



DIGITAL SPONSORSHIP ECOSYSTEM

Activating digital engagement between fans
and sponsors across the sporting spectrum


PT
SPORTSUITE



The sports digitisation trend

Digital revenue streams are growing rapidly in the sporting world - with a renewed focus on digital acceleration.

Sport clubs, leagues, player associations and national federations are in a race to refocus their models from physical to digital - and are looking for opportunities to partner with platform innovators and sponsors to unlock the commercial potential of their digital audiences.



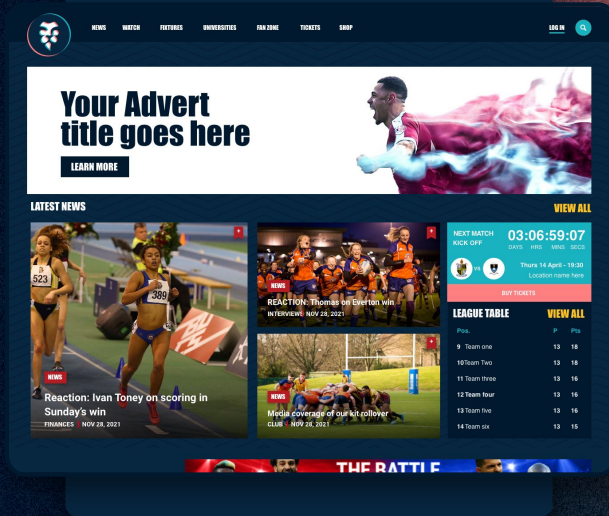
PT SportSuite - Connecting sponsors with digital sports communities

PT SportSuite is serving gold-standard global sports bodies that are adopters of this digital refocus.

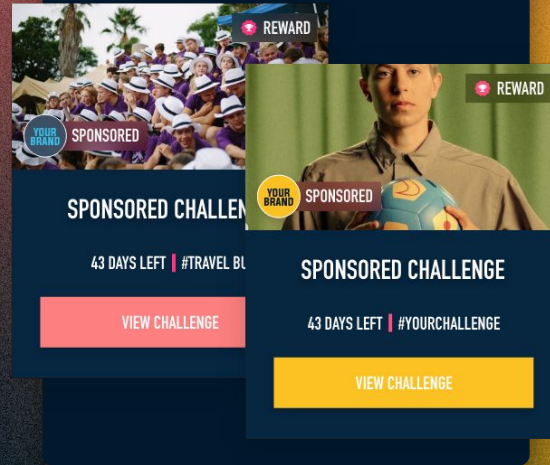
With a mature and proven digital platform ecosystem and experienced team, PT is primed to partner with sports organisations to provide innovative branded sports media ecosystems that enhance sponsor value and visibility.

What we can achieve together

BRAND RECOGNITION IN NEW MARKETS



UNIQUE SPONSORED FAN CAMPAIGNS THAT RESONATE



What we can achieve together

CUSTOMER ACQUISITION AND DATABASE GROWTH

UNDERSTAND YOUR DIGITAL AUDIENCE

LOG IN TO CONTINUE

You're almost there. Continue on and rise to the Challenge!

By registering I confirm that I have read and accept MojaReporter Community's [Terms and Conditions](#) and [Privacy Policy](#)

I agree to having my mobile phone numbers, email addresses and other personal information shared with the Moja Community for marketing channels

Continue with Facebook

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By clicking the "Sign In" you agree to the [Terms of Service](#) and [Privacy Policy](#)

JOIN THE TRIBE

FIRST NAME *

Please enter your first name

LAST NAME *

Please enter your last name

EMAIL *

Please enter you email address

COUNTRY *

Select from the dropdown

SUBMIT

What we can achieve together

FAN AND ATHLETE ENGAGEMENT WITH SPONSOR BRANDS



UGC CONTENT ACQUISITION



PT MODULES

Offering sponsor value and ROI throughout the digital value chain

The following PT modules will form part of any rollout of the PT SportSuite digital media ecosystem - powering brand activation and sponsor value.



VIDEO STREAMING



WEBSITE



MOBILE APP SUITE



UGC FAN PORTAL

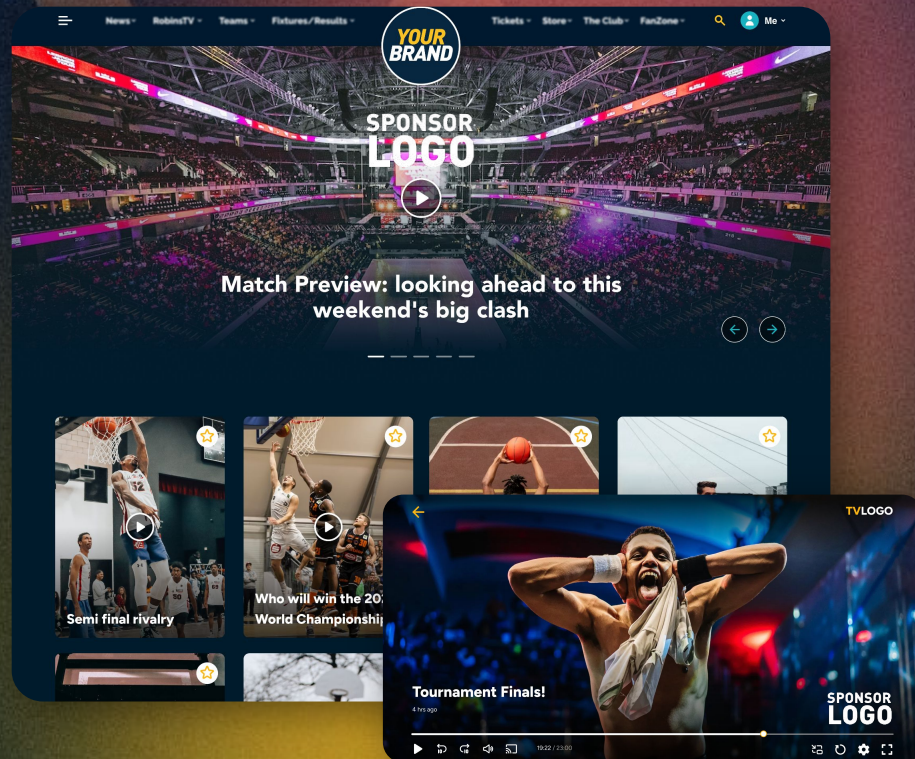


MEDIA RIGHTS WORKFLOW

SPONSOR INVENTORY

Digital brand identity

Our specialist design team will work alongside you to ensure your sponsors are integrated into any website and/or app implementation.

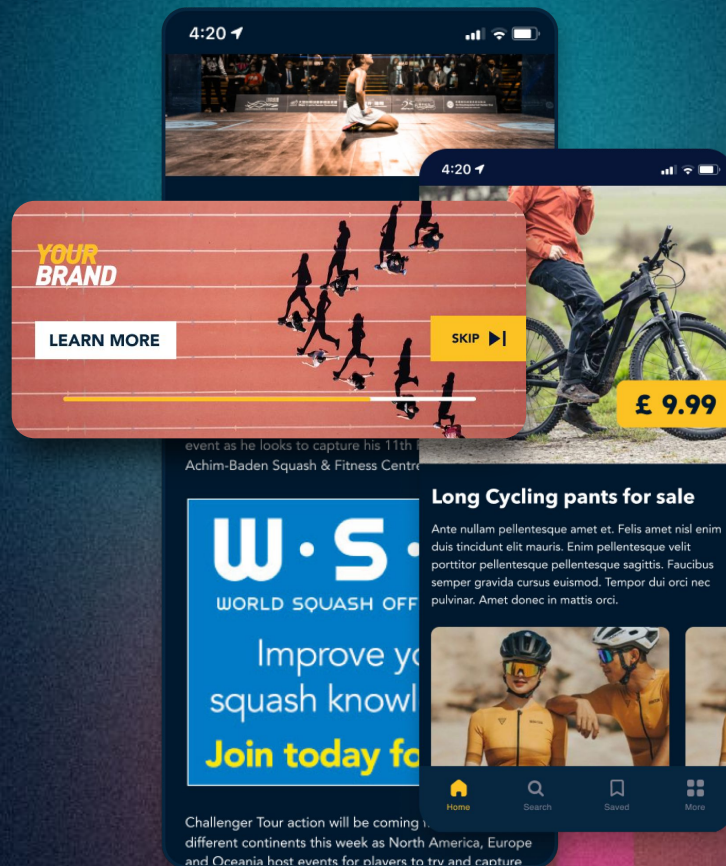


SPONSOR INVENTORY

Dynamic advertising and monetisation

Targeted advertising - Measure and track user activity and consumption across web, app and video OTT to deliver advertising based on the user's profile.

Increase monetisation and commercial return with advertising that resonates with the user's interests across all touchpoints.



SPONSOR INVENTORY

Display advertising

Brand awareness - Increase familiarity, interest and remarketing opportunities for your sponsors across web, app and video OTT fan platforms with visually appealing display advertising.

Inventory of display advertising slots in various sizes available across the PT ecosystem.

The image shows a screenshot of a sports website interface. At the top, there is a navigation bar with the 'SPONSOR BRAND' logo on the left and menu items: NEWS, WATCH, FIXTURES, SPORT TEAMS, FAN ZONE, TICKETS, SHOP, and LOG IN. Below the navigation bar, there is a main banner for a 'CROSS COUNTRY MEET' in LONDON, featuring a 'LIVE' indicator and an image of runners. Below this, there is a section titled 'YOUR BRAND' with a placeholder image of a runner and a 'LEARN MORE' button. At the bottom, there is a 'COMING UP' section with a 'VISIT ALL' link and a row of small images. A large yellow advertisement overlay is positioned in the bottom right corner, featuring a runner and the text 'SPONSOR BRAND GOES HERE' with a 'SKIP AD' button.

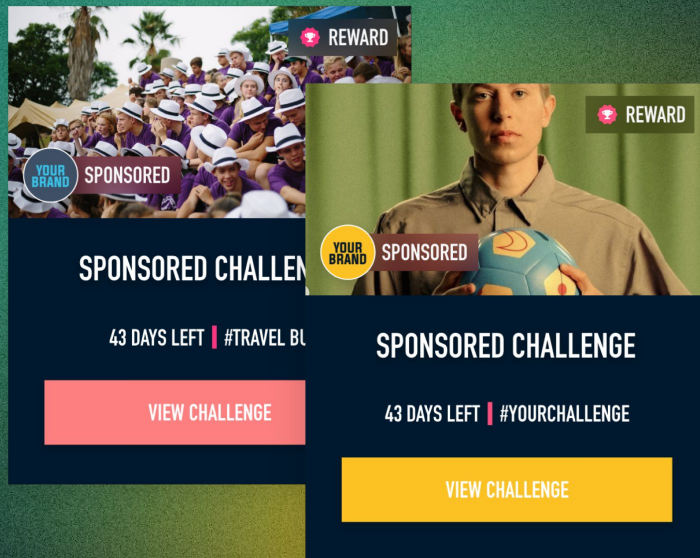
SPONSOR INVENTORY

Sponsored fan UGC* campaign portals

UGC sponsored campaigns to activate engagement – allowing you to reliably, consistently collect unique, authentic fan generated branded media content.

Drive user and data acquisition via sponsored Fan Challenges and reward this engagement with prizes, discount incentives and more.

* UGC: user generated content



Why sports brands trust UGC

72%

Brands believe that UGC helps them to connect with their customers and foster customers' trust in the brand

90%

Consumers find user-generated content helpful. They are also more apt to believe what existing customers post about a brand and less likely to trust flashy promotions

10x

On average, user-generated videos about a brand are viewed 10 times more than branded videos

87%

Brands are using UGC to share authentic content with their audience

84%

Millennials claim that UGC influences some or most of their purchases

73%

When emails contain user-generated content, click-through rates increase by about 73% and produce more conversions

*UGC: User Generated Content

Source: <https://www.webpurify.com/blog/the-2021-user-generated-content-report-44-ugc-stats-you-need-to-know/>

SPONSOR INVENTORY

Athlete UGC* media campaigns

Athlete generated content collection.

Commission and collect branded athlete/player generated content across leagues and multi-team environments for branded marketing and social campaigns.

The PT Athlete Zone standardises athlete/player content submissions, allowing you and your sponsors to benefit from the athletes' ability to power engagement and brand recognition on a new level.

* UGC: user generated content

YOUR SPONSOR

REWARD

PLAYER CHALLENGE

BEHIND THE SCENES

46 DAYS LEFT | #BEHINDTHESCENES

VIEW CHALLENGE

YOUR SPONSOR

REWARD

PLAYER CHALLENGE

TRAINING DAY MADNESS


31 DAYS LEFT | #TRAININGDAYMADNESS

VIEW CHALLENGE

SPONSOR INVENTORY

Digital ticket allocation

Offer your customers more value or **incentivisation** with sponsored, once-off game or season passes to watch matches on video channels at discounted rates or redemption utilising coupons.

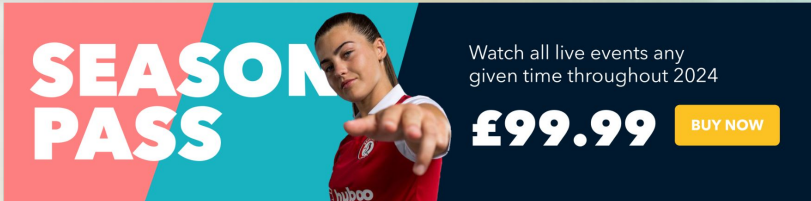


GAME PASS

Choose a day you want to watch all live games online

£14.99 [BUY NOW](#)

The banner features a basketball player in a yellow jersey holding a basketball. The background is split into teal and yellow sections on the left, and dark blue on the right.



SEASON PASS

Watch all live events any given time throughout 2024

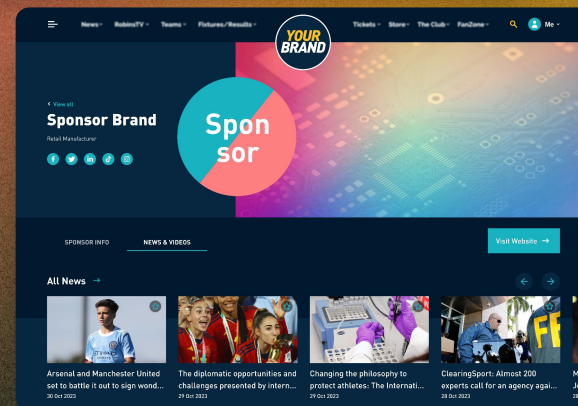
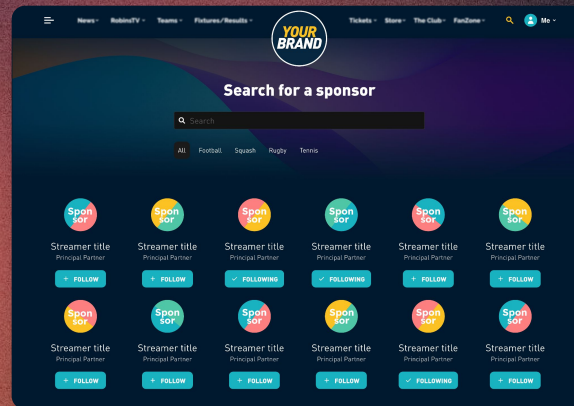
£99.99 [BUY NOW](#)

The banner features a soccer player in a red jersey pointing forward. The background is split into red and teal sections on the left, and dark blue on the right.

SPONSOR INVENTORY

Sponsor profiles

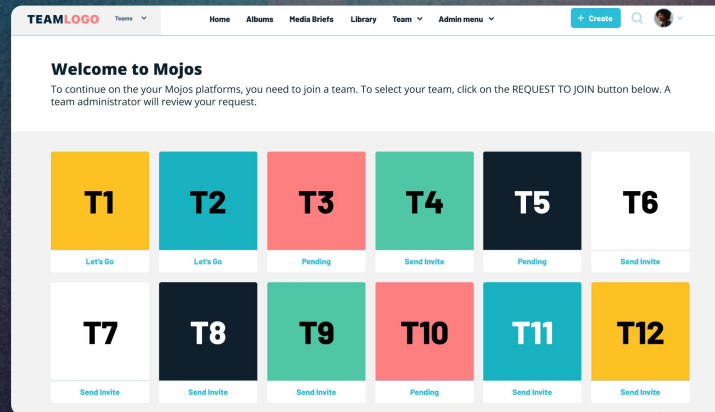
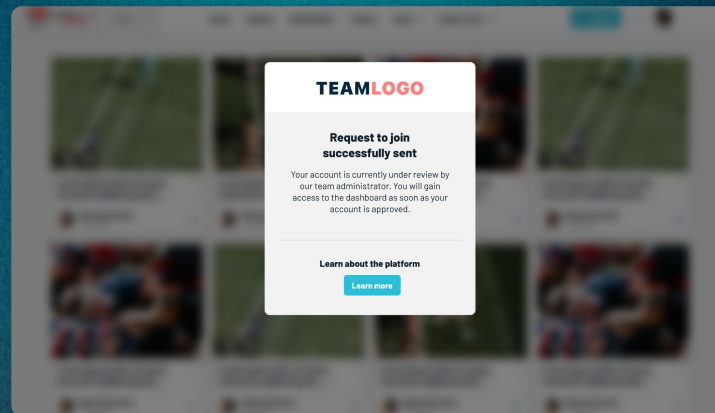
Digital sponsor value - More digital coverage for sponsors profile across branded web & app properties - including company info, products and services.



SPONSOR INVENTORY

Media rights access

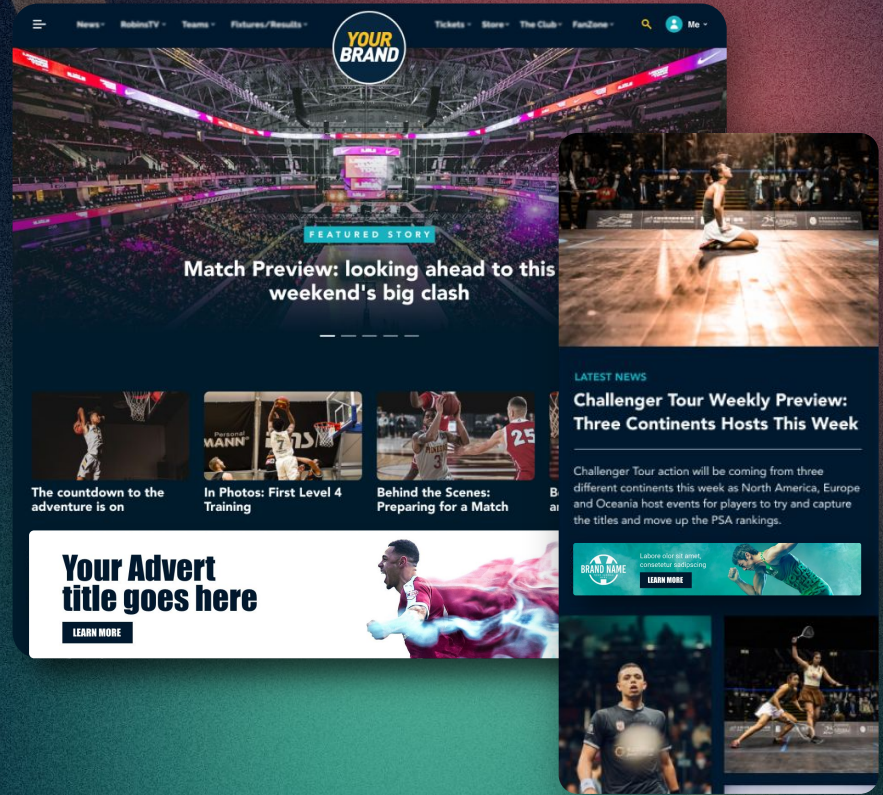
Your own private sponsor media dashboard -
give your sponsors access to matchday or
tournament media for redistribution



SPONSOR INVENTORY

News and media feed

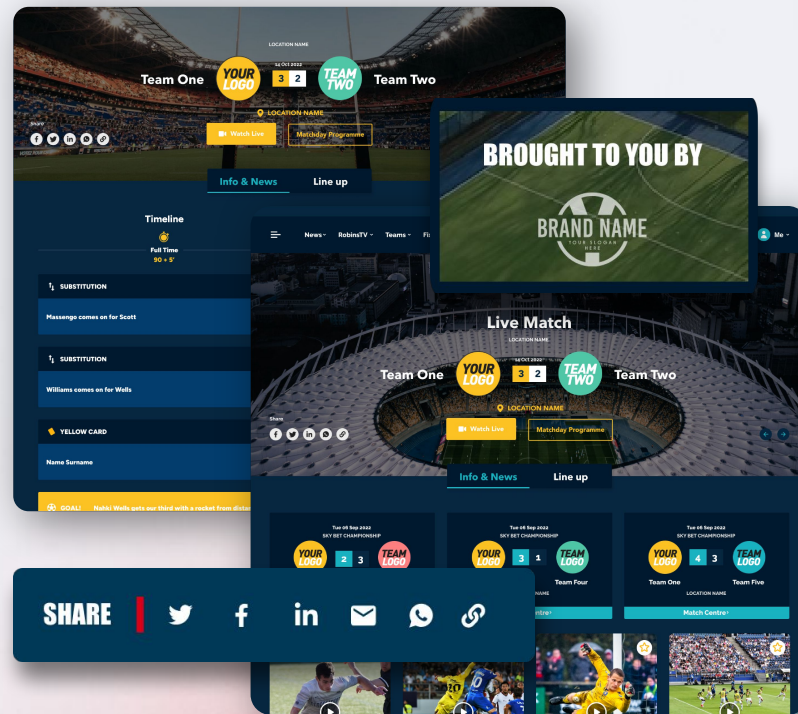
Multimedia publishing - news and exclusive branded content - 24/7 - with integrated advertising slots and advertorial placements.



SPONSOR INVENTORY

Match Centre

Digital Matchday destination - Matchday sponsors can enjoy branding rights on the digital Match Centre - giving the full match day picture on web & app, with live match stream integration, ticket purchasing, digital passes and sponsored match day UGC or AR campaigns.



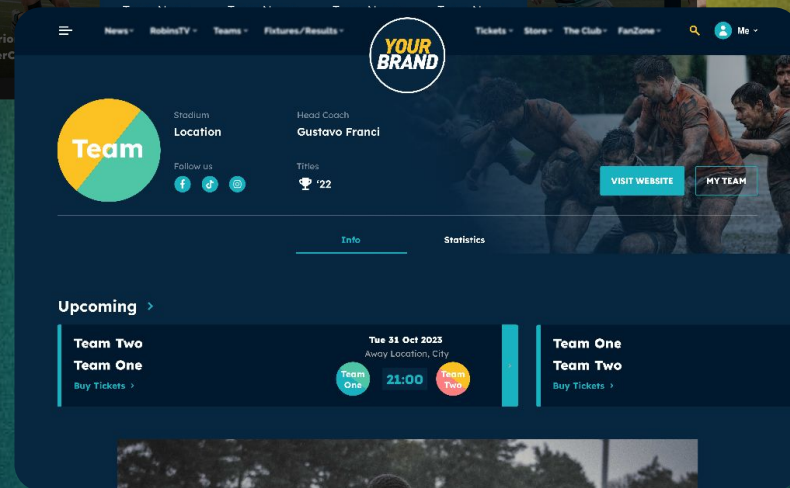
SPONSOR INVENTORY

Team profiles

Branded digital profiles for teams

- a digital destination for fans of teams to get related content and information.

Team profiles provide more digital real estate for specific team sponsors and/or campaigns to be promoted.

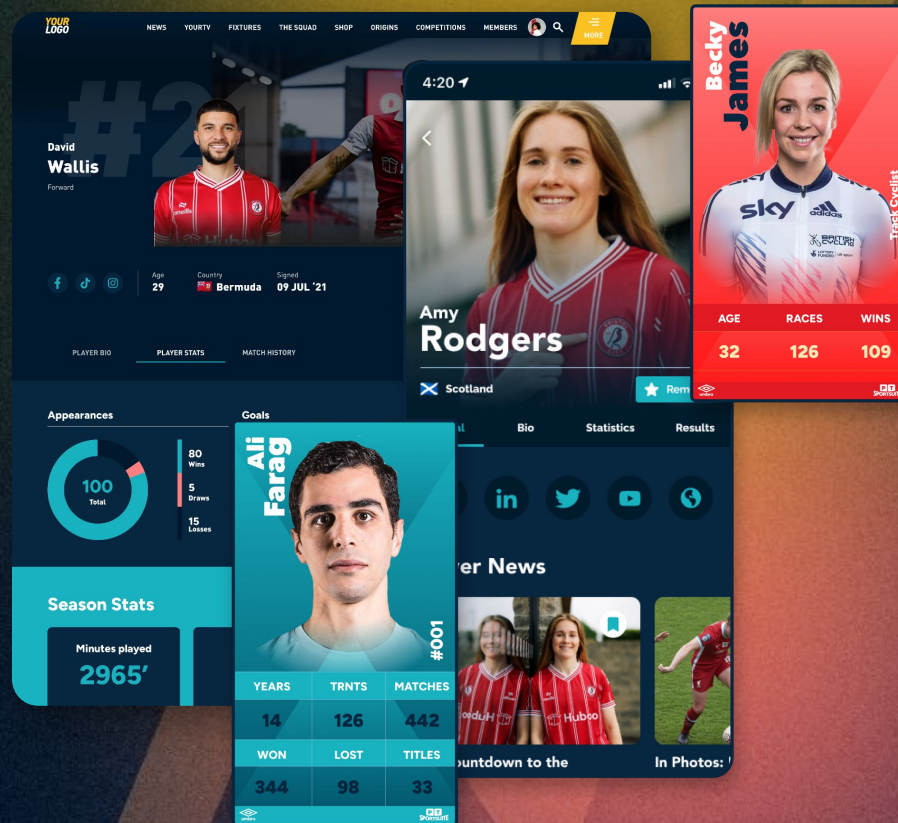


SPONSOR INVENTORY

Player profiles

Branded digital profiles for players - a digital destination for fans to learn more about the players, with career and season stats, player bios and player-specific sponsor coverage.

Each player or athlete has inventory on their profile for advertising and sponsor exposure to a new or existing audience base.





THANK YOU

www.ptsportsuite.com