



APPMIRAL

all-in-one **experience** platform

Dedicated
sponsor page



Embed sponsor
in your design

White paper

Sponsorship approach in the Appmiral Platform

In this white paper, we'll explain how you can elevate your sponsors and partners in your own mobile app solution. Our platform is ready to boost your sponsorship sales strategy.

Setting the scene

Millennials are a target group that has shown an immense interest not only in music but in the **live music** space especially. Backed by numerous studies, this notoriously tough-to-reach age group (followed by Generation Z) can be engaged by brands when - intelligently - connected to their favorite time-spending activity, live events, and (music) festivals.

Elevate your partners

Sponsors and brand activations are an important part of most live events and festivals. So embedding them into your app is the only logical and future-proof thing to do. Appmiral solutions are built to improve your sales strategies by creating **new or expanding existing sponsorship deals**.

!! DIGITAL TRANSFORMATION IS NOT LONGER AN OPTION !!

In this whitepaper, you'll get to see how the Appmiral framework is ideal to **improve your sponsorship strategies**, every pricing plan has a lot of opportunities to boost revenue from partners and the right set of analytics to help them prove the ROI on their spending.

55% of millennials say they're spending more on events and live experiences than ever before.
(source: Festival Insights)

almost 10 minutes of time is spent on average in each session a user starts in our festival apps.

(source: Appmiral 2019 analytics)

10'

8/10 show purchase intent to buy products from brands that sponsor a live music experience.
(source: Momentum Worldwide / AEG)

Introducing Appmiral

Appmiral is so much more than just a festival app. Our platform is built to higher the experience for your audience and ticket buyers – before, during, and after the event – and there has never been a better time to focus on your connection with your audience.

Our solution is ready for a hybrid 2021

Through the platform, your team can communicate and engage with your growing digital audience, turn data into valuable insights, and drive revenue all your round. Whatever the outcome for 2021 will be.

- *10 years of experience is woven in the last iteration of our solution*
- *+ 1,250,000 app users in 2019*
- *312 applications delivered*
- *best-rated festival app for 4 years in a row, both on iOS and Android*

Our awesome team is 100% focused on helping event and festival organizers to become more successful, by driving their visitor experience and assisting in their **digital transformation** paths.

But, is your digital ‘TOOLBOX’ ready?

Your audience, mainly both Millennials and Generation Z’ers – is expecting technology of the highest standards. Unaware of the difference in budget, they are comparing each mobile app they use to billion Dollar companies like Instagram, Uber, or Netflix.

On top of that, your sponsors and brands are expecting that same level of quality when connecting their brand to your live event – and they should. Not to mention their need for a decent ‘post-event reporting’ to show their bosses the Return On Investment (ROI).

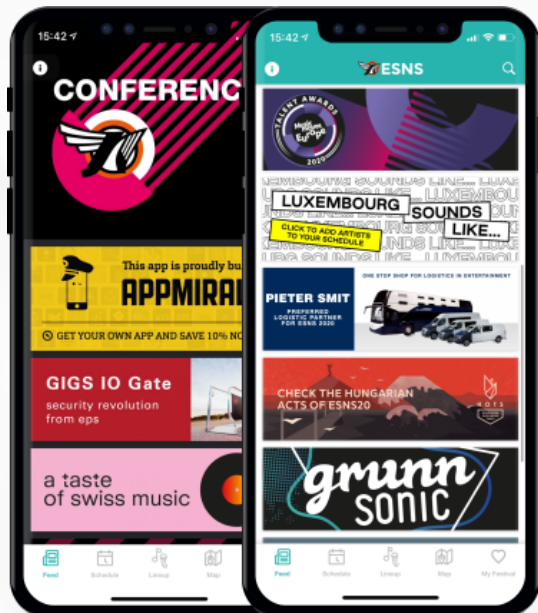
Our solution comes in 3 sizes: **FOUNDATION**, **PROFESSIONAL**, and **PREMIUM**. Basic sponsorship integrations are foreseen in all 3 pricing plans, the higher tiers accompany advanced features and more engaging sponsorship opportunities.

Basic sponsor embeds

INCLUDED IN PRICING PLAN > **Foundation, Professional, Premium**

Our 'Foundation' version hosts many sponsor opportunities giving sponsors and partners a prominent place in your application, without distracting from the actual experience and not overtaking your branding.

These basic type of sponsor embeds will allow you to sell '**brand awareness**' and '**fuel existing (on-site) activation strategies**', your sponsors can now engage with your audience by embedding their message in interactive cards in your app.

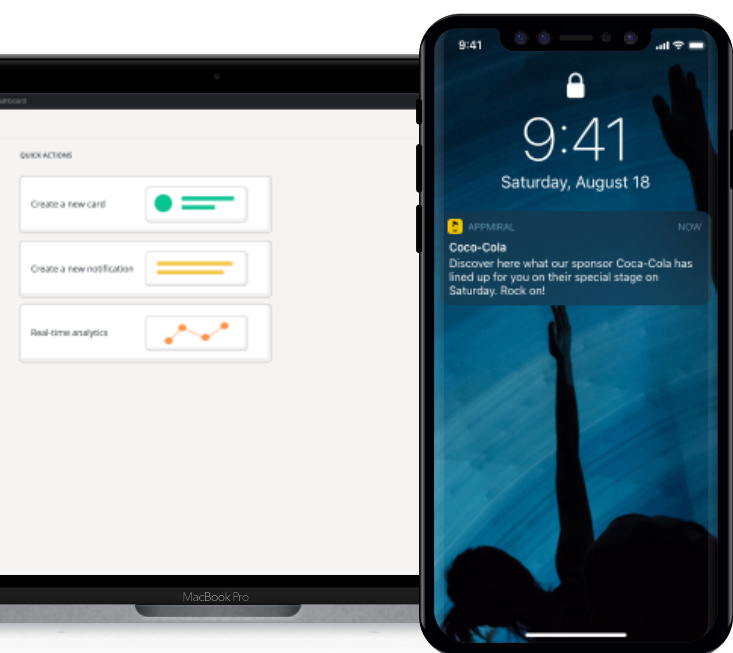


Add branded interactive cards

We introduced interactive cards to our apps in 2015. Both for you as an organizer or as a sponsor, this has proven to be the best way to **communicate and engage** with the app users.

Adding a card to highlight a sponsor or drive traffic towards their on-site activation booth is super easy. The interactive cards are managed from the CMS and can be branded by changing the background color and add logos.

TIP: Help partners to improve their reach by making them an interactive card that explains their (on-site) activation strategy.



Engage with Push Notifications

When done right, push notifications can enrich a sponsoring campaign and boost traffic towards it. We allow brands to customize both the card in the feed and the message of its corresponding notification.

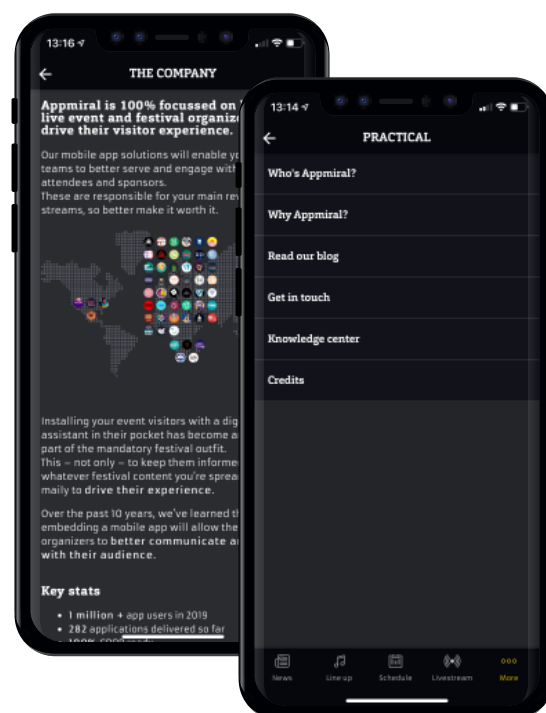
Sending pushes is done from our CMS and takes just a few seconds. Having this direct connection with your audience and being able to 'wake them up' in their pocket is your new gold, called **user attention**.

TIP: More than 60% of the Appmiral clients extend their existing sponsorship deals with these kind of in-app presences, mostly covering more than the cost of making the app itself.

Pages

This section is mostly used to add practical information in the app but can equally serve as a great location to give your partners some digital stage time.

All of this gets managed from our CMS, all changes will reflect in the live apps within 2 minutes.



Advanced sponsor embeds

INCLUDED IN PRICING PLAN > **Professional, Premium**

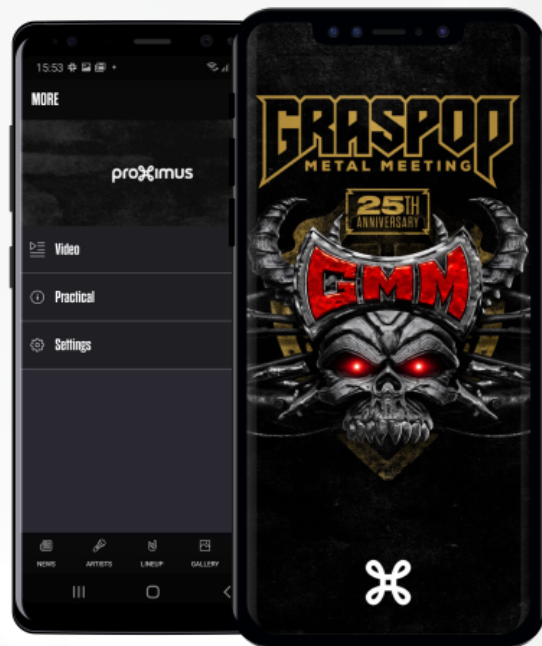
Starting from our Professional pricing plan, we can enable your sales team to go the extra mile closing even better sponsorship deals. Both the **interactive map** as the **dedicated sponsor section** will create that extra leverage to raise the sponsorship package prices by adding a complete digital dimension next to the classic physical presence.

Also, we use Google Data Studio to provide your teams with semi **real-time** access (4 hr delay) to the latest analytics on download rates, engagement with sponsor cards and pushes, audience behavior, ... the perfect base for post-event reporting **proving the ROI** for future investments.

Embed sponsors in your design

Homescreen (splash page) sponsorship is a more 'classic' yet straight-forward way of embedding a sponsor into the design of your mobile application.

The idea is simple - give sponsors a visual presence **every time the app gets opened or used.**

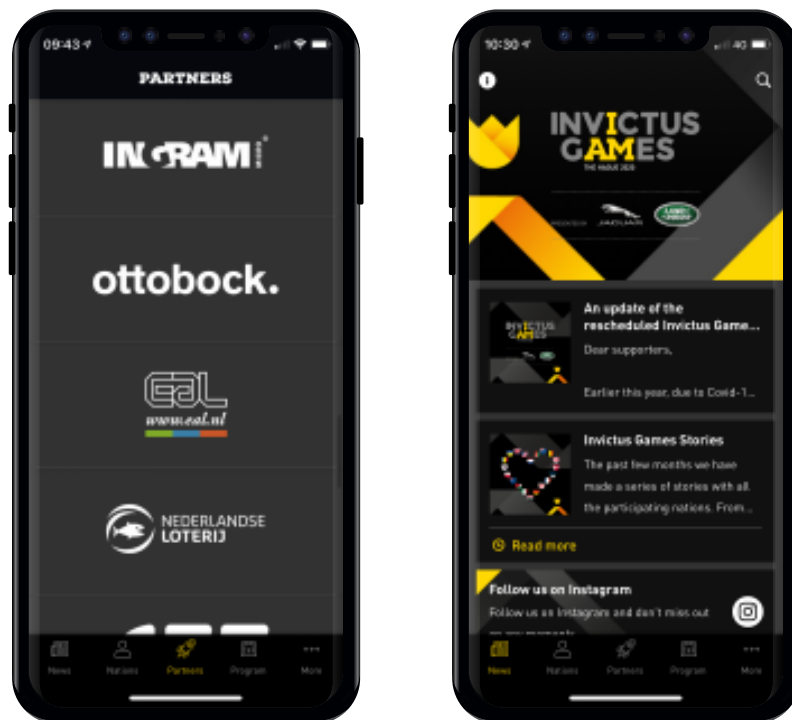


Tip: Create a new 'main digital sponsorship package' for this type of integration, best limited to just 1 brand to make them stand out.

Create a dedicated sponsor section

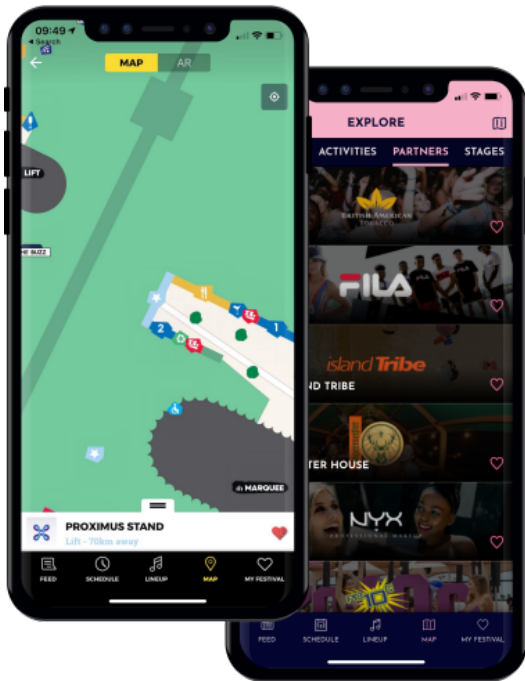
In our PROFESSIONAL and PREMIUM pricing plans, both the apps as the CMS reveal a dedicated sponsor menu item in the app's bottom navigation bar, this to easily visualise the list of sponsors linked to your event.

All of this gets managed from our handy CMS. In just a few clicks logos can be added, re-arranged even and made clickable to a specific website, social or video.



Decorate your interactive maps

Using our dynamic, geo-accurate, and user-friendly maps, your audience can explore the festival grounds in a whole new way. We've foreseen that your teams can build on this **user experience** by customizing the visual representation of own and sponsor POI's on your map, directly managed from the CMS.



We see these type of maps as an ideal tool to **gather data**, further **understand visitor engagement** and **boost sales**.

Tip: It's easy to bolt on a digital upgrade for all your food and beverage partners with a booth on site.

Cards to highlight sponsor activations

Leverage the power of our interactive cards to drive traffic to your sponsors with on-site activation strategies. The cards can sustain and explain what is going on, and even lead app users directly to the exact POI on the festival



LOW ON BATTERY?

Visit the Proximus charging station at the festival site or at the camping grounds.

[DISCOVER ON THE MAP !](#)



(ex. Belgian Tel Co Proximus offering battery chargers, 2018)

Analytics & reporting

INCLUDED IN PRICING PLAN > **Foundation, Professional, Premium**

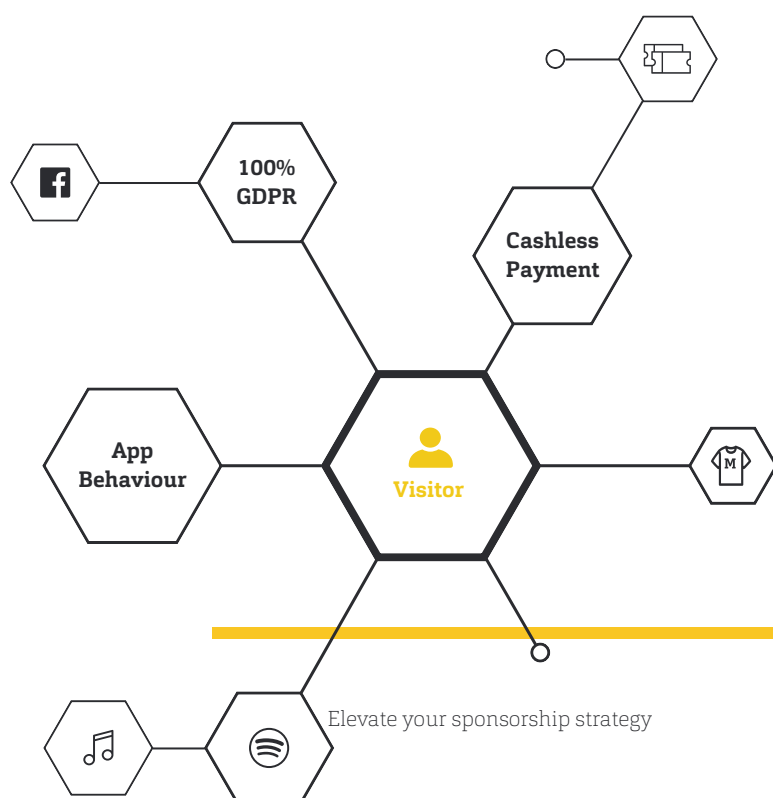
In most industries, collecting and aligning data on clients is nothing special anymore. 'Know your customer' is probably the most essential driver to install a more personalised, (micro)segmented sales and communication approach.

Capture visitor data and meaningful insights

By embedding an Appmiral mobile app, your event is ready to streamline the desired data strategy and helps you connecting the dots.

The collected data on your audience and fans is **worth pure gold**.

The combination of having a direct connection to your clients and being able to segment communication is exactly what drove billion-dollar valuation for companies like Facebook, Instagram, Snapchat, ...



Tip: Installing a Single-Sign-On (SSO) mechanism overarching your other (web) services like Merchandising, Ticketing, Website login, and of course App login will allow you track these user data sets, enabling you to compile a 360° view on your customers.

Finding the plan that is right for you

Appmiral is a framework-driven solution, this approach allows us to deliver applications in less than a month. Our modular codebase and pricing plans are a fit for a wide variety of events and artists/labels.

Start with our foundation to get a complete solution, upgrade further as you grow in size or ambitions.

Most popular

Foundation

The essentials you need to have your own mobile app live in just 2 weeks

€ 249

Monthly fee, yearly billed.

Foundation Includes:

- ✓ Information
- ✓ Programmation
- ✓ Engagement
- ✓ Basic Sponsor Embeds
- ✓ Basic Analytics

Professional

A solution to boost your revenue and upgrade your visitor experience

€ 499

Monthly fee, yearly billed.

Foundation features, plus:

- ✓ Flexible Interface
- ✓ Content Automation
- ✓ Ticket Wallet
- ✓ Advanced Sponsor Embeds
- ✓ Advanced Analytics

Premium

Tailored partnership for organizers with large and complex events

Custom pricing

Professional features, plus:

- ✓ Interactive Map
- ✓ Cashless Integration
- ✓ Ticket Integration
- ✓ Data Alignment (SSO)
- ✓ Location Intelligence

Tip: Check the website for more information and compare plans (desktop only) on www.appmiral.com/pricing

We are Appmiral

The all-in-one experience platform to boost both revenue and fan engagement

Appmiral is a plug-and-play mobile app platform that helps event organizers deliver an all-year-round experience for their visitors and audience.

Platform Characteristics



Ready for integrations with your existing ticket providers



Mature and reliable infrastructure



Fully customizable branding



Data-driven



GDPR compliant, 100% data ownership



Offline available

Appmiral is a result of a project between the Antwerp-based technology company November Five, Live Nation Belgium and Proximus (Belgian TelCo) in 2009. At that time, Proximus aimed to build an experience for the younger generations enabling with probably the first real festival app ever build.

A decade later, ... this partnership still stands because of the fact that the conversion rates are significantly higher than the classic ways of doing marketing like social, banners or mail outbound.



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Trusted by





APPMIRAL
all-in-one **experience platform**

Ready to see more on Appmiral?

Get in touch and learn why festivals and live events of all sizes are adopting Appmiral to grow their digital audience and engage with their fans.

The best way to do this is to book a product demo with one of our solution experts at your convenience. We want to hear about your event, answer your questions, and show you how Appmiral can help you digitally transform your visitor and fan experience.



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