantastic culture that holds high standards, encourages growth and has fun



I rated Bleachr a 10 because it is somewhere that if my closest friend was looking for a job, I would recommend them for an open position if we have one. You don't do that when you don't enjoy the place that you work or really care about the work that you're doing.

The culture and work we are doing at Bleachr is among some of the best I have seen in my career and I want to share that with people that are close in my social group. Especially those that I know can make even more of an impact for our Company

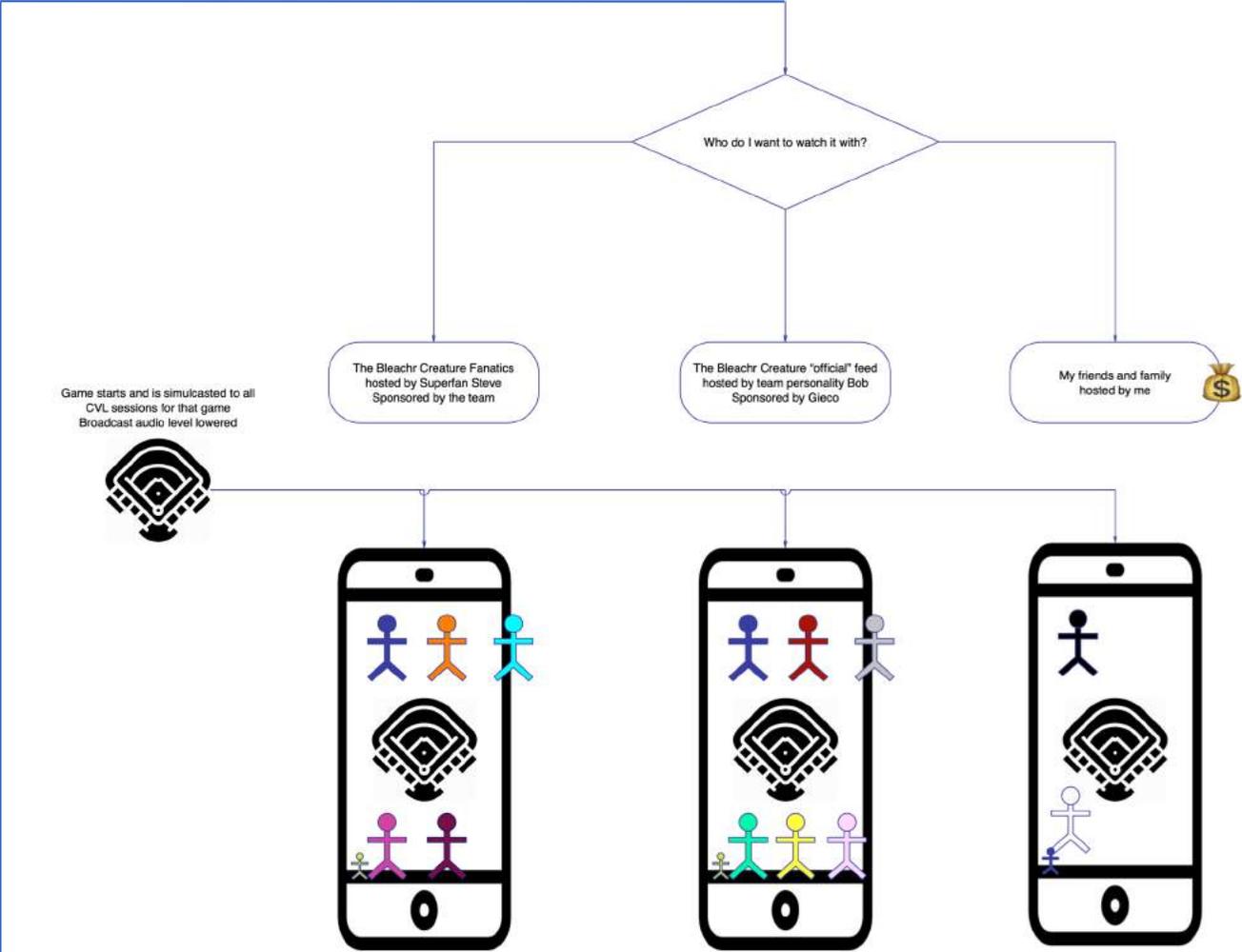
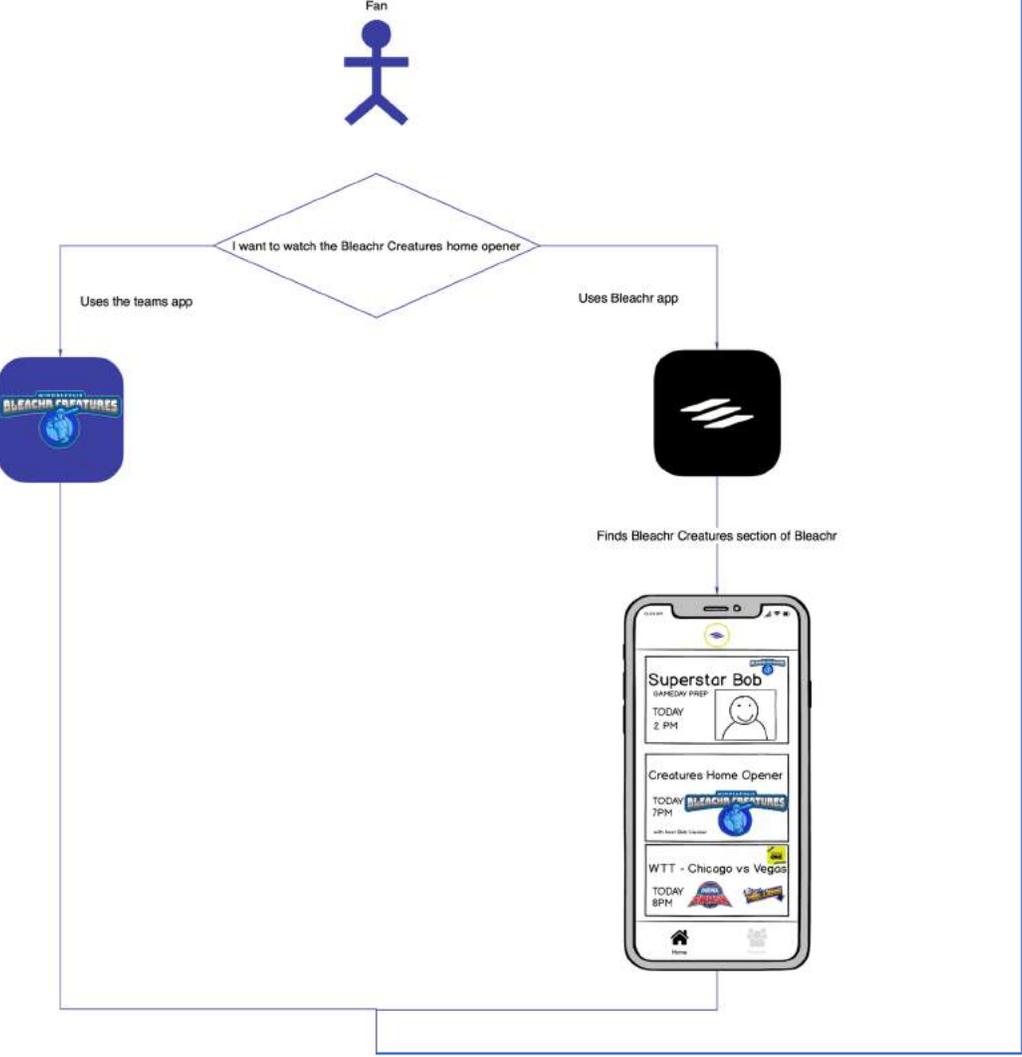


# Traction

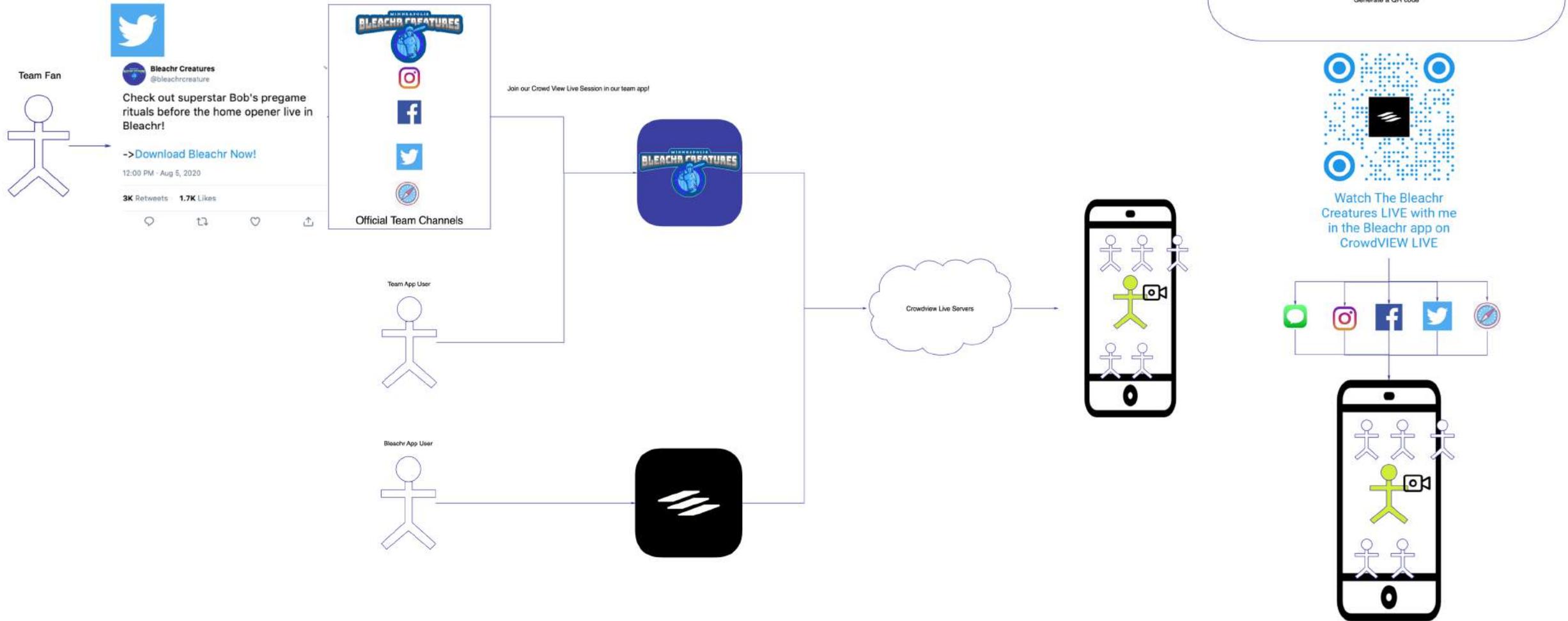
1 month since launch of CrowdVIEW LIVE =  
successful pilot with World TeamTennis & Top Seed Open &  
already in discussion with the following sports organizations



# CrowdVIEW LIVE Fan Path



# Fan path to enter CrowdVIEW LIVE:



# TAKE YOUR BEST SHOT

Premiered LIVE in **TENNIS ONE**



**Andrew Krasny**

@andrewkrasny



**Rennae Stubbs**

@rennaestubbs



**bow4we:** This is actually super dope



**Matthew R:** Watching Ryan commentate from a NYC subway station, an excitement moment in my life



**Darren R:** I thought it was really cool, it was seamless easy to log in. I was impressed with the technology.. i think golf and every sport

# Fan Feedback



Bleachr College Fan  
Engine and  
CrowdVIEW LIVE  
Success

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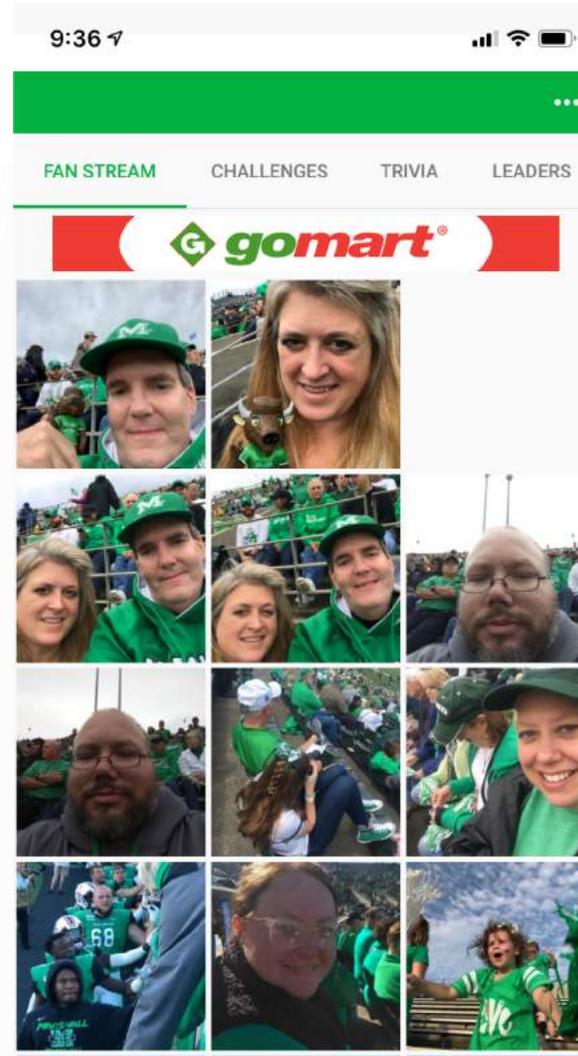


**BLEACHR**

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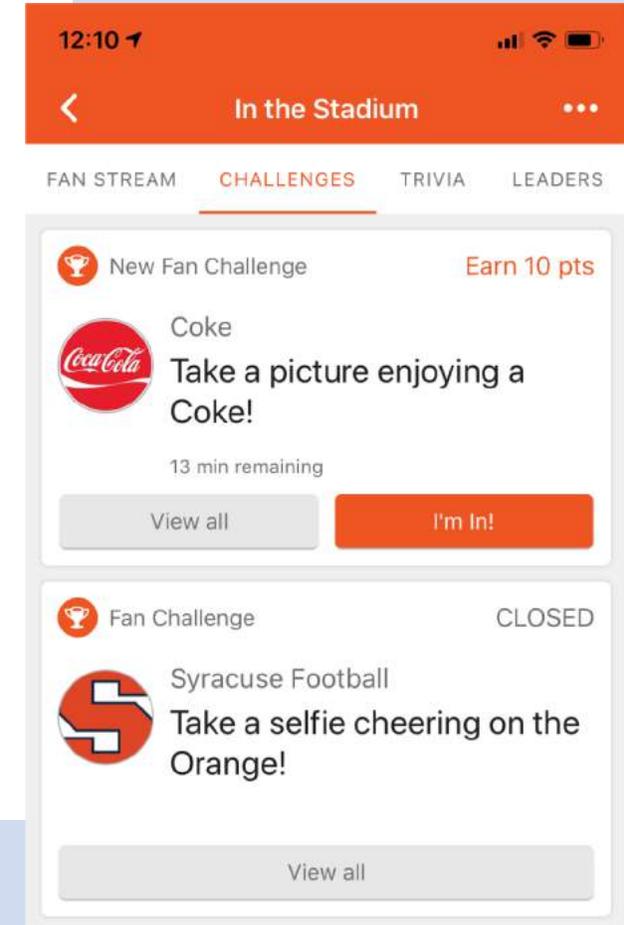
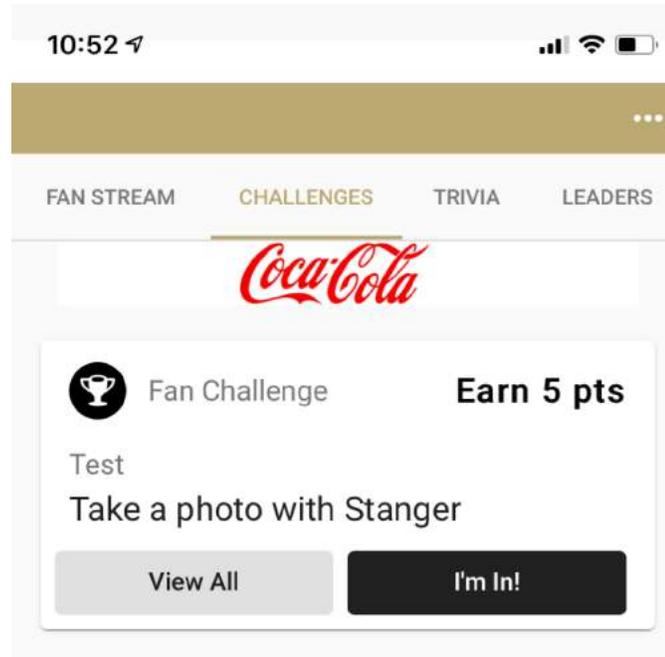
# Fan Stream

- Unique content exclusive to fans within the event's geofence
- Create announcements to share helpful event information to fans about concessions, team store and partner deals.



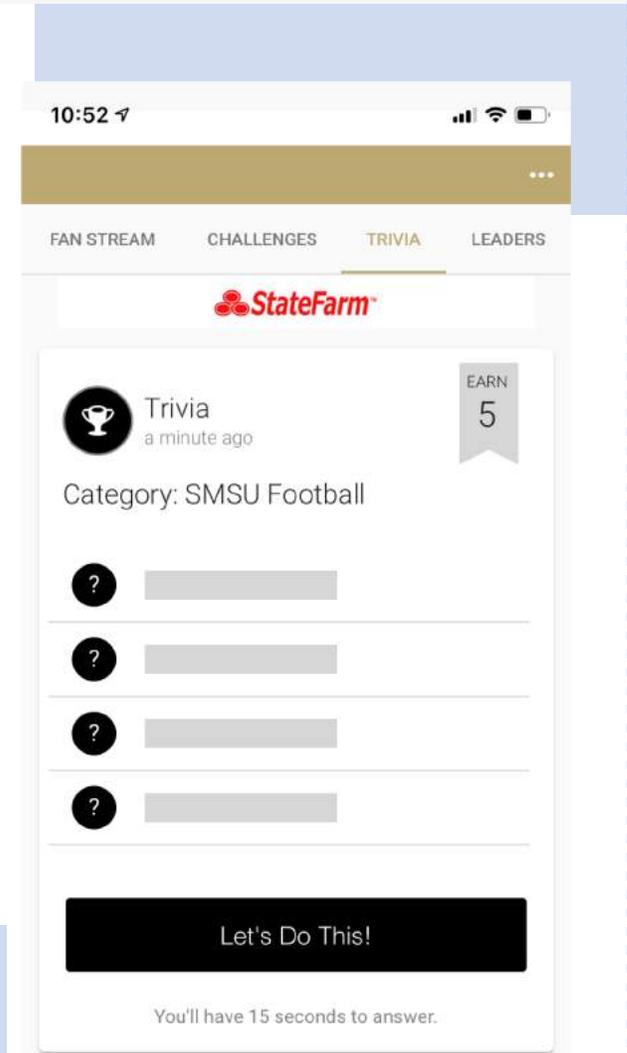
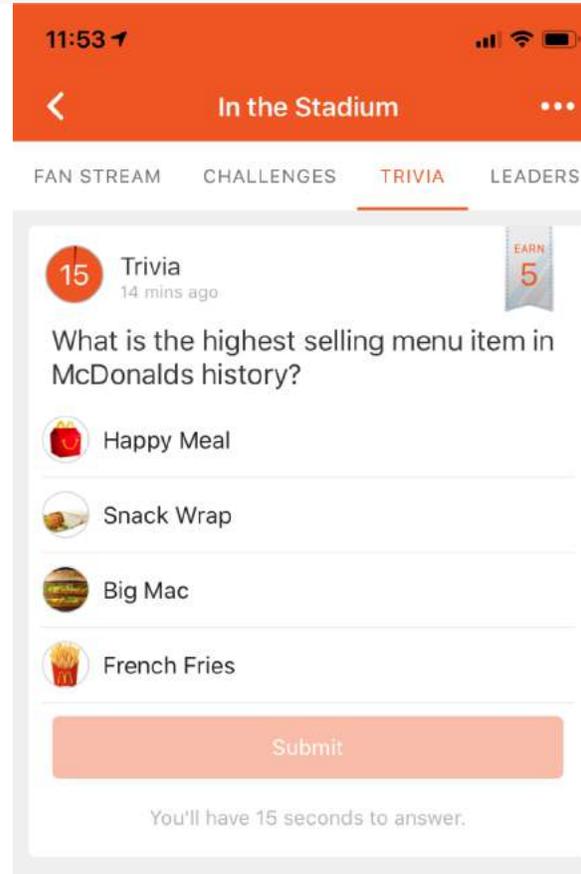
# Challenges

- Create unique calls to action for your fans to earn points for submitting photos or videos.
- Encourage fans to take photos or videos of themselves doing a celebration after a great play or partaking in any school tradition you may have.
- Drive fans to consume, use or visit a sponsor product/service available at the game.



# Trivia

- Engage your fans within your mobile app with fully customizable questions.
- Make trivia with varying difficulty/point values.
- Use sponsor history/facts to diversify the types of questions beyond athletics knowledge.



# In-Game Presentation Usage

- Fan lottery, selects a random fan who has checked into the event. Can be used for a contest giveaway or in-game activity participant selection.
- Push trivia questions live along with in-game breaks and have fans prompted to participate.
- Prompt fans to capture in-game activities via challenges, for example: “Take a video of today’s Coke Fan Shootout at Halftime!”

# Additional Events

- We import your athletic events into the mobile app but there is unlimited potential for additional fan engagement through non-athletic events.
- Examples:
  - Tailgates
  - Sponsor events
  - Coaches radio shows
  - Bowl games
  - Road games
  - Donor events
  - Season ticket holder events
  - Global trivia events
  - Partner location events



The Misty Wilson Radio Show is today at 12:30 from First Financial Bank in Stephenville. Come out for a free lunch and 100 Fan Rewards Points. Go Texans!



# Additional Events cont.

**ORANGE HOURS**

AT PARTICIPATING RESTAURANT PARTNERS IN THE 'CUSE APP EVERY THURSDAY & SATURDAY

**S**

**CARRABBA'S**  
ITALIAN GRILL

**Chick-fil-&**  
Cicero

**DUNKIN'**

**Heritage Hill**  
HH

**HOME TEAM**  
PUB

**MARGARITAS**  
MEXICAN CANTINA

**PRIME**  
STEAK HOUSE

**Stone's**  
STEAKHOUSE

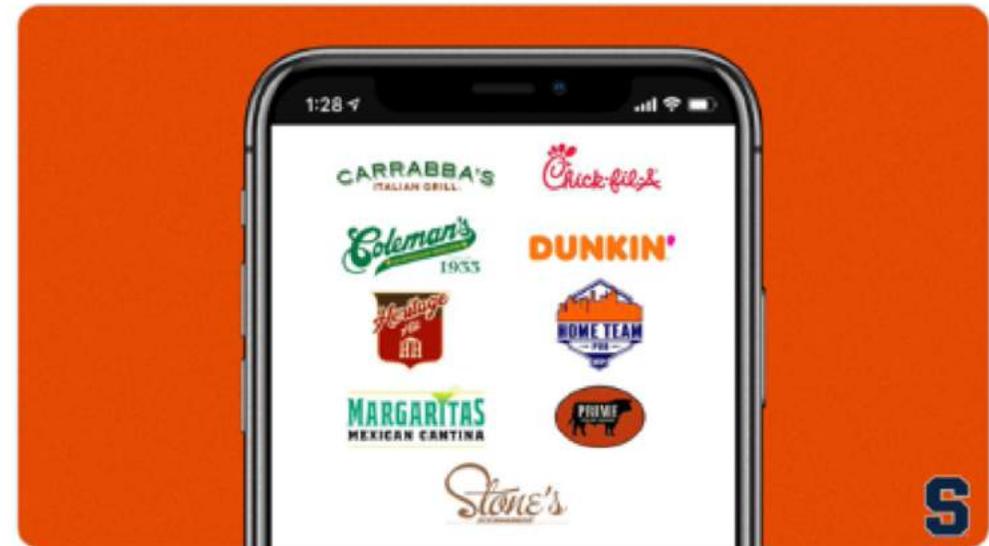
**S**



'Cuse Promos  
@CusePromos

Every Thursday & Saturday from 8am-8pm it's [#OrangeHours](#) in the 'Cuse App !!

\*Limit (1) restaurant visit per day



10:31 AM · Apr 30, 2020 · Twitter for iPhone

# Unique Point Values to Incentivize Attendance

- Fully customize how many check-in points each sport and game is worth.
- For example, if a team's default point check-in is worth 100 points, increase the amount of check-in point to 300 points.
- This can be done for homecoming games, rivalry games or any game that needs a boost

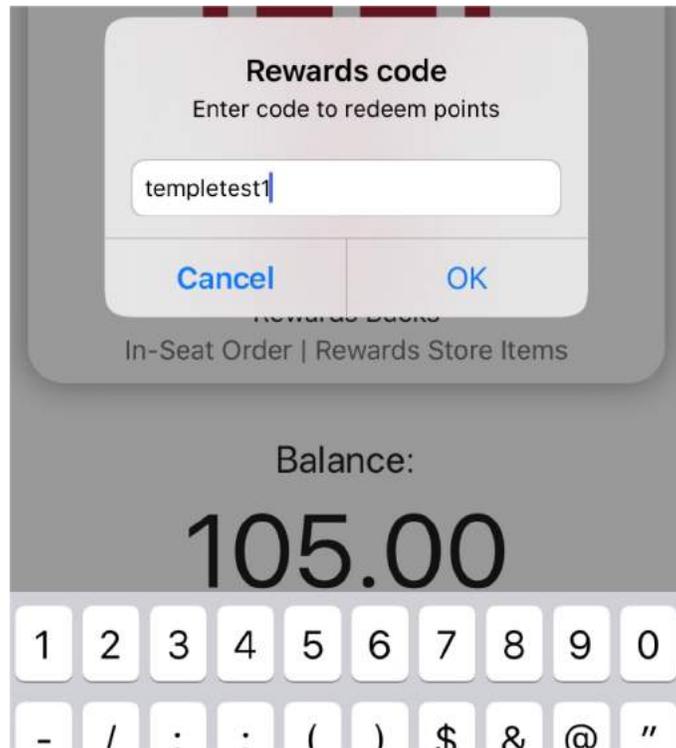


#### 1,000 POINT GAMES

Users will earn 1,000 points for check-in at the following games:

- September 13, 2019 | Field Hockey vs St. Joe's
- September 19, 2019 | Men's Soccer vs Clemson
- October 13, 2019 | Women's Soccer vs Miami
- November 3, 2019 | Volleyball vs Louisville

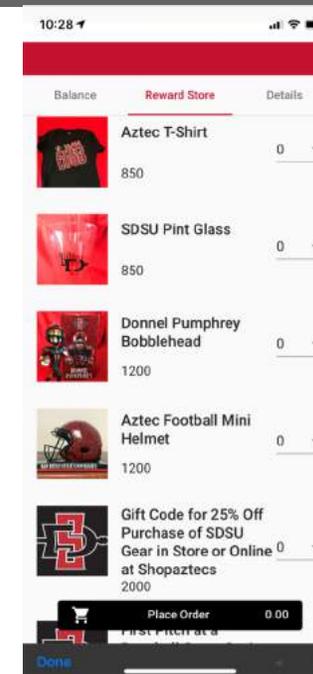
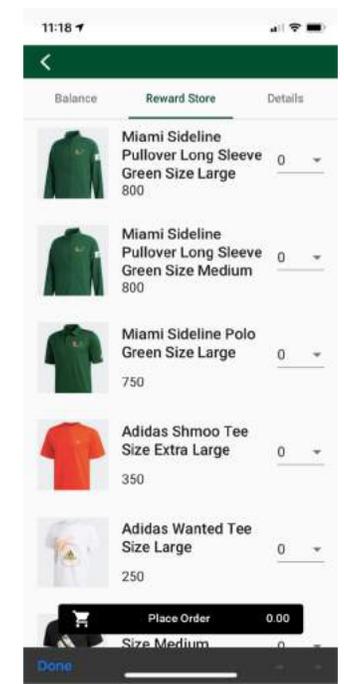
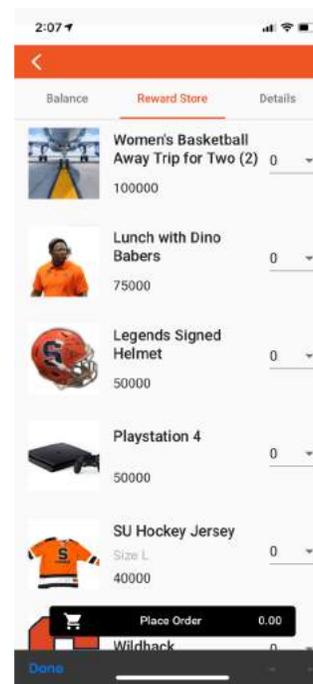
# Rewards Codes



- These are text codes that fans can redeem anywhere they are since no geofence is needed.
- Use rewards codes for any of the following:
  - Sponsor interaction
  - Season Ticket Holders Renewals
  - Newsletters
  - Random surprise and delight
  - Road game radio/tv broadcasts
  - Donor incentives

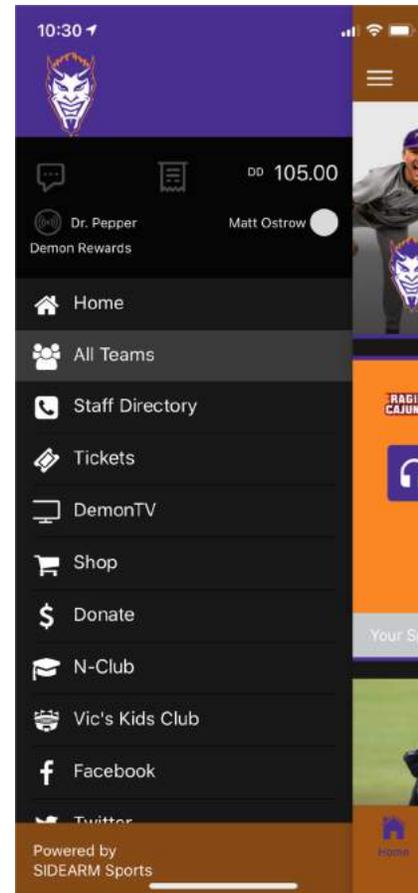
# Rewards Store

- Fill your rewards store with items that will have your fans excited to earn points towards an item.
- Include sponsor items, athletic gear and experiences.
- Simple fulfillment process with email notifications and customized instructions for your fans.



# Sponsor Involvement

- Sponsor banners can be included at the top of the 4 tabs (Fanstream, Challenges, Trivia, Leaders)
- Sponsor trivia and Challenges.
- Sponsor items in the rewards store.
- Sponsor Fanstream announcements.
- Sponsor locations geofenced for app events.
- Sponsor event check in image.





# Bleachr Case Study

## Syracuse Engaging Fans During Quarantine



- S** In March of 2020 the worldwide spread of COVID-19 changed our lives in many ways including the cancelling of all sporting events across college sports. These cancellations mean less opportunities for athletic departments to engage their fans as well as loss of athletic events to fulfill sponsorship obligations.
- S** With this unprecedented shift in our lives' we worked quickly with Syracuse University's athletic department to assist them in creating engagement opportunities through Orange Rewards in their mobile app.



# Trivia Tuesday

On Tuesday nights Syracuse fans around the world were able to answer various trivia questions all within their mobile app. Syracuse had a presenting sponsor for the trivia in Kinney Drugs.

Fans were very happy to have the opportunity to test their Syracuse Athletics knowledge, here were some of their responses

- S** "This was extremely cool. Please do it again very soon. Let's Go Orange!!"
- S** "This was great. Appreciate Cuse setting it up. Went through the trivia questions with my 9 year old son."
- S** "Great contest!!! GO CUSE!!!"
- S** "Fun questions! Thanks, SU Athletics!"
- S** "Thank you Syracuse Athletics & Kinney Drugs for having Trivia Tuesday. I miss going to the dome & watching SU sports."



'Cuse Promos  
@CusePromos

REWARDS POINTS ALERT!

Join us tonight at 7PM inside the 'Cuse App for #TriviaTuesday presented by @KinneyDrugs

Tonight's theme: @CuseWBB 🏀



**TRIVIA TUESDAY** IN THE 'CUSE APP  
PRESENTED BY *KinneyDrugs*

**7-8 PM ET**

- Sign into "Rewards" in the 'Cuse app.
- Get rewards points just for participating.
- Redeem your points in the app for prizes!
- Weekly winner gets a Kinney Drugs gift card!
- **TONIGHT'S THEME: WOMEN'S LACROSSE**

**S**



'Cuse Promos  
@CusePromos

READY GO! Support our local restaurant partners today until 8PM and earn Rewards points! 🍊

Check-in with Rewards in the 'Cuse App when you order takeout or from the drive-thru! 📱

Participating locations ➡ [Cuse.com/orangehours](https://Cuse.com/orangehours)



'Cuse Promos  
@CusePromos

Every Thursday & Saturday from 8am-8pm it's #OrangeHours in the 'Cuse App !!

\*Limit (1) restaurant visit per day



# Orange Hours

- S** The second fan engagement opportunity was called "Orange Hours" which promoted visiting Syracuse restaurant partners.
- S** Through Bleachr's geolocation technology each partner restaurant was geofenced. Then on Thursdays or Saturdays fans who visited a partner location to purchase drive-thru or curbside pickup food orders were given reward points.
- S** All fans had to do was open the Cuse mobile app and check in by signing into Orange Rewards while at the drive thru or picking up curbside takeout.

## ORANGE HOURS

AT PARTICIPATING RESTAURANT PARTNERS IN THE 'CUSE APP

- Order curbside pickup or drive-thru service
- Check into the location with Rewards on the 'Cuse App
- Receive 1000 Rewards Points per visit.
- Redeem your points right in the app for 'Cuse prizes





- S** Through Bleachr's fan rewards platform other schools were able to interact with their fans through virtual events as well. The schools that hosted virtual events were University of Miami, Tarleton, Temple, Marshall and Northwestern Louisiana State.
- S** The Bleachr fan rewards integration works directly in the SIDEARM mobile app by geofencing a school's facilities and their event schedule. Fans are then able to complete challenges and trivia for reward points where they can redeem them for unique items/experiences. The Bleachr rewards platform also includes an easy to manage rewards store and admin tools that can assist your athletic department achieve. At Bleachr we use our innovative software along with creative problem solving to assist our partner schools to increase fan loyalty and sponsor integration.



ONE mobile app for all things  
TENNIS

PLAY

Live tournament social games to win prizes

LIVE

Scores from your favorite tournaments year-round

Unique insights & analyses from tennis insiders  
NEWS

Compare the T1 Power Rankings & follow your favorite  
PLAYERS

TENNIS ONE



Download the TennisONE App & test CrowdVIEW  
LIVE this week with all the live matches!



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