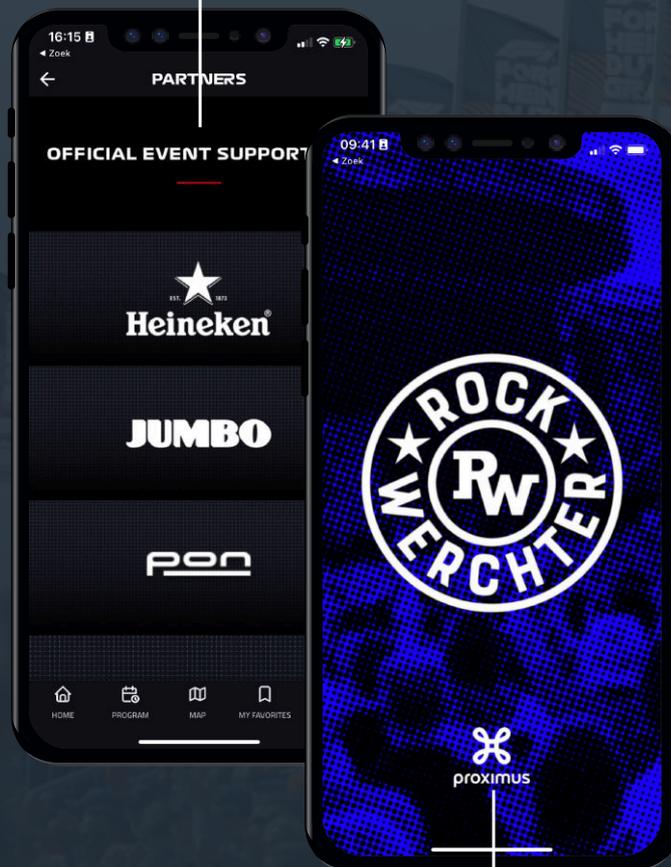


DEDICATED SPONSOR MODULE



EMBED SPONSORS IN YOUR DESIGN

WHITE PAPER

How to add sponsors in your event & festival app

Sponsorships and brand activations are an important part of most festivals and live or sports events. So embedding them into your mobile app is the only logical and future-proof thing to do.

In this whitepaper, you'll learn how the Appmiral platform is the perfect tool to **enrich** your **sponsorship offerings** and **sales strategies**.

People are spending 5 hours every day on their smartphones - even so at your event - it only makes sense to give your partners some digital stage time in your festival app.



Setting the scene

Millennials, and especially the upcoming **Generation Z**, are a target group that has shown immense interest in music and especially the 'LIVE' experience space. Backed by numerous studies, this notoriously tough-to-reach age group can be **engaged by brands** when - intelligently - connected to their favorite time-spending activity, being live events and (music) festivals.

Elevate your partnerships

In last 2 decades, sponsors and brand activations have been 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. It's important to understand that these brands are also looking for new and creative ways to tell their story.

4:48

the average time a user spends on their smartphone each day is 4 hours 48 minutes, with **92.5%** of that time spent using **mobile apps**.

the average amount of sessions a user initiates in our mobile apps.

14

81%

show **purchase intent** to buy products from brands that sponsor a live music experience.



Tap into our experience

Appmiral was founded back in 2010 as a result of a big Belgian TelCo that was sponsoring 4 of the biggest Belgian festivals aiming to liaise with the younger generations. They asked us to do something with the upcoming 'wave of apps' after Apple launched its iPhone in 2007.

Ever since we created that 1st festival app, embedding sponsors into the experience proved to be a vital part of our offering and the key to successful projects.

Some of the brands we worked with

proXimus

Deloitte.

TikTok

Spotify®

payconiq

Uber

QATAR AIRWAYS
القطرية

JOHNNIE WALKER

Fanta.

deezer

TELE2

Audi

MIGROS

★ Heineken®

Bank of Ireland

Budweiser

SAMSUNG

Coca-Cola

Basic sponsor embeds

Included in pricing plan > **Foundation, Professional and Premium**

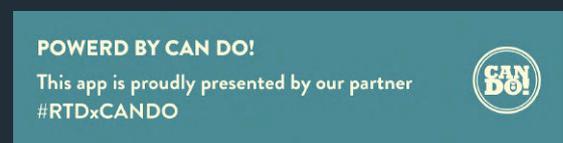
Our **Foundation** version hosts many opportunities to give your sponsors and partners a prominent place in your application without distracting from the actual experience and not overtaking your branding.

These basic types of sponsor embeds will allow you to sell **'brand awareness'** and even **'drive traffic'** toward existing (on-site) activation strategies.

Add a sponsor card in the feed

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 toward 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 adding logos.



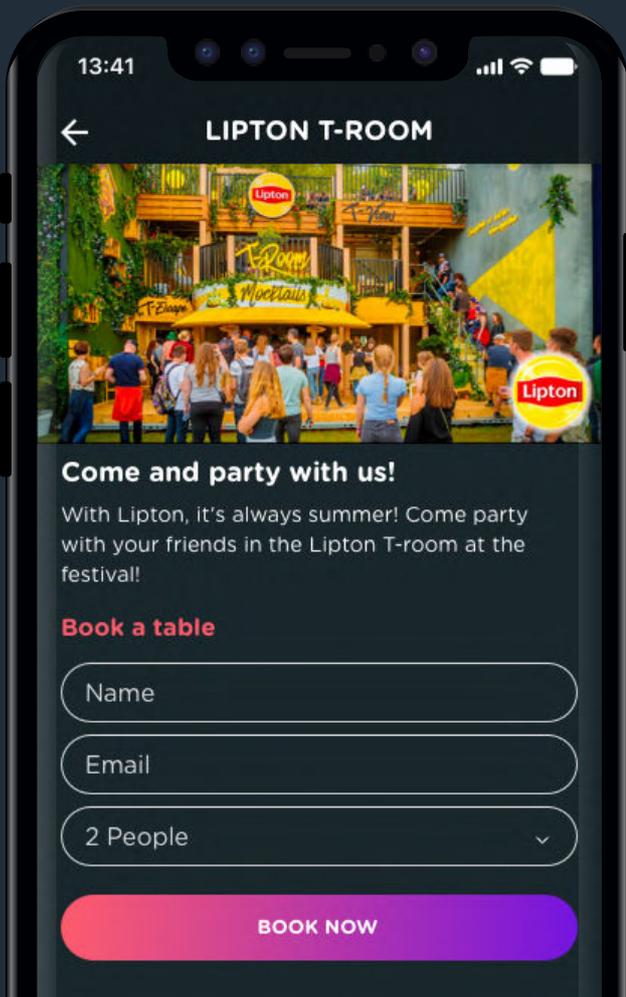
Expert tip

A card in the feed explaining your sponsors on-site activations will drive actual foot traffic towards them.

Engage with push notifications

When done right, push notifications can enrich a sponsoring campaign and boost traffic towards it. The cards in our feed can easily be branded and extended with a push notification to get maximum reach.

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**.



Create Pages

Pages are mostly used for adding practical info or embedding an FAQ section in your app. On top of that, a native page can also be easily created when highlighting a sponsor or **embedding a CTA** linked to their campaign strategy.

Expert tip

More than 75% of our clients extend their sponsorship revenue when adding app presence to their packages.

Advanced sponsor embeds

Included in pricing plan > **Professional, Premium**

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

Also, our **real-time analytics dashboards** in the CMS will provide your teams with the perfect tool to communicate download rates, engagement with sponsor cards and pushes, audience behavior, ... the perfect base for post-event reporting proving the ROI for future investments.

Add a brand on your 'splash page'

Homescreen (splash page) sponsorship is a straightforward way of embedding a sponsor into the design of your mobile event apps.

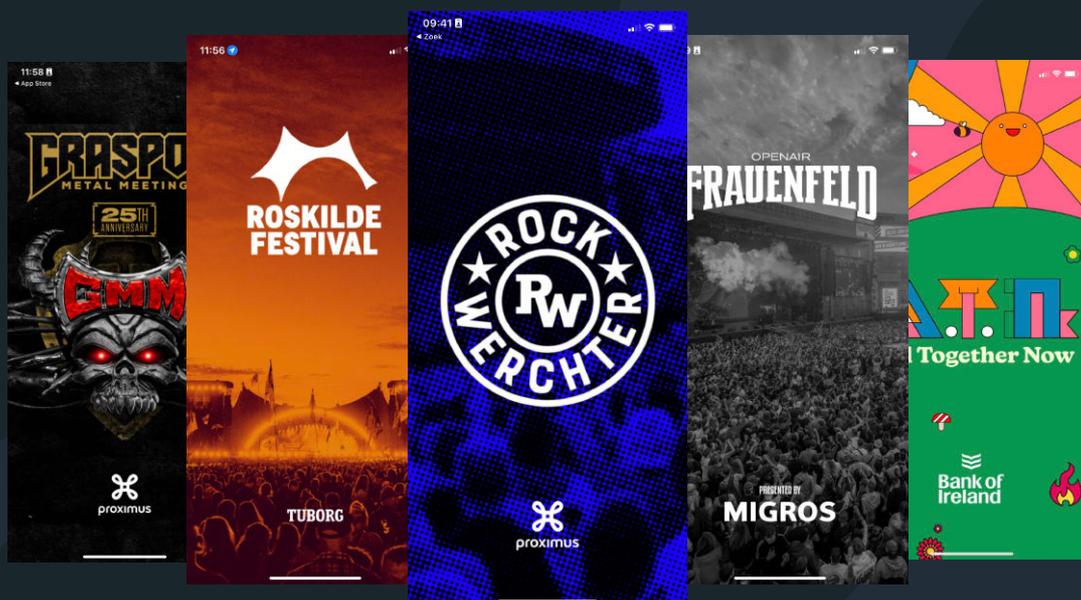
The idea is simple - give sponsors a **visual presence** every time the app gets opened or used.



Expert tip

Create a standalone sponsor package deal for this placeholder.

Brands love this!



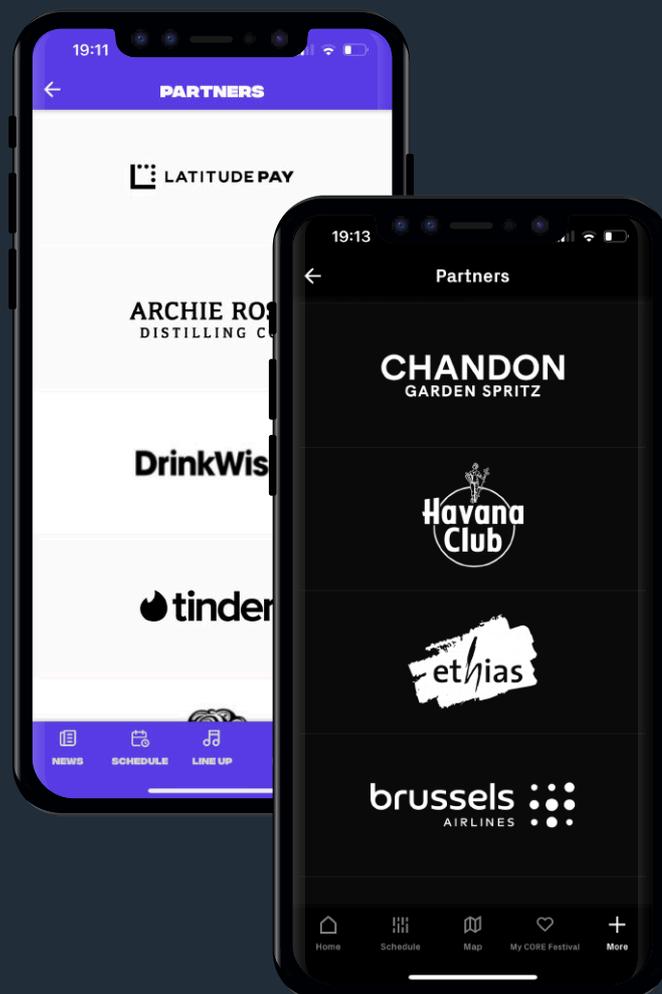


Besides the splash page branding, you can easily add all your partners in a dedicated sponsor section like on your website, we place this mostly under the expandable 'more' menu.

Dedicated sponsor module

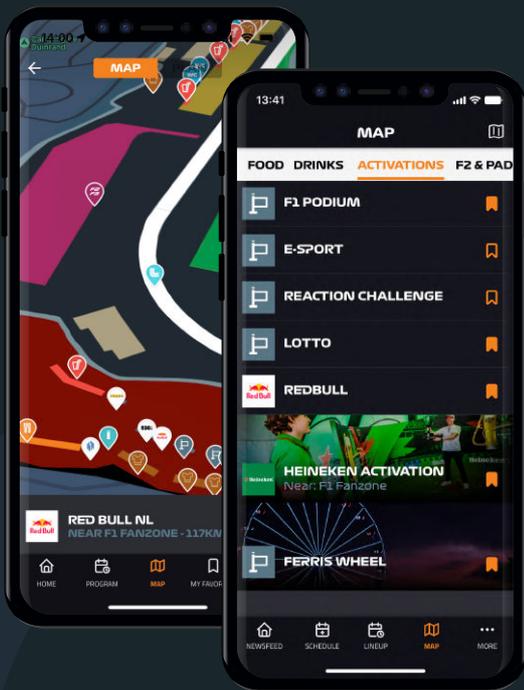
In our **Professional** and **Premium** pricing plans, both your app and the Appmiral CMS reveal a dedicated sponsor menu. By default, we activate this in the app navigation, so it's easy to visualize the **list of sponsors** linked to your event.

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



Brand the POI on your interactive map

Using our **dynamic**, **geo-accurate**, and **user-friendly** maps, your audience can explore the festival grounds in an augmented way. We train your teams to optimize the map and customize some Places Of Interest (POI) directly from your CMS. Adding a logo to a location on the map is done in just a few clicks and **doesn't require an app update** whatsoever.



In-app campaigns to highlight sponsor activations

Leverage the power of our **interactive cards** and **push notifications** to drive traffic to your sponsors. The cards can explain the value or experience they are bringing but also lead app users directly to the exact POI where their on-site activation takes place on the festival grounds.



Expert tip

Your interactive map is a great tool to boost F&B sales, next to minimizing the time that visitors need to look for something.

Adding logos and background images in the list views opens a whole new dimension of experience!

GET HOME SAFE WITH UBER



There is a dedicated Uber pickup zone right in front of the festival.

👉 GET YOUR UBER NOW



proximus

LOW ON BATTERY?

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

👉 DISCOVER ON THE MAP !

Analytics & reporting

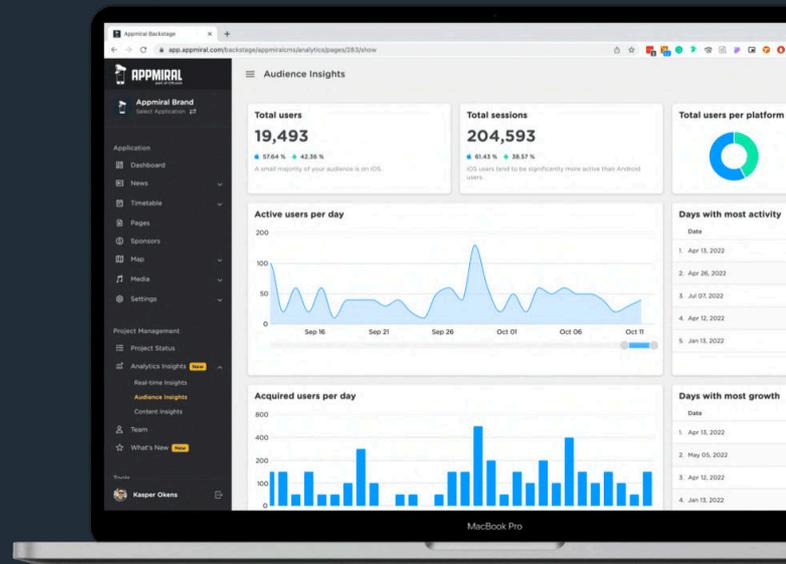
Included in pricing plan > **Professional, Premium**

In most industries, collecting and aligning data on clients or usage is nothing special anymore. 'Know Your Customer' is an essential driver to install a more **personalized**, and **segmented** sales and communication approach. Our analytics dashboards are a great asset to **showcase ROI** for existing sponsorships.

Capture visitor data and meaningful insights

Embedding an Appmiral mobile app instantly will bring your data strategy up to par. Now more than ever, big sponsors require a proven return on their investment (ROI).

The collected in-app behavioral data is worth gold for most festivals we work with. When integrated with a **Customer Data Platform**, you can turn data into actionable insights.



Installing a Customer Data Platform (CDP) integrated with all your digital touch points like Merch, Ticketshop, Website, and also our Event App will enable you to compile a **360° view of your customers and clientbase**.

As a result, you can now combine all these data points into a single environment and own this data yourself, as it should be. Based on all these data points, you are now able to **segment your audience** based on music preferences, age, gender, ... ready to communicate more personally and relevant to eventually market them more effectively.

Sounds interesting? Learn more on <https://bit.ly/appmiral-cdp>

Tailor-made pricing, fit to your event

Compare the functionality in our different pricing tiers and see what solution fits **your needs and requirements**. Our apps can grow with your ambitions and can easily be upgraded, even before the event.

Most popular

Foundation

The essentials you need to have your own mobile app live in just 4 weeks.

€ 279

Monthly fee, yearly billed.

Foundation Includes:

- ✓ Classic Event App Setup
- ✓ Information & Programmation
- ✓ Engage With Your Audience
- ✓ Push Notifications
- ✓ Basic Analytics

Professional

A powerful solution to grow your revenue and boost your visitor experience.

€ 559

Monthly fee, yearly billed.

Foundation features, plus:

- ✓ Year-round App
- ✓ Workflow Automation
- ✓ Add ticket and Webshop
- ✓ Sponsor Embeds
- ✓ Advanced Analytics

Premium

Tailored for organizers and promoters with large and complex events.

Custom

Professional features, plus:

- ✓ Interactive Map
- ✓ Timetable API
- ✓ 24/7 Support (during event)
- ✓ Integration-ready
- ✓ Crowd Control

Check the website for
more information and
compare plans on
appmiral.com/pricing

See for yourself

Meet the software suite behind businesses worldwide. Download some of the applications below to see how they made use of our platform and embedded their sponsors in the app experience.

Sziget Festival

📍 Budapest, Hungary

👤 Visitors 400.000

Sziget is a Hungarian music festival and one of Europe's most famous. Each summer it brings an incredible and diverse lineup of musical superstars.

And they don't stop at just the music, the experience includes all kinds of other activities for festival-goers to enjoy or take part in, such as a cinema, a theatre, contemporary circus shows, sporting events, and even a beach along the Danube in which you can swim.



[Download the official app →](#)

F1 Dutch GP

📍 Zandvoort, The Netherlands

👤 Visitors 305,000



This event quickly claimed the title of Holland's biggest outdoor event, fueled by the enormous orange fan club of Max Verstappen.

CM.com is an official event sponsor and even name-partner of the Zandvoort circuit. For that, we teamed up with DGP to provide the best visitor and fan experience from start to finish. A great mobile app is one of the cornerstones of this ambitious project.

[Download the official app →](#)

All Together Now

📍 County Waterford, Ireland

👤 Visitors 30.000

A weekend of freedom, inspiration and escapism through music, spoken word, comedy, theatre, debate, art, workshops, wellness, and everything in between. From feasts of food to bespoke cocktails all within the walls of the beautiful Curraghmore Estate in Ireland.



[Download the official app →](#)

Rock am Ring

📍 Nurnburg, Germany

👤 Visitors 200.000

Rock am Ring, held in Germany's Nürburgring, is one of the biggest and most widely renowned rock music festivals in Europe, if not the entire world.

Their loyal audience comes over to the Nürburgring each and every year, proving that it's one to tick off the bucket list for the rock 'n' roll die-hards.

[Download the official app →](#)

ESNS

📍 Groningen, The Netherlands

👤 Visitors 40,000

Eurosonic Noorderslag is a non-profit organization and independent platform dedicated to the promotion and discovery of new European and Dutch music.



[Download the official app →](#)

We are Appmiral

Growing Better, Together.

In 2021, both companies decided to join forces on their mission to set new standards in **customer experience**.

Our in-house technologies now come **pre-integrated** and ready to connect with your audience and event visitors.



CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience.

Our communications and payments platform empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers and increase customer happiness.

Appmiral is a leading European mobile application builders for music festivals and live events, sports tournaments, venues and conferences.

Over the past 12 years, our mobile apps have evolved to an all-in-one experience platform built to sustain and grow your revenue streams.

This is by facilitating year-round engagement with your growing digital audience, fans and communities.

 <p>1999 founded Breda, Netherlands</p>	 <p>+850 FTE and still growing</p>	 <p>24 countries local presence</p>	 <p>12 years building mobile apps</p>	 <p>750+ apps delivered</p>	 <p>21 countries visited so far</p>
 <p>Listed CMCOM Euronext Amsterdam</p>	 <p>€ 237 million core revenue 2021</p>	 <p>24/7 Support global monitoring & support</p>	 <p>2.670.000+ app users in '22</p>	 <p>Acquired 2021 by CM.com</p>	 <p>24/7 Support global monitoring & support</p>



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