

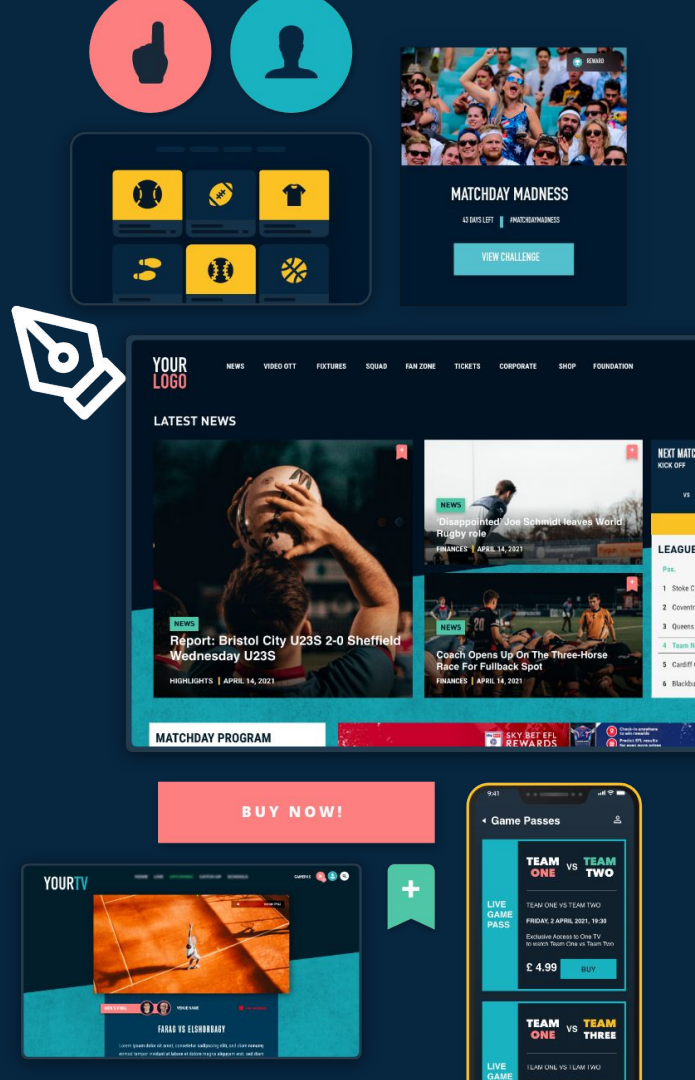


PT SPORTSUITE WEBSUITE

Introducing PT's WordPress Sports Theme,
including numerous modules and plugins to
help you cost-effectively scale engagement



WORDPRESS





Professional sports organisations are not JUST sports organisations anymore - they're also publishers for a content-hungry community of fans.

But to become a publishing powerhouse, you need to provide a web experience that excites, rewards, and promotes engagement on a new level.

PT's WebSuite, a specialised WordPress Theme for sports organisations, has a number of compliant plugins and modules that can be tailored to meet your unique business needs - powering genuine connections between your sports organisation, fans, sponsors and partners, and enhanced monetisation of content in a high-performance web environment.



REGISTER NOW TO RECEIVE THESE GREAT BENEFITS

The first 10 sports brands that opt in for the PT WordPress Sports Theme will qualify for a **FREE BUILD OF PT'S INTEGRATED MOBILE APP PRODUCT** to accompany the new theme roll out

PT WILL WORK HAND IN HAND WITH EXISTING WORDPRESS USERS to install PT's WordPress Sports Theme in a secure and risk-free manner

*Ts & Cs Apply

* Free app offer valid until 30/11/23

[CONTACT](#)

WHY WE BUILT A WORDPRESS SPORTS THEME

PT's game-changing WordPress Sports Theme is designed to enable sports organisations like yours to engage with fans, drive revenue, and create an unforgettable digital experience

SIMPLICITY

Manage your content with ease. Get online and get publishing without training or a complicated teething process.

USER MANAGEMENT

Allow multiple users to contribute to your website via simple registration and user management eg: Players, Fan, Freelancers, Editors

FLEXIBILITY

PT's WP theme can be configured with a number of widgets, modules and plugins to provide a custom experience

FULL STANDARDS COMPLIANCE

All WordPress-generated code is in full compliance with W3C the main international standards organisation for the web

SEO

PT WordPress Sport Theme is optimised for search engines. For more fine-grained SEO control, there are many SEO plugins

PLUGIN EXTENSIONS

PT have developed numerous WP plugins for likes of User Auth, DAM, Fan Portal, Player Profile, Video OTT, Advertising, Team Profiles, Sponsors Directory, Podcasts etc

FREEDOM

You are free to use WordPress in any way you choose: install it, modify it, distribute it.

COMMUNITY

As the most popular open source CMS on the web, WordPress has a vibrant and supportive community. - which PT contributes back into

CLOUD HOSTING WITH AWS

PT SportSuite provides scalable, high performance, affordable cloud hosting - powered by industry-leading AWS Services.



AMAZON WEB SERVICES

We leverage the full power of the AWS stack to ensure high availability, redundancy and limitless processing power



CLOUD MONITORING

End-to-end performance monitoring of your cloud infrastructure. Analyse rich reporting to maintain high availability



DEVOPS

Leave the DevOps to us - let us take care of your your software development, code release management, continuous integration, automation and deployment.

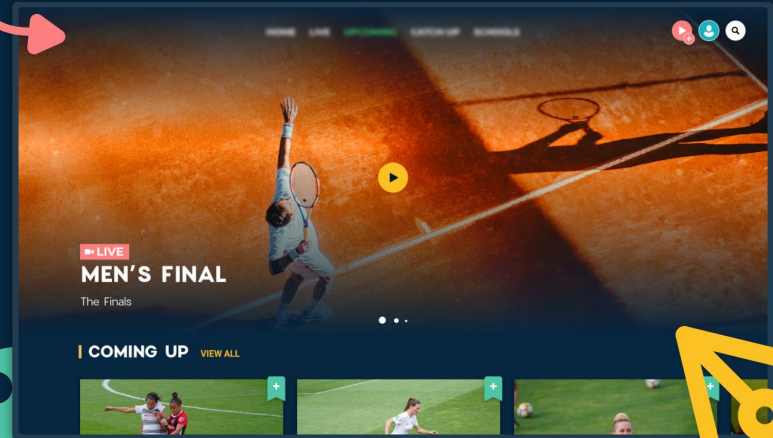
TRUSTED BY MEDIA GROUPS AND **SPORTS** ORGANISATIONS



DIGITAL BRAND IDENTITY & DESIGN

PT SportSuite's specialist design team will work alongside your brand to ensure your website celebrates your brand identity and aims to achieve your digital objectives - providing a collaborative, design-driven experience that iteratively delivers new and exciting modules to your fans.

YOUR LOGO



WP THEME MODULES

NEWS AND MEDIA FEED

Multimedia publishing - Keep your fans up to date with breaking news and exclusive branded content – 24/7

- Flexibility on primary editorial CMS
- Choice of interface themes and user experiences
- Third-party content feed integration
- Push notifications of breaking news
- Categorise media into sections or TV channels
- Content API services
- Ability to meter premium content
- Searchable and shareable media posts

The screenshot shows a sports website dashboard with a dark theme. At the top, there's a navigation bar with 'YOUR LOGO' and various menu items: NEWS, VIDEO OTT, FIXTURES, SQUAD, FAN ZONE, TICKETS, CORPORATE, SHOP, FOUNDATION, and a LOGIN button. Below the navigation, there's a 'LATEST NEWS' section with three news items, each featuring a thumbnail image and a title. The first item is 'Report: Bristol City U23S 2-0 Sheffield Wednesday U23S'. To the right, there's a 'NEXT MATCH' section showing a match between Stoke City and Coventry City, with a kick-off time of 05:03:00:07. Below that is a 'LEAGUE TABLE' section with a table showing the top 6 teams.

Pos.	P	Pts
1	Stoke City	4 10
2	Coventry City	4 10
3	Queens Park Rangers	4 10
4	Team Name	4 10
5	Cardiff City	4 10
6	Blackburn	4 10

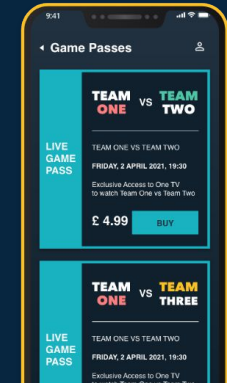
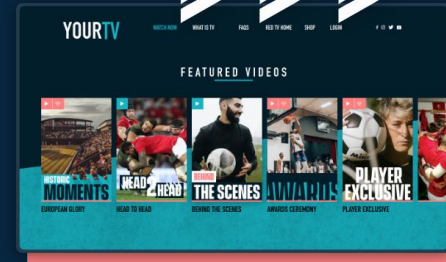
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| WP THEME MODULES

VIDEO OTT

Live and on-demand streaming - Become a leader in sports video experiences

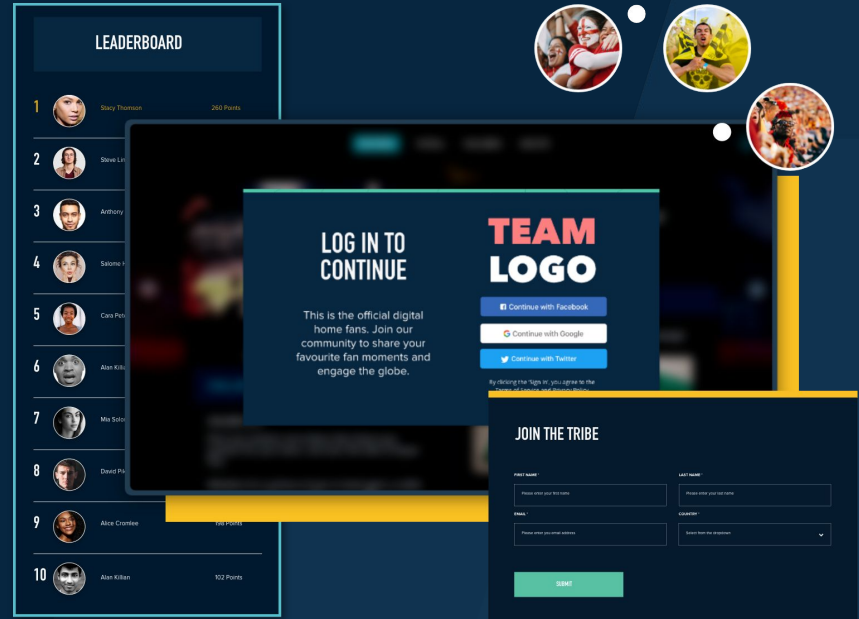
- Integrate 3rd party or PT's Video OTT web modules/plugins
- Live, scheduled programming capability
- Simple playlist management
- Integrate video products into 3rd party payment gateways/subscription services
- Dynamic video advertising activation
- Voucher code capability for season-ticket holders



FAN PROFILE

Know your fans - Build up a profile of your digital audience

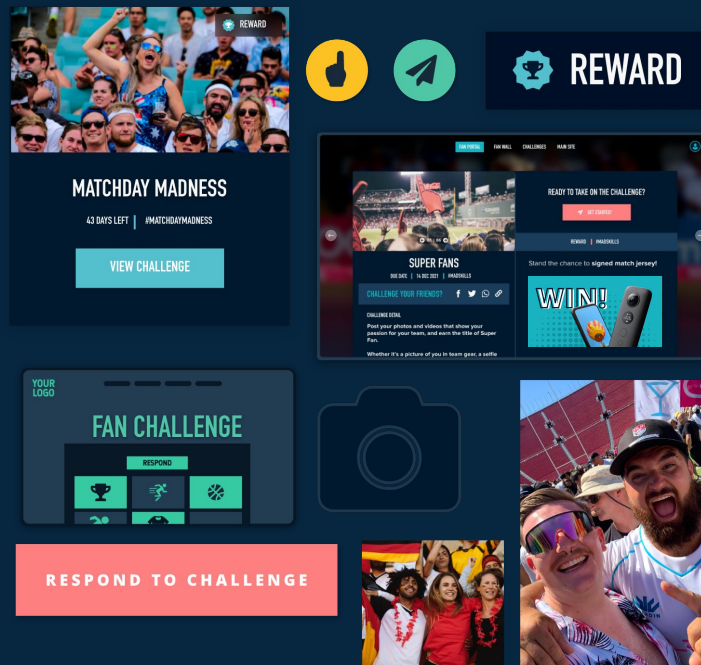
- Simple onboarding of users via Social Auth services
- User account and profile
- Single-sign-on with CRM APIs
- Onboarding profile configuration
- Personalisation of content,
- Loyalty scorecard, gamification
- GDPR



FAN CHALLENGE PORTAL

Activate fan engagement and transform your fan community into content contributors with PT SportSuite's Fan Portal - allowing you to consistently collect unique, authentic fan-generated media.

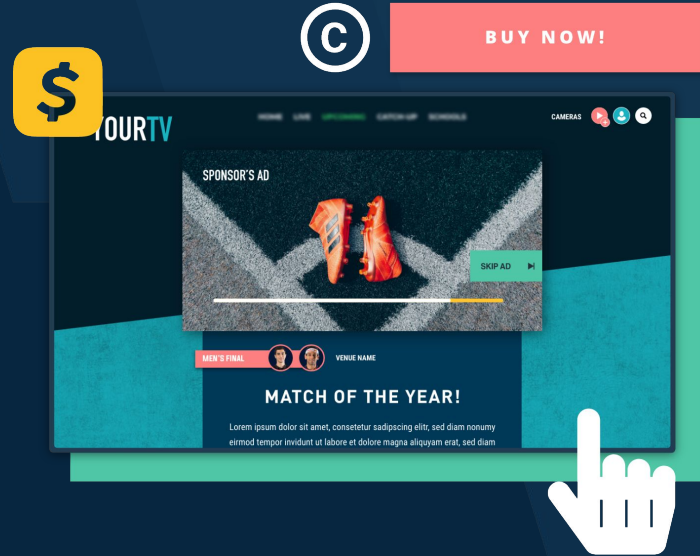
- Create Fan Media Challenges with instructions, supporting media and incentivisation
- Branded content competitions to incentivise and reward engagement
- Create unique marketing/social campaigns with community-generated content
- Categorise incoming media for easy searchability



DYNAMIC ADVERTISING AND MONETISATION

Drive revenue growth - via integrated advertising and e-commerce

- Sponsored news content and competitions
- Pre-roll video advertising
- Ad slots to enable targeted campaigns
- Integrate retail merchandise channels
- Premium membership content channels

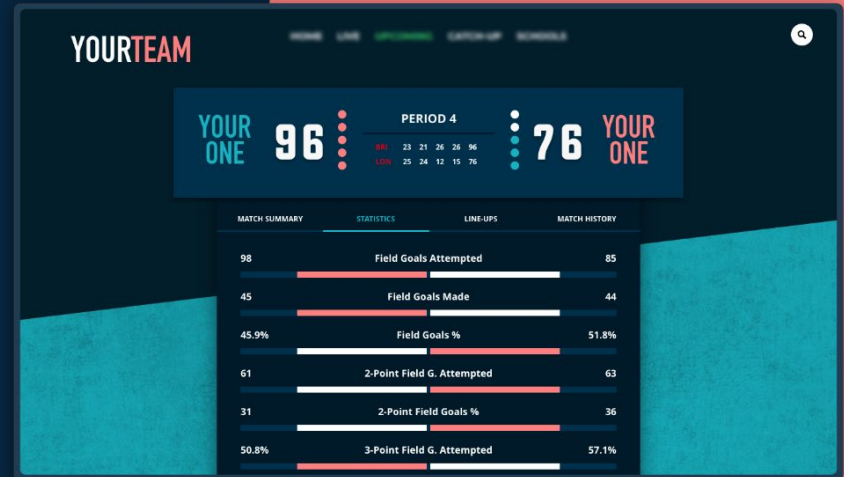
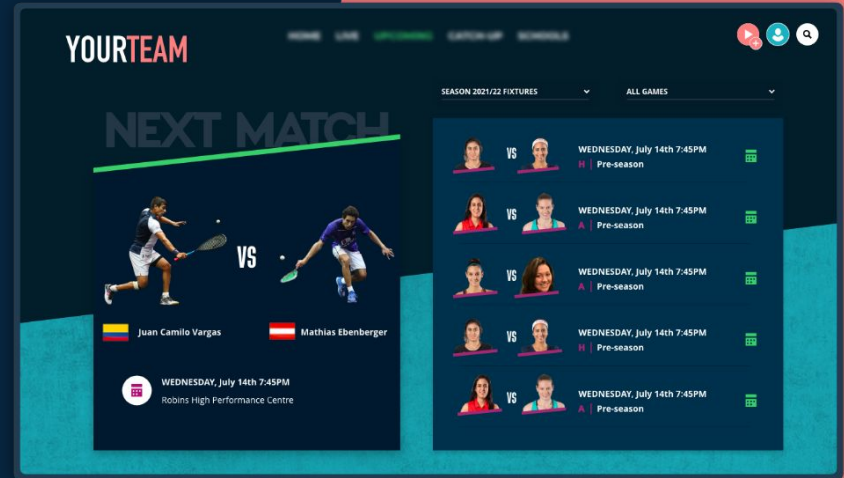


WP THEME MODULES

STATISTICS

3rd party stats integration - Tell sporting stories through the numbers with market-leading integrated data services

- PT Stats and analytics engine API
 - Latest fixtures, results, standings
 - Real-time match statistics
 - Player profiles
- Custom brand designs for your available stats widgets



WP THEME MODULES

PLAYER PROFILES

Tell your players' stories - Provide the comprehensive player statistics and content that your fans crave

- Player match/career stats API
- Player bio/personal info
- Integrated player social feed
- Dashboard management/configuration capability

YOURTEAM

HOME LIVE **UPCOMING** MATCH-UP RECORDS

	RANKINGS	POINTS	AVERAGE
1	Hollie Cunningham		22
2	Rosmita Munson		21
3	Clara Nielson		18
4	Kiera Bevan		14
5	Ellie Mulhearn		13
6	Phoebe Murray		12
7	Conor McGill		10
8	David Busby		9
9	Devereaux Ferris		8
10	Djovica Sears-Duro		8

YOURTEAM

HOME LIVE **UPCOMING** MATCH-UP RECORDS

TREJON JACOB

Player | Women's Singles

PROFILE BIO

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FEATURED VIDEO

SOCIAL

Followers: 1.2k, 1.1k, 1.0k, 900, 800, 700, 600, 500, 400, 300, 200, 100

Follower age range

Age Range	Count
18-24	1200
25-34	800
35-44	400
45-54	200
55-64	100
65-74	50
75-84	20
85-94	10

Follower Growth

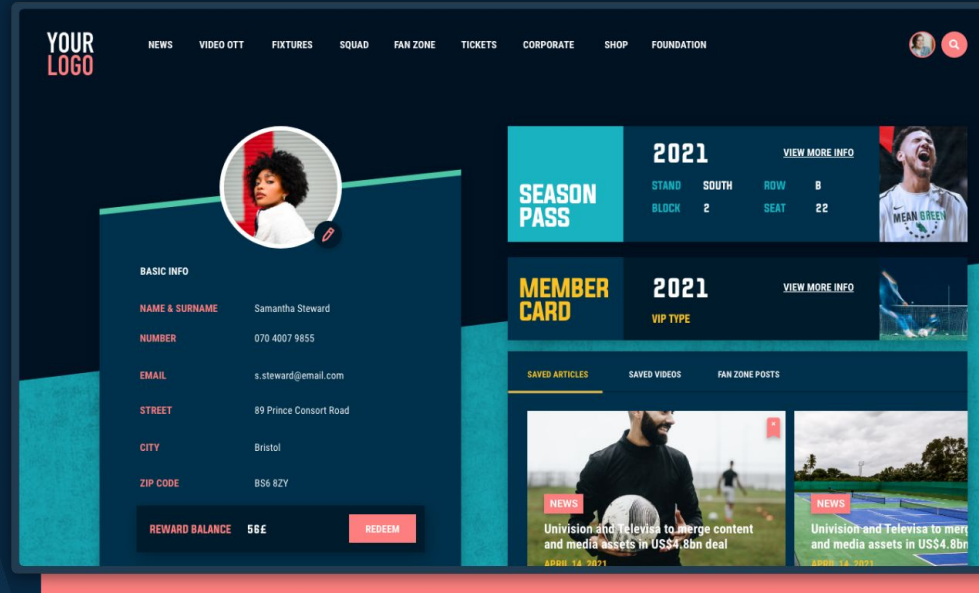
Date	Count
7 Aug	100
8 Aug	200
9 Aug	300
10 Aug	400
11 Aug	500
12 Aug	600
13 Aug	700
14 Aug	800
15 Aug	900
16 Aug	1000
17 Aug	1100
18 Aug	1200

| WP THEME MODULES

FAN PROFILES

Dedicated fan dashboard - provide a home base for your registered fans

- Web profile for registered members/season-ticket holders
- Bookmark favourite content
- Rewards redemption
- Season ticket information
- Manage Fan Challenge submissions

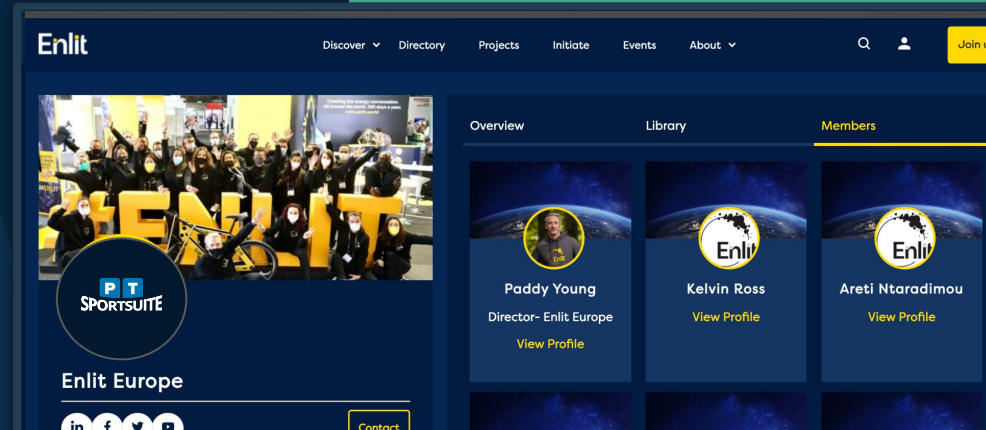
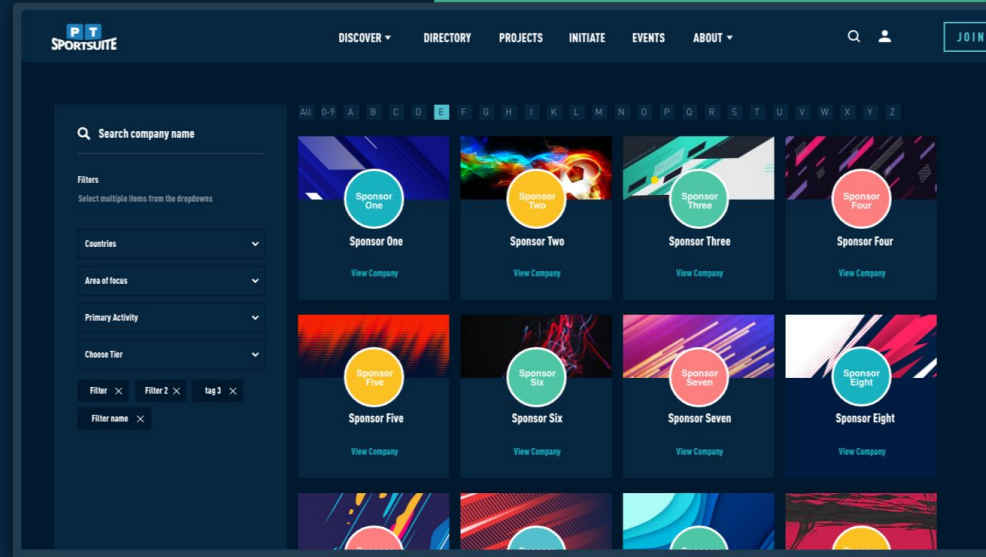


WP THEME MODULES

SPONSOR PROFILES

Digital sponsor value - Provide more coverage for sponsors on your web property

- Dedicated sponsor/partner directory
- Detailed sponsor/exhibitor profile page
- Products & services
- Library of articles referenced
- Member profiles - senior executives





#TEAMTALK?

Lets radically enhance your web presence together.

CONTACT

