



Little League Virtual Summit

January 14, 2021

About Patron

- Thuzi acquired by Patron Technology
- Patron vision & structure
- Patron partners
- Fan Journey

Patron Partners

A complete, data-driven live event technology solution with considerable industry adoption



Conferences & Expos



Festivals & Fairs



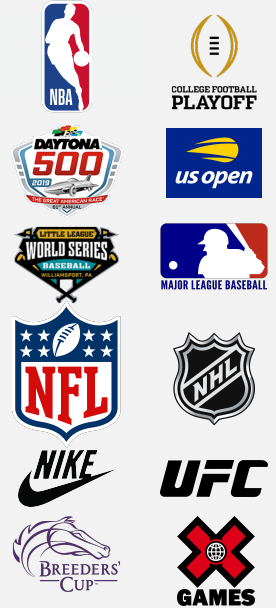
Brands & Agencies



Museums & Attractions



Sports



Patron leverages its deep set of solutions to offer full-service event management to its **10,650+** clients across a wide range of markets with events in **89** countries



Supporting Live, Virtual & Hybrid Events

- Patron well-positioned to capitalize on its favorable financial position entering 2021, thanks to the investment from Vector Capital finalized in September 2020.
- We're focused on preparing for the re-starting of live, in-person events in 2021, while continuing to support our clients with our virtual technology solution and timed entry tools to simplify social distancing measures.
- Our team is working directly with major sports leagues so they can host online fan events, with international fandom conventions so they can provide unforgettable celebrity meet & greets, and with world-renowned music festivals to develop more efficient strategies for upcoming onsite operations

Hybrid Fan Journey



DOWNLOAD APP

REGISTER

ENGAGE ON-SITE

ENGAGE VIRTUALLY

GAMIFY / WIN

SHARE

STEP 1

Attendees will download the event app onto their personal devices.

STEP 2

After downloading app, attendees can pre-register in the comfort of their own home or as they enter the event.

STEP 3

Onsite, registered attendees can seamlessly engage with all activations such as photo station, video stations and all check-in stations.

STEP 4

Fans at home can engage with virtual solutions such as exclusive meet and greet sessions or live stream workshops.

STEP 5

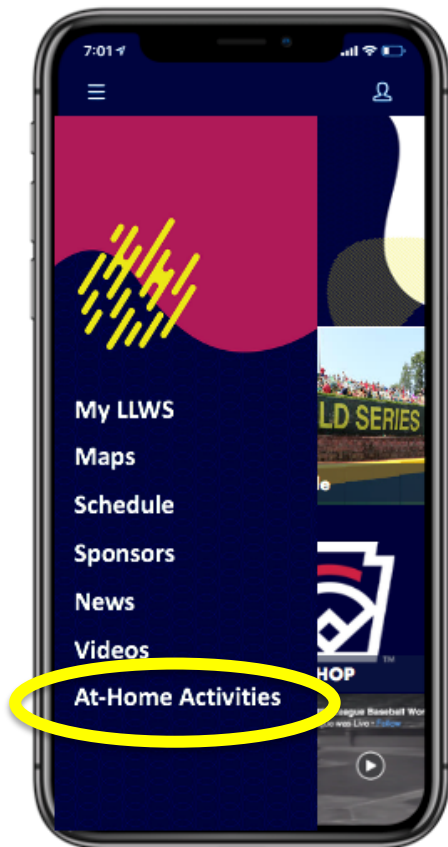
By engaging at the event or virtually, fans will receive badges upon completion. They are encouraged to unlock all badges for opportunities to win prizes.

STEP 6

The fan's media and badges are available in-app for them to share on social media.

Patron Capabilities

- Virtual/Hybrid Events Overview
- Personalized Messaging
- Experiential Overview
- Virtual/Mobile Games



Our Solution

Flexible virtual events solution that helps you create unforgettable online experiences while bringing your community together.

Personalized Messaging

Utilize push notification targeting capabilities to reach specific groups of fans

Push notifications can be targeted based on:

- Fan profile (Favorite team, age, etc.)
- Platform (iOS vs Android)
- GPS Location
- Custom Opt-ins

Send a notification

Select the Audience you would like to send a notification to

Checked in to Barclay card

[Create a segment](#)

Checked in to Barclay card

Checked in to Smirnoff activation

Everyone

Greencopper Team

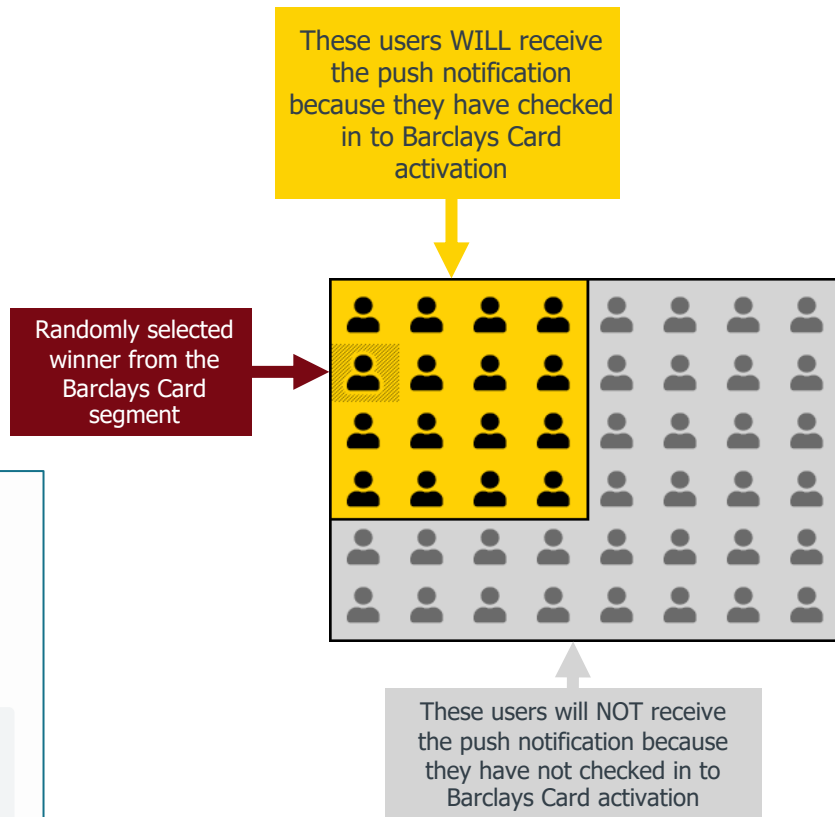
Non-Registered

Registered

Registered + Favorited Artist X

When tapped, the message leads to

Nowhere, my message is sufficient



Experiential - Overview

Patron has a highly *scalable & configurable* experiential platform that can enhance the partner value from LLWS with off-the-shelf *high production-value* solutions:

- **Photo Activations**
 - Meet & Greet Photos
 - High-end DSLR photos
 - Green Screen
 - Animated & Boomerang GIF
- **Video Activations**
 - Branded Videos with Custom Intro/Outro
 - Green Screen Videos with Overlay
 - Video Player Card
- **Scan Activations**
 - Instant Win
 - Survey
 - Quizzes / Trivia
- **Games**
 - Jumbotron (Instant Win)
 - Casino-Style
 - Social/Community



Virtual/Mobile Games

- **Virtual “Jumbotron” Instant Win Games**
 - Examples: match-to-win and “pick-the-winner” style actions
 - Simple games that can be played in under a minute
 - Different prize tiers for individual games
 - Target: great for in-game breaks and fans of all ages
- **Mini Games**
 - Examples: Bingo, cards, and scratch-offs
 - Can be played daily or cumulatively by week, month, or per season
 - Target: perfect for casual fans

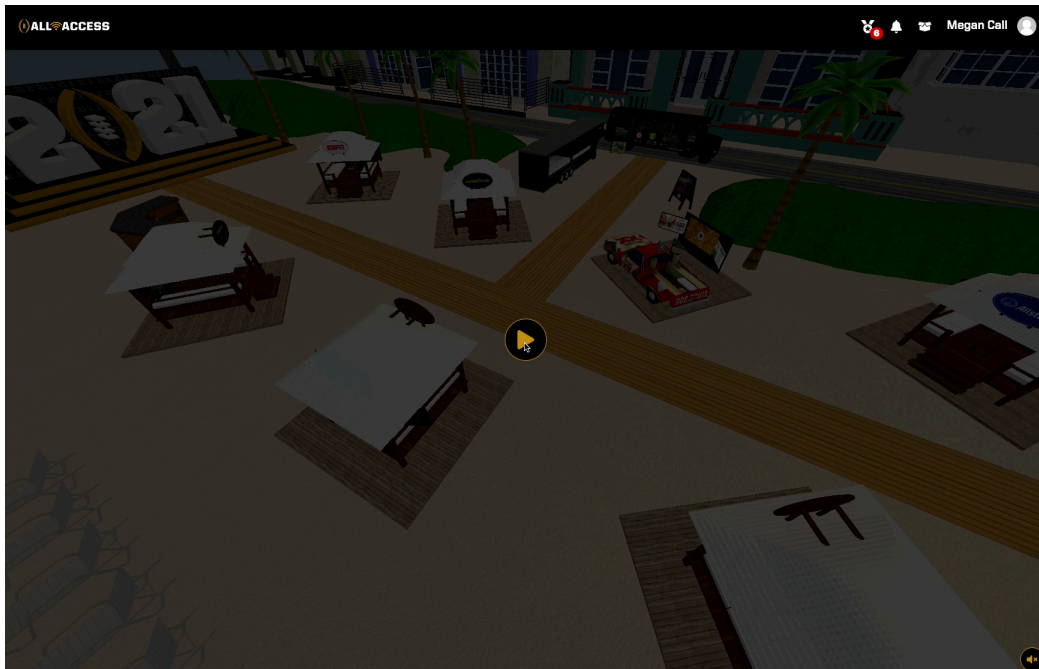
College Football Playoffs Virtual Event Overview

- Overview & Examples
- Partner Experiences

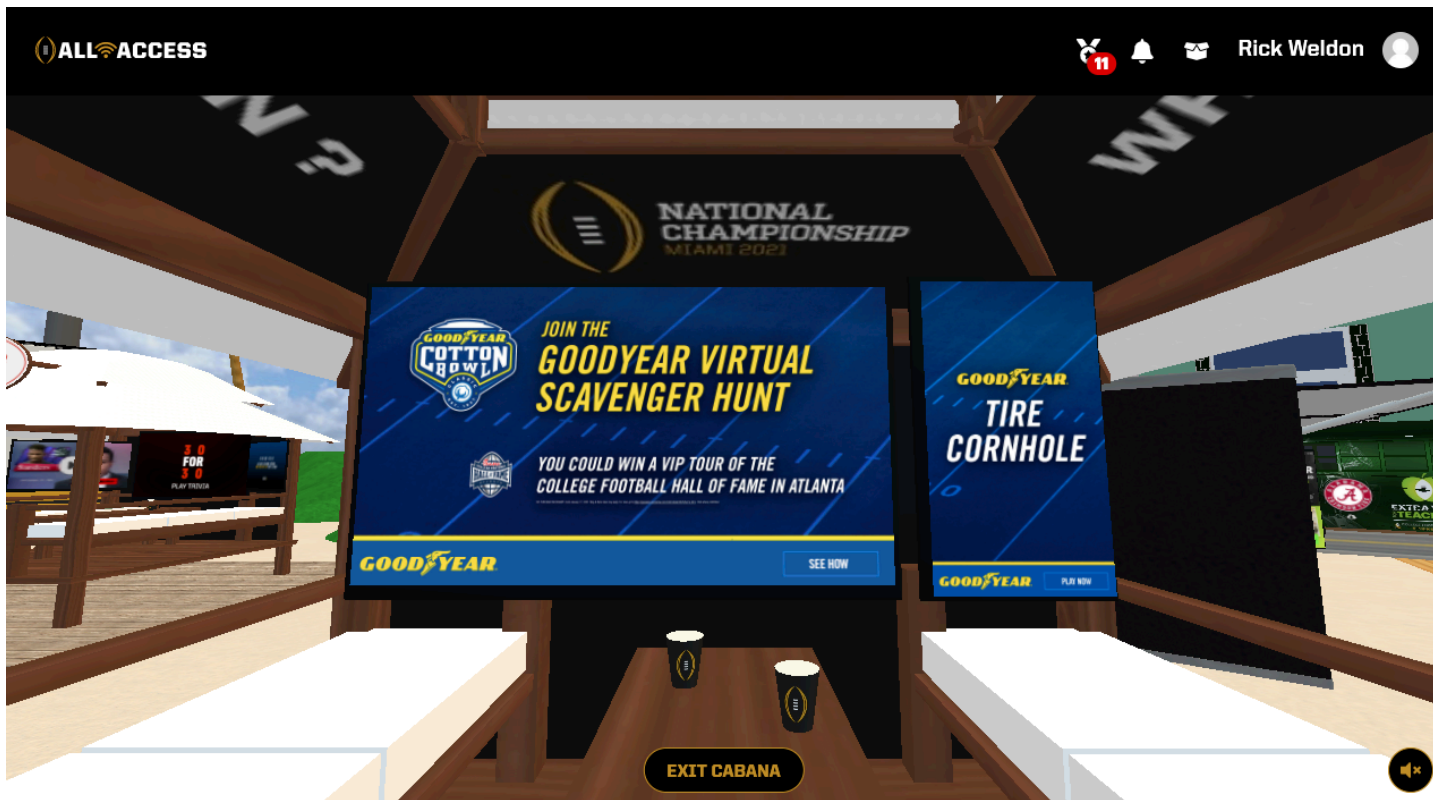
CFP All Access

A virtual fan zone created so at-home fans can still explore sponsor activations in a virtual Miami Beach boardwalk.

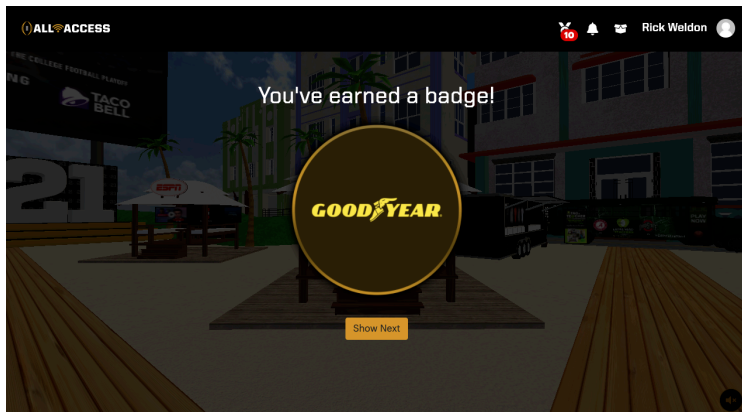
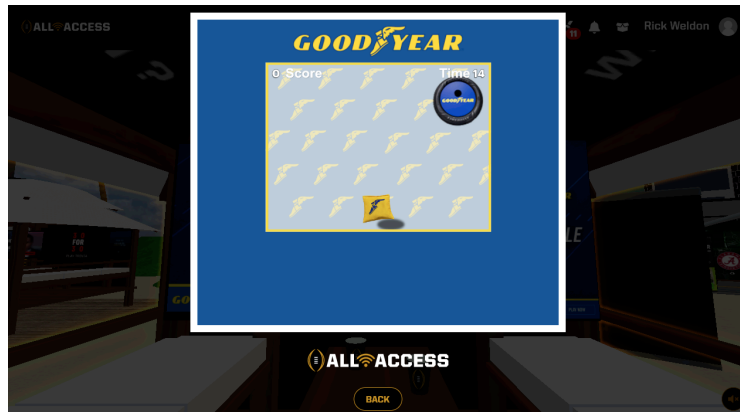
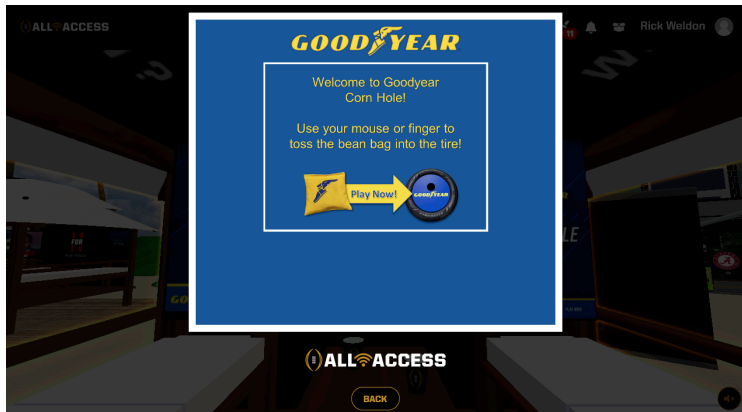
- Unlock badges by visiting sponsor cabanas.
- Opportunities to win prizes by earning badges.
- Engage with sponsor content & experiences (play games, watch exclusive videos, attend live stream and meet & greets).



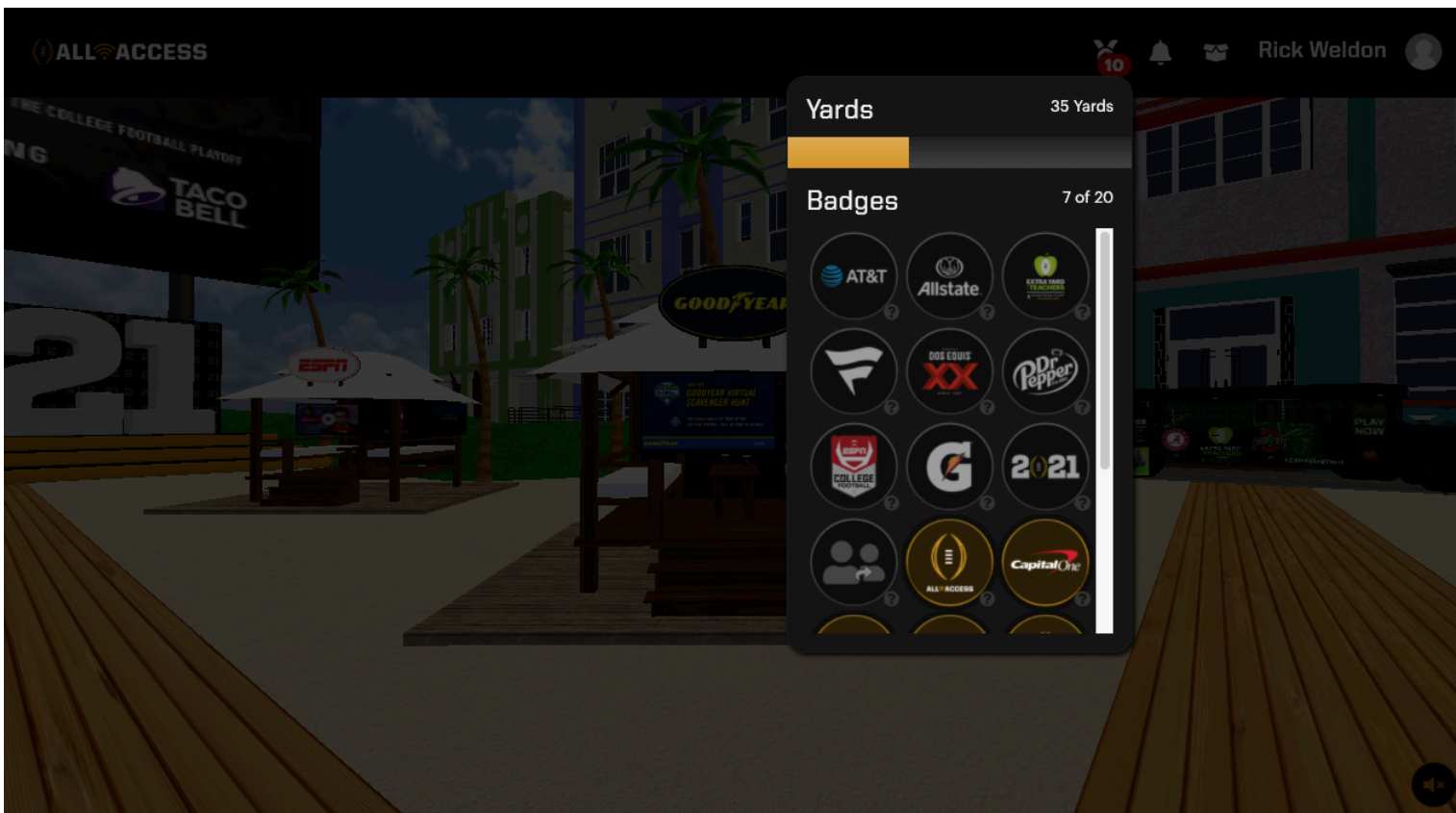
Virtual Partner Experiences



Virtual Partner Experiences



Virtual Partner Experiences



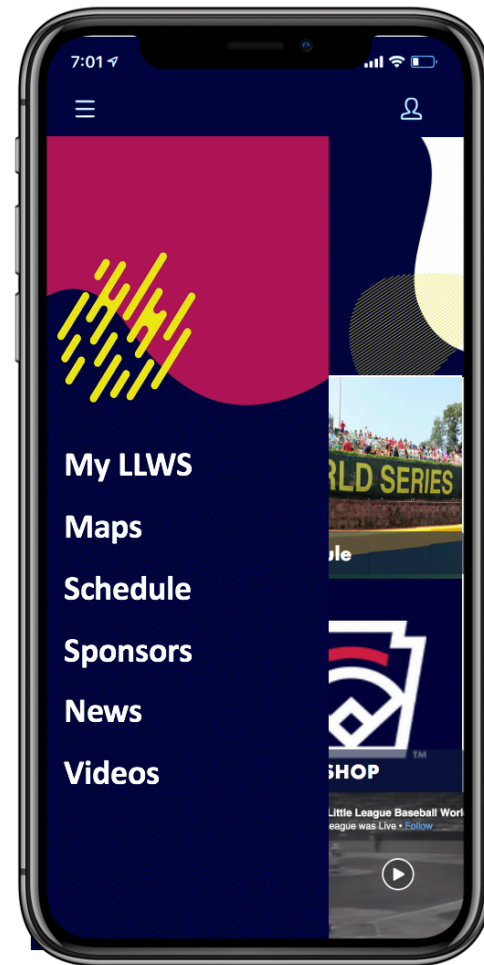
Potential for Little League

- Mobile App
- LLWS Registration
- Partner Opportunities
- Reservations
- Gamification

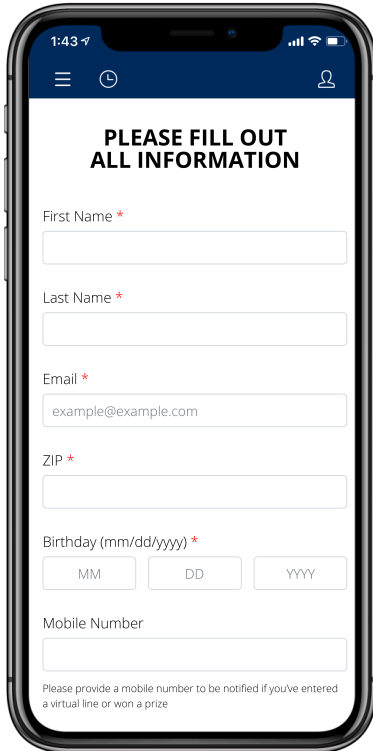
Mobile App - Overview & Challenge

Benefits of Little League World Series Event Mobile App

- “Mobile-First” Fan Experience & Convenience
 - Access to personalized and customized event schedule
 - Event navigation via interactive maps
 - Personalized messaging based on fan’s profile / interests
- In-app features
 - Virtual Line Management
 - Reservation Systems
 - Virtual Reality
 - Experiential footprint



LLWS Event Registration



1:43

PLEASE FILL OUT ALL INFORMATION

First Name *

Last Name *

Email *

example@example.com

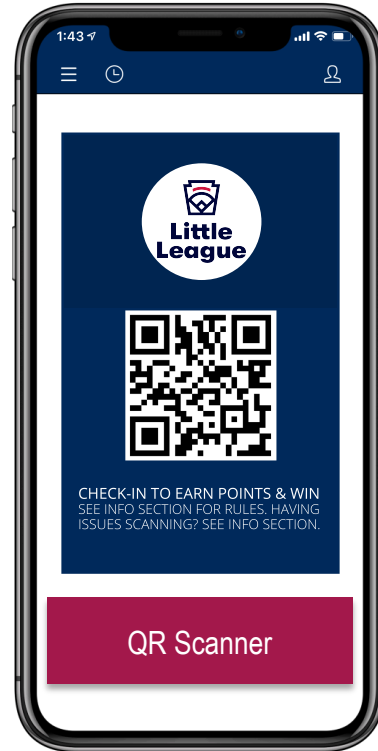
ZIP *

Birthday (mm/dd/yyyy) *

MM DD YYYY

Mobile Number

Please provide a mobile number to be notified if you've entered a virtual line or won a prize



- Native Event Registration
- Delivery of Fan's QR Code in app for easy event engagement
- Access to "FanScan", using event app to scan printed QR codes.

Potential Partner Opportunities

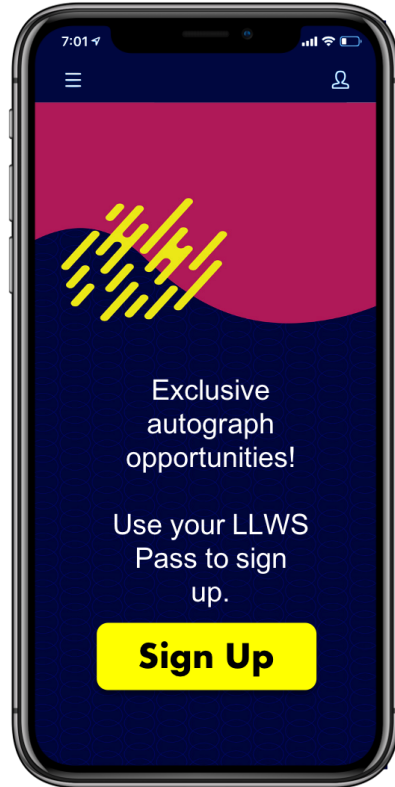
Opportunity for Little League Partners to sponsor the mobile app. Mobile app sponsor attribution is possible within the mobile app:

- Home Screen Tiles
- Schedule Items
- More Section Items
- Unique Badges with Pop-up info on the Sponsor Activation
- Interstitial Ads
- Targeted Push Messaging based on Fan Profile
- Proximity (Geo) Messaging

Little League

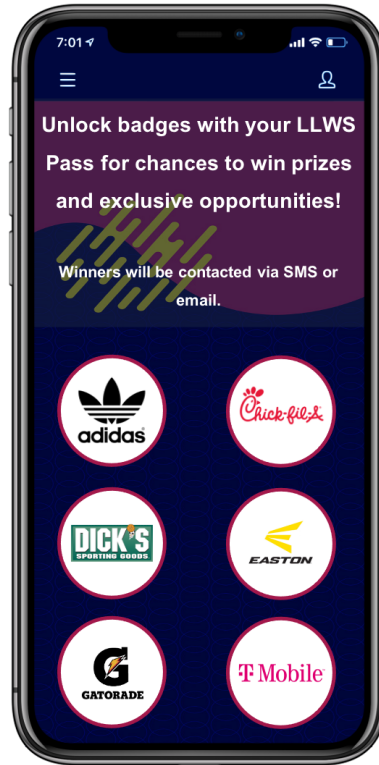


Reservation Systems



- Fans can make a reservation to get their favorite legends' autographs or other experiences.
- The ability to make a reservation can be geo-fenced so that fans must be at the Little League World Series in order to make a reservation.

LLWS Gamification



- Fans unlock badges throughout Little League World Series as they have for years, but now they can track their progress right from the app.
- Each badge can include information about the partner, how to unlock it, etc.



QUESTIONS?

Thank You!

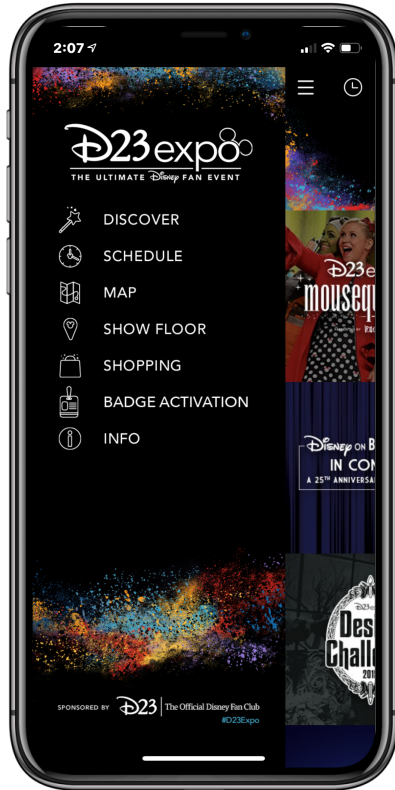




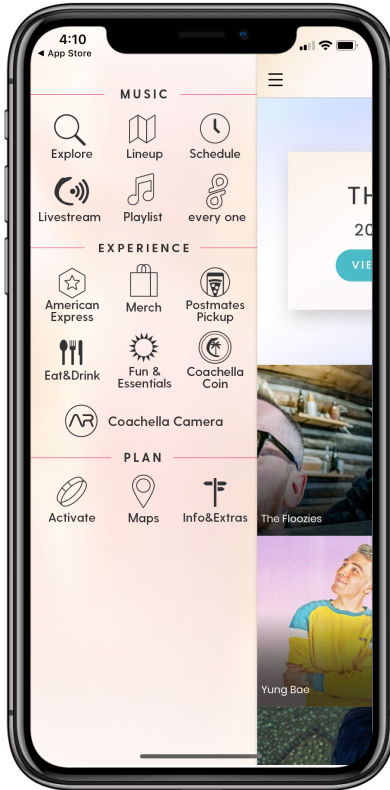
APPENDIX

Map Navigation / Menu Examples

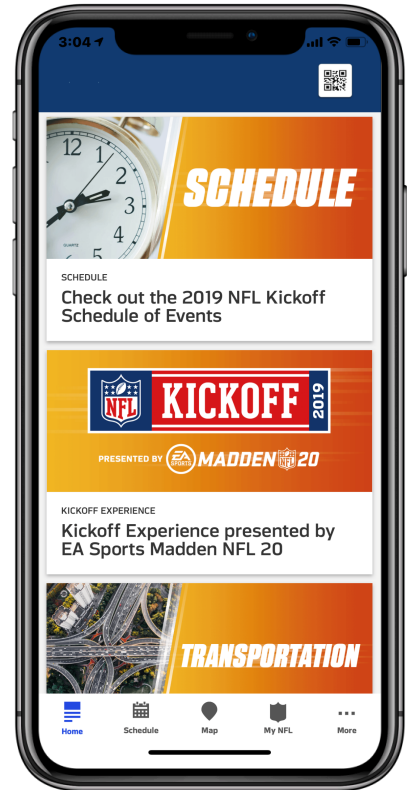
D23 expo
THE ULTIMATE
Disney Fan Event



COACHELLA

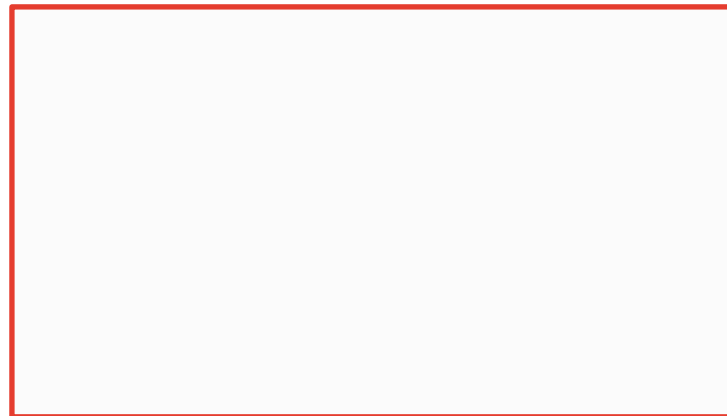


NFL



AR Wayfinding Examples

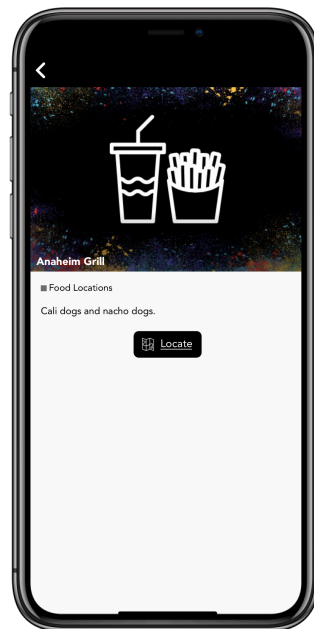
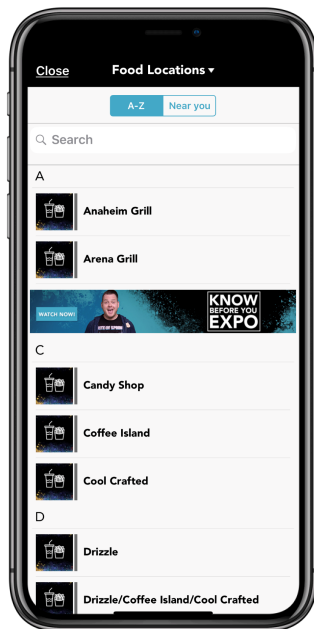
- Using the built-in camera, fans can navigate the event by viewing AR markers
- Click on the right to watch a video of Coachella festival wayfinding.



COACHELLA

Map Examples

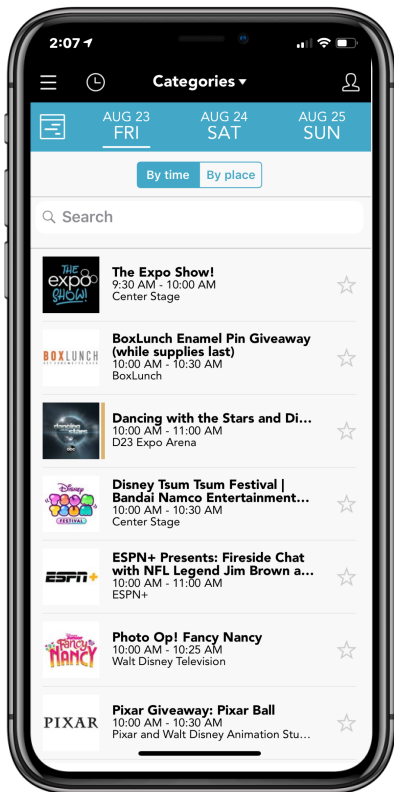
Interactive Indoor & Outdoor Maps that provide details on event / venue experiences & facilities



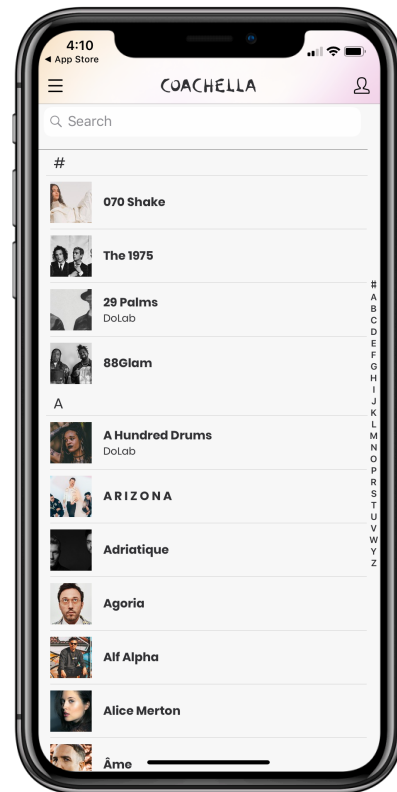
Schedule Examples

Personalized & Customized Event Schedules allowing the fan to “favorite” schedule items

D23 expo
THE ULTIMATE
Disney Fan Event

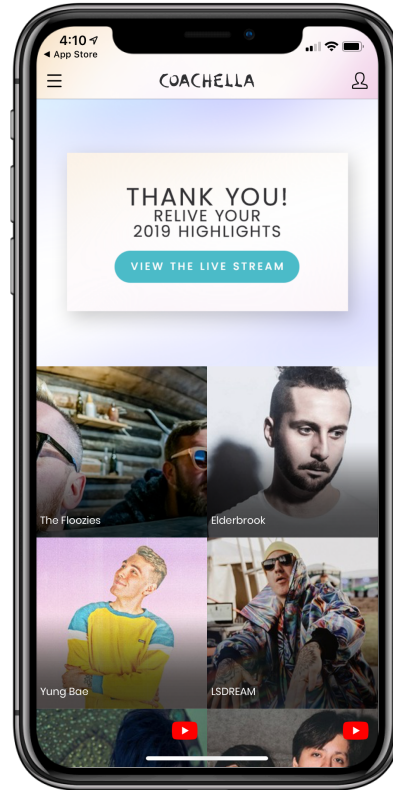


COACHELLA

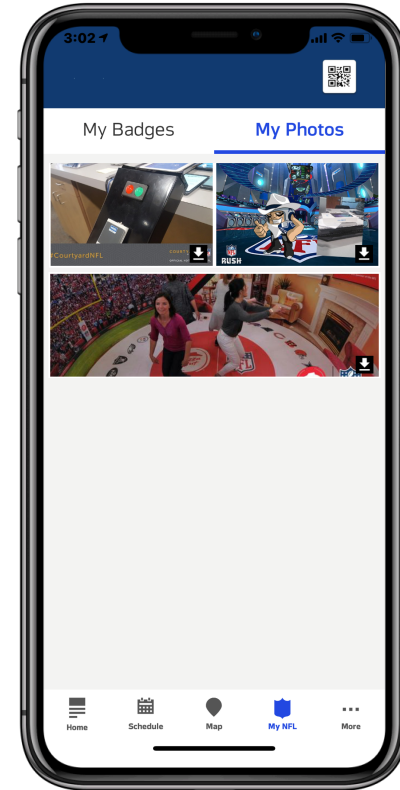


Photos & Media Examples

Fan's event experiences are curated and socially shared from the app



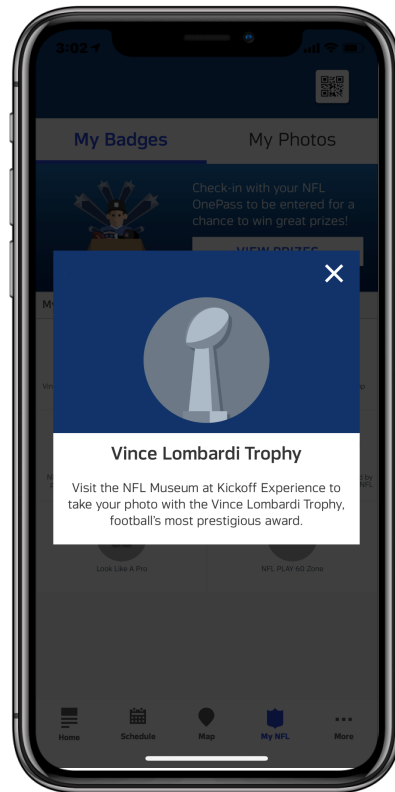
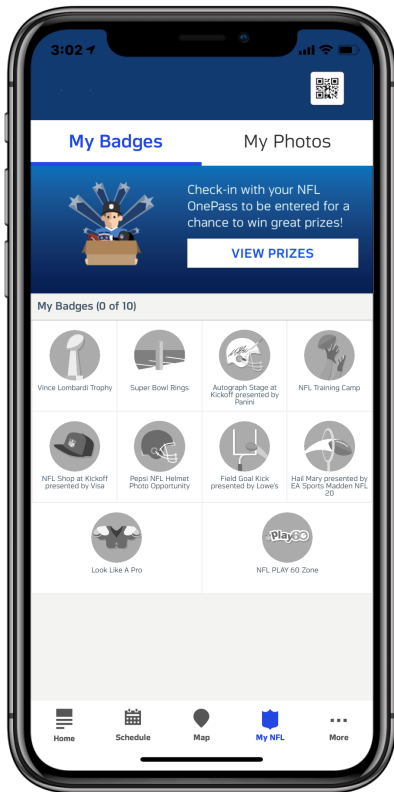
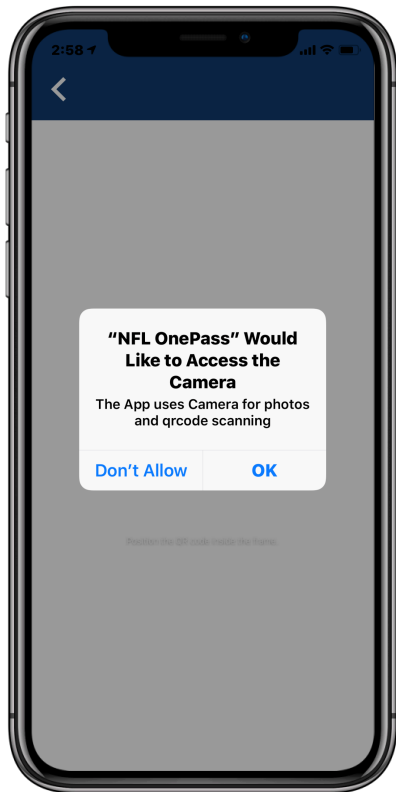
COACHELLA



patron
TECHNOLOGY



Gamification Examples



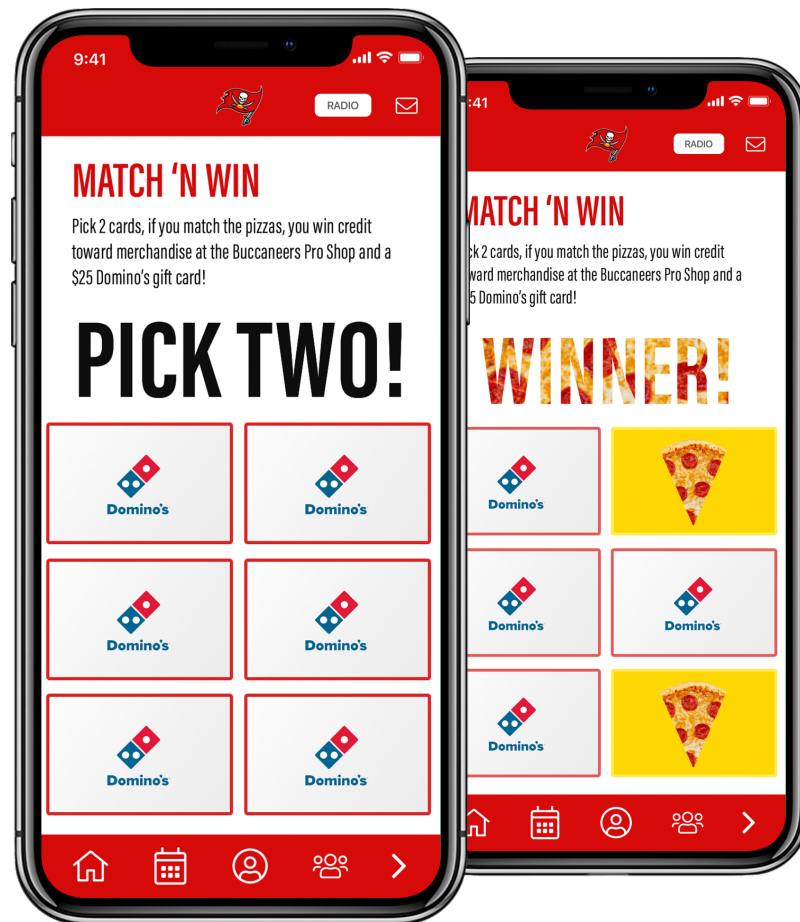
- Gamify and Incentivize fans for event engagement
- Fans have opportunities to win exclusive prizes/experiences from LLWS



Match-to-Win

Fans search for a pair of matching cards to win big.

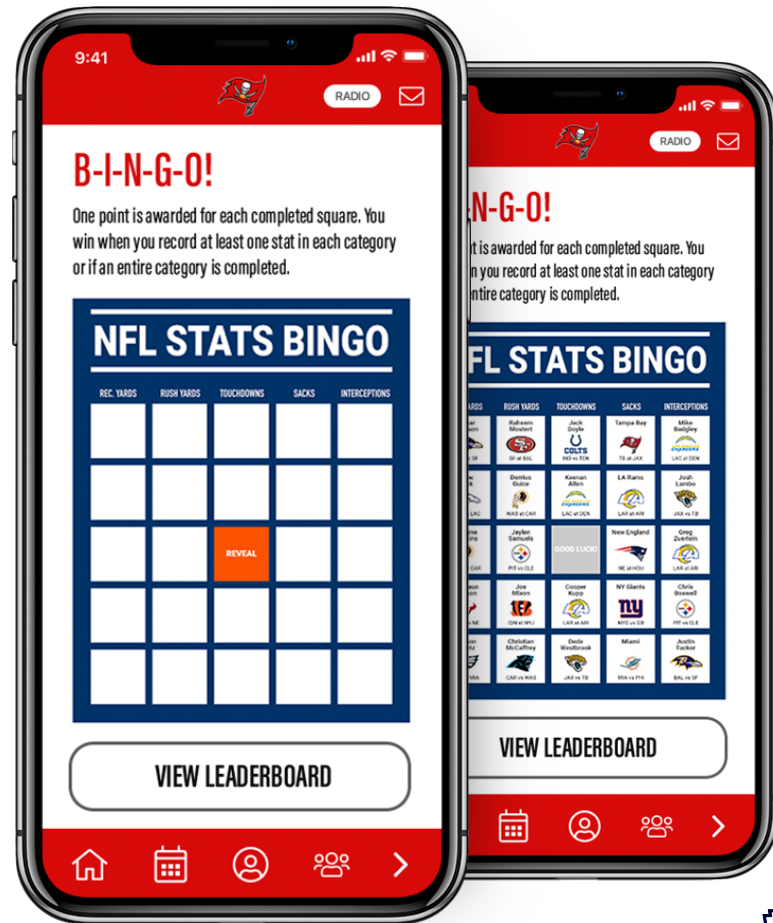
- Fan is shown six cards and picks two
- The two cards are revealed to show team logos, players, or sponsors
- The fan wins if the cards are a match



Stats Bingo

Fans enjoy an twist on a classic game.

- User is randomly assigned a Bingo card with 24 different players
- There are five B-I-N-G-O categories: Receiving Yards, Rushing Yards, Touchdowns, Sacks, Interceptions
- One point is awarded for each completed square
- Fan wins when they record at least one stat in each category
- Secondary prizes are awarded if an entire category is completed



In-App Voting

Fans can easily cast their vote in a variety of polls or contests.

- User-generated content program
- Photos or videos submitted by fans for in-app voting
- All content is monitored and then pushed to the app
- Each fan votes on their favorites

