



THUZI RECAP & 2020 CAPABILITIES

2019 RECAP



TOTAL REGISTRATIONS



30,347

Adults 13,934 (46%)
Children 16,413 (54%)

Pre-Registration: 17,122 (56%)

On-site Registration: 12,877 (44%)

Linked Bands: 25,262 (83%)

EVENT UNIQUE PARTICIPANTS



22,309

OPT INS



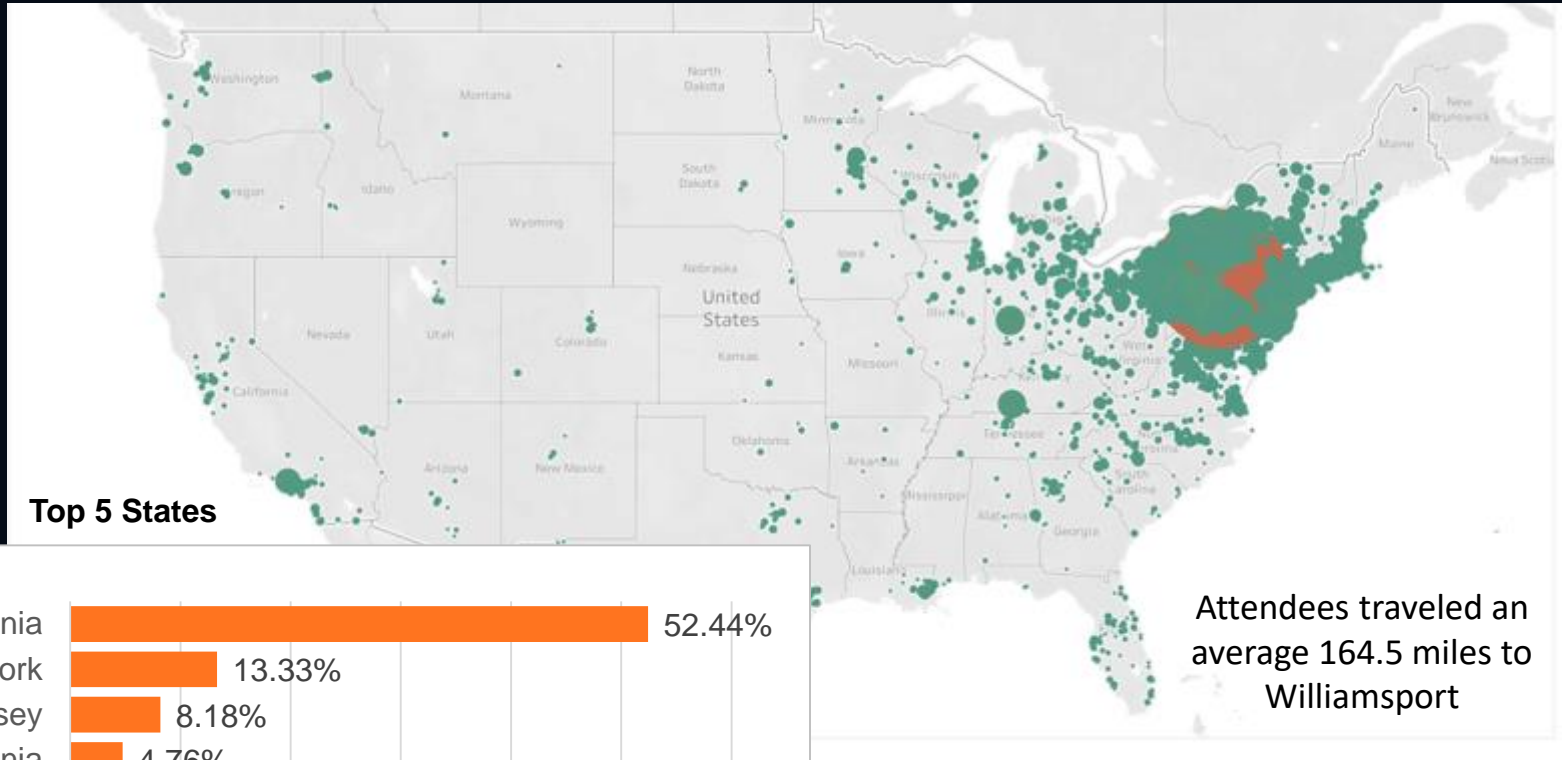
7,840

Pre-Registration: 3,893

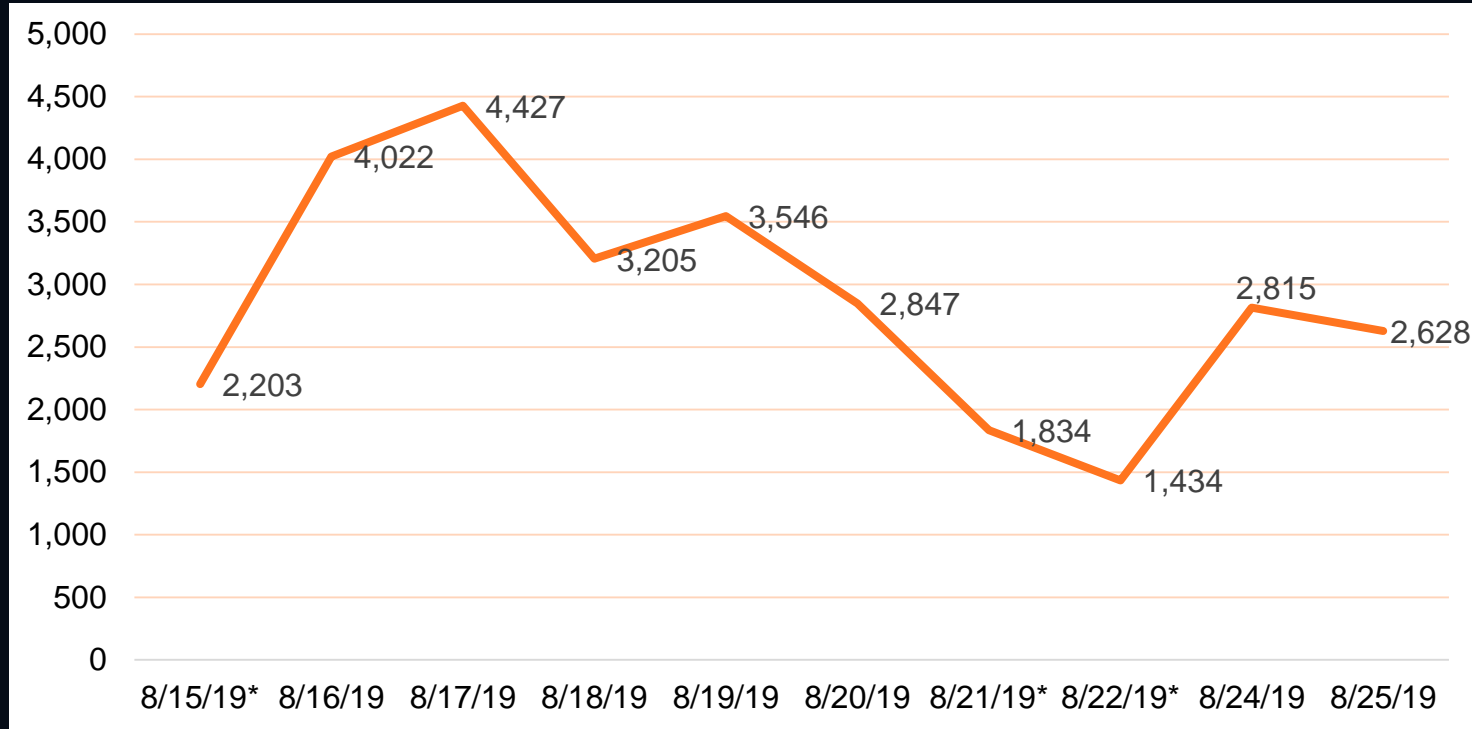
On-site Registration: 3,947

- 55% of registrants Pre-registered
- 14% of registrants onsite registered at the Little League provided Registration Tent

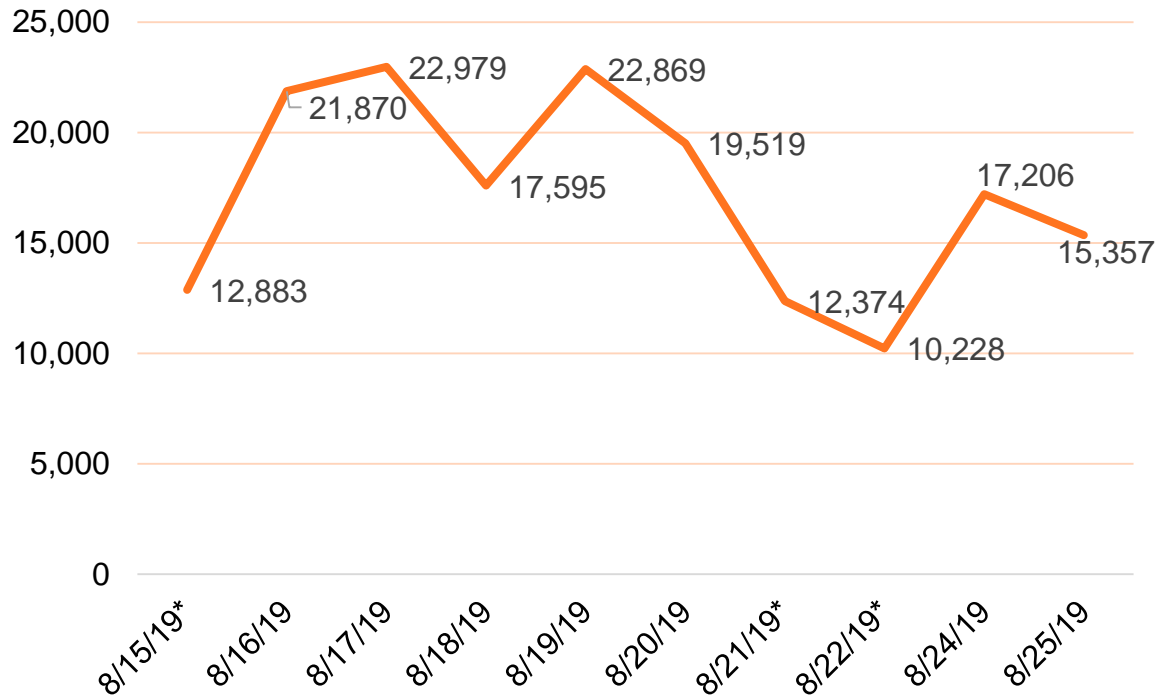
WHERE ATTENDEES REGISTERED



UNIQUE ATTENDEES



OVERALL SCANS PER DAY



TOTAL SCANS

172,880

scans throughout the event

AVERAGE SCAN RATE

7.75*

scans per participant

*Industry average 6 scans per participant

YEAR-OVER-YEAR



YEAR-OVER-YEAR ENGAGEMENT

	# OF ENGAGEMENTS	# OF SPONSORS	AVERAGE PER SPONSOR
2016	152,158	10	15,216
2017	188,671	12	15,723
2018	204,644	11	18,604
2019	172,880	11	15,716

2019 Sponsors did not have as many activations as past years. Many sponsors only allowed for one win per event which did not lead to attendees coming back multiple times.





CAPABILITIES & OUR ACTIVATION LAST NIGHT

A Complete, Data-Driven Live Event Technology Solution

The key to a successful event is an even exchange between fans and brands.



Operations



- Talent contracting
- Asset management
- Vendor management
- Credential management

Commerce



- Cashless payments
- Marketing services
- Online ticketing
- Data analytics
- Donor Management

Mobile Apps



- Schedules, maps, info
- In-event experiences
- 3rd party integrations
- Push notifications
- Sponsorship

Experiential



- Brand activations
- Gamification activations
- Mobile app integrations
- Data collection



LITTLE LEAGUE BASEBALL® WORLD SERIES



WHAT: Fan engagement platform for the Little League World Series

WHY: Designed to provide the best possible fan experience, driving a deeper connection with fans, and building more affinity with LLB Sponsors, a byproduct of this program is the ability to collect deeper report insights on the following:

- Fan Behavior
- Engagement w/ Onsite Activations
- Social Sharing

HOW: LLB RFID Program allows fans to better engage with Sponsors by delivering:

- Family Registration Platform
- Seamless Brand Integration
- Personalized Digital Archives
- Scan Activations
- Waivers
- FUN!

LITTLE LEAGUE BASEBALL® WORLD SERIES



SCAN ACTIVATIONS: It's easy, one scan using their wristband and you're able to have any of these amazing fan favorite activations:

- Scan to check in
- Scan to win (Award Prize)
- Scan to take a quick survey
- Scan to watch a video
- Scan for more information
- Scan to play trivia
- Scan to sign a waiver
- Scan to receive your on-site video/photo
- Any of these scans can also be used to gamify the fan experience, collect all of the badges to earn a special premium prize
- Scans can also be used as access control

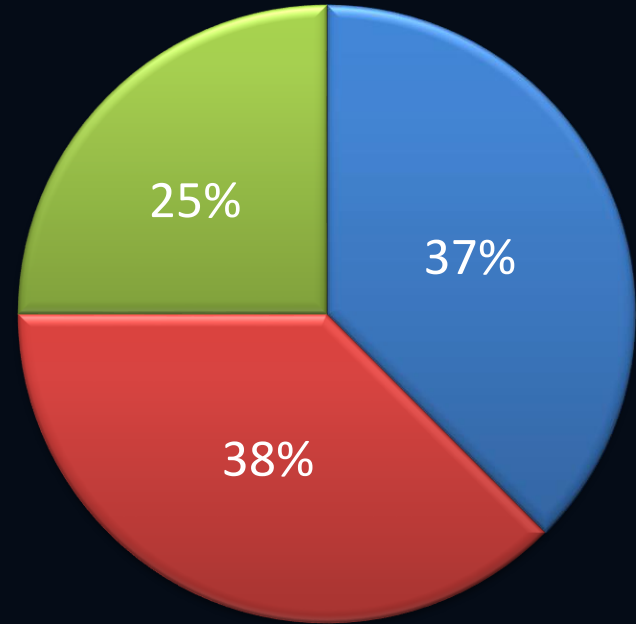
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WHO DID IT ALL: These are **OUR** biggest fans!

Jena Dalykas
Jesse Ladoue
Kyleigh Meisler
Ashley Bezilla
Shawna Ryan
Calin Thomas
Lauren Ahasic
Brian Hodges
Brittany Clarahan

% OF SCANS



■ 1 Scan ■ 2 Scans ■ 3 Scans

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ACTIVATION NAME: Survey


Do you already own a Canon Product? required

☐ Yes
☐ No

If so, do you own a Camera or a Printer?

☐ Camera
☐ Printer
☐ Both

Instagram handle optional

 **Canon**
SEE IMPOSSIBLE

Getting to know you – Our **Survey** activation is a simple way to gather more data on your attendees. It's totally customizable so you can find out whatever you'd like to know. We support a variety of question types. Many of our clients incentivize surveys with a badge unlock to drive participation.

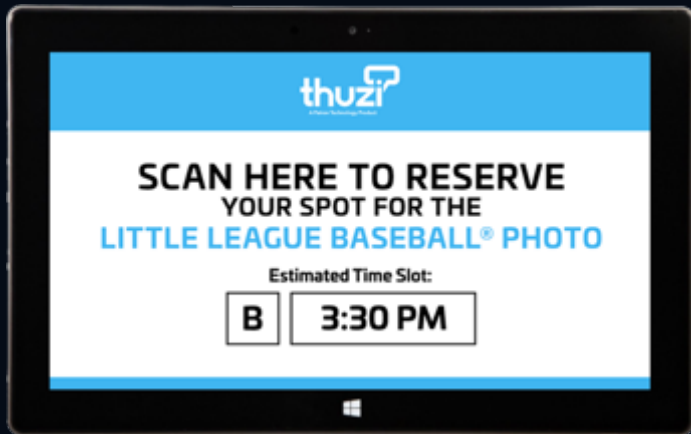
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ACTIVATION NAME: Reservations

GET IN LINE

Hold my spot – When attendees arrive to the activation, they simply scan in with their credential to verify their time slot. Everything is managed through the back-end to help account for delays, weather and whatever else might throw things off. We've got you covered.



CHOOSE A TIME

Because lines aren't fun – The attendee arrives at the activation scans their credentials and selects from the available times to come back and engage with your brand



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JESSE LADOUE

You Won!

You completed all three activations and created this amazing GIF video!



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ACTIVATION NAME: Photos



CHRISTOPHER JOHNSON

AGE

16

POSITION

OUTFIELDER

HOMETOWN

HARRISBURG



- DSLR Photo with Overlay
- GIF

- Boomerang
- Green Screen with Overlay

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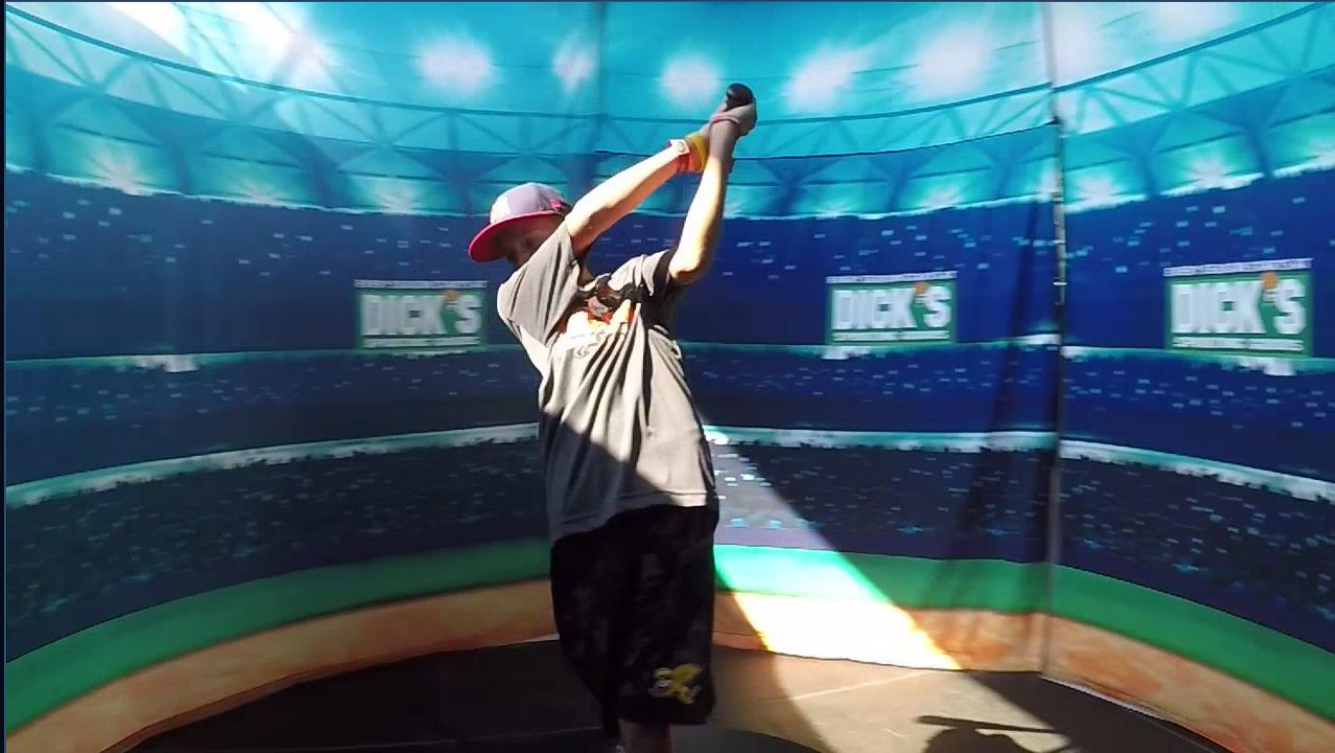
ACTIVATION NAME: Videos



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ACTIVATION NAME: Videos



Types of Videos:

- Standard Video
- Slow Motion
- Hyperlapse
- Green Screen
- 360 booth
- Custom Video playing card
- Add intro/outro
- Add overlays
- And more....

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SCAN ACTIVATIONS: Gamification

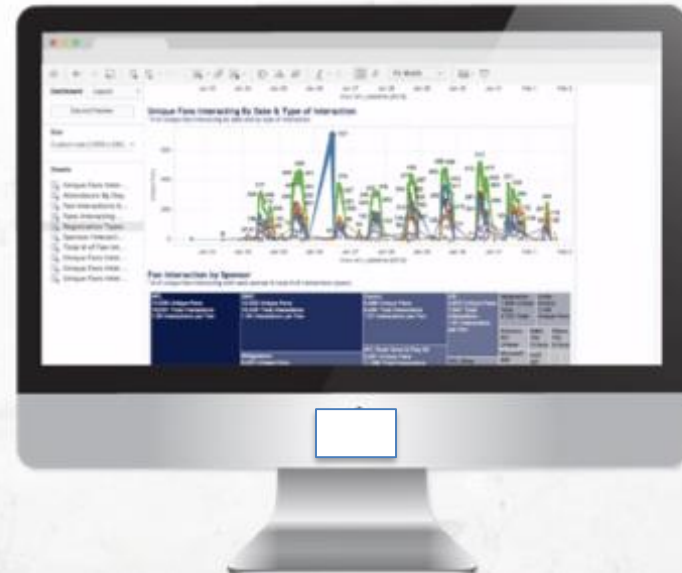
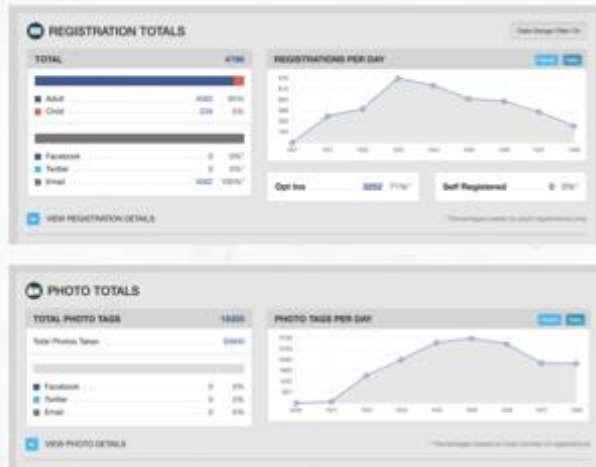


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ACTIVATION NAME: Metrics

Understand what participants are doing via an on-demand analytics Dashboard. Custom dashboards with custom KPIs available for an additional fee.



TIMELINE:

- **All Year** Thuzi is available for brainstorming and price quotes
- **January** New Base Package
- **March 6** Confirm Participation
- **March 13** Centralized Waiver Finalized by all participating parties
- **May 13** Final date to share creative concepts with Thuzi team
- **June 12** All creative assets due to Thuzi
- **July 17** Thuzi creative sent to clients for approval



THANK YOU

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