BURGER
BRAWL

Let's
Rallie

ABOUT

Event Overview

- The Philly Burger Brawl attracts ***50+ of the areas leading restaurants*** and chefs to compete in a battle for the best burger
- ***5,000+ attendees*** were ***expected*** to visit Xfinity Live! in October to sample and vote for their favorite burgers
- The yearly competition raises money for Philadelphia youth programming (to date, the event has raised approximately $450,000)

Brawl to Crawl

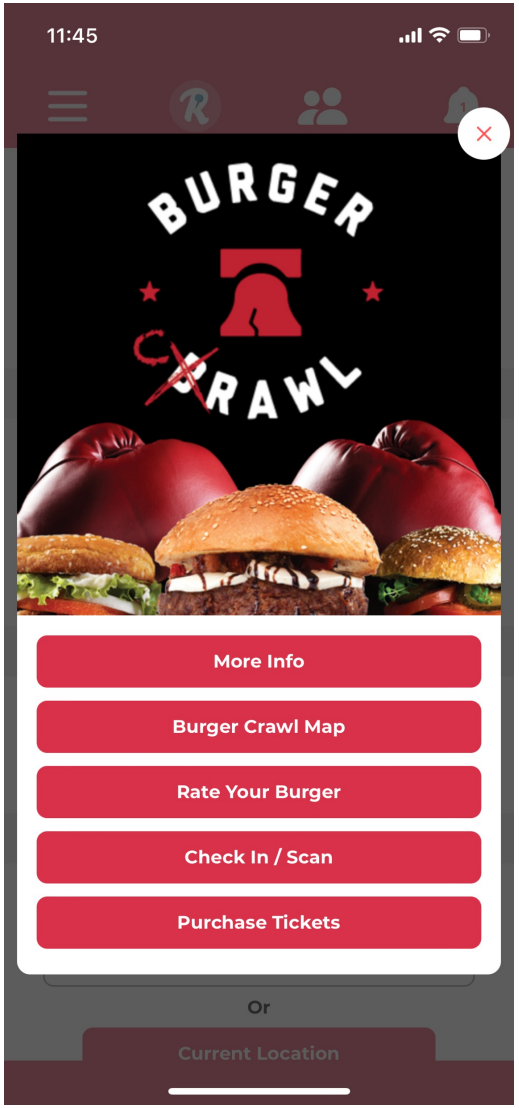
- Due to the success of the Phillies and logistics with Xfinity Live, the ***Burger Brawl*** was forced to pivot to a ***Burger Crawl***
- The Burger Crawl was a ***month long event*** where ticket holders can visit participating restaurants, taste their competing burger, and rate them based on taste, appearance, and creativity
- 32 restaurants participated and over 1,000 tickets were sold

Let's Rallie

- The Let's Rallie app was brought in to help ***manage the event***, ***streamline the voting process***, and ***communicate*** with both the attendees and restaurants
- The app was able to ***quickly pivot*** from a one-day event host to a month-long interactive event organization tool

IN-APP PROMOTIONS

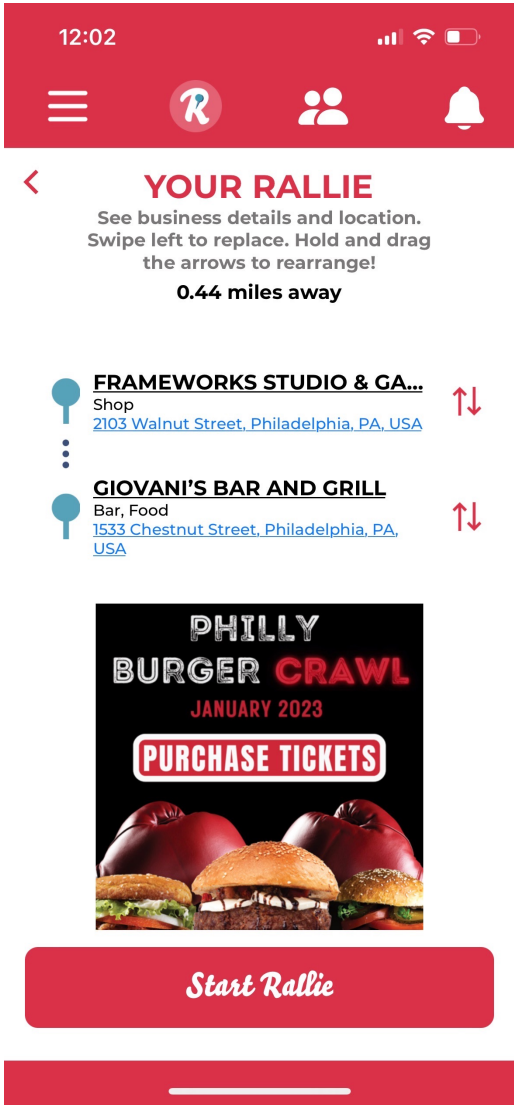
FULL SCREEN WELCOME AD



- The Full Screen Welcome Ad *displays immediately* upon opening the Let's Rallie app
- Event attendees were greeted and provided with relevant links to help navigate the Burger Crawl
- Fully *customizable* buttons link out to any website/ landing page
  - Ex. event map, directory, programming, voting, qr code scan, purchase tickets and more
- Option to *geofence* specific locations
- Click and View metrics provided
- Total Views: *10,726*
- Total Clicks: *7,023*

IN-APP PROMOTIONS

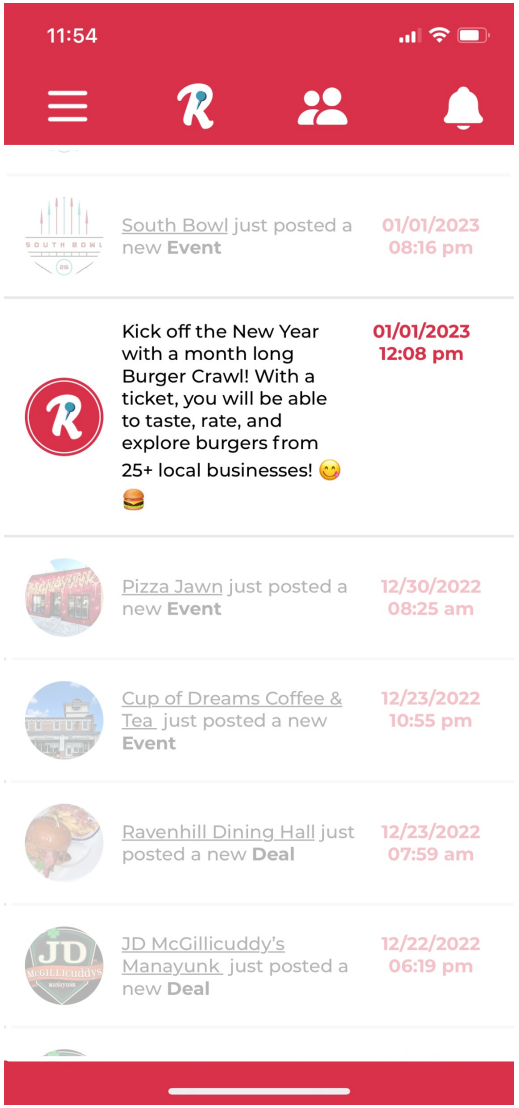
USER DISPLAY AD



- In-app Display Ads were used to promote sponsors and ticket sales
- Display Ads are shown on the "Your Rallie" screen while *Users* view their itineraries
- Ability to *link out* to any website/landing page
- Option to *geofence* specific locations
- Click and View metrics provided
- Total Views: *3,751*
- Total Clicks: *177*

IN-APP PROMOTIONS

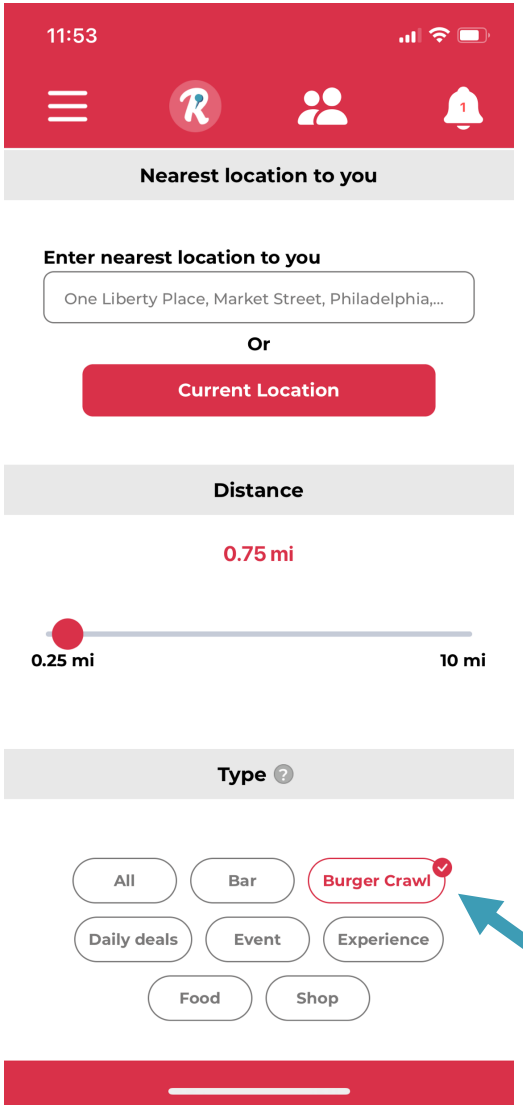
USER PUSH NOTIFICATIONS

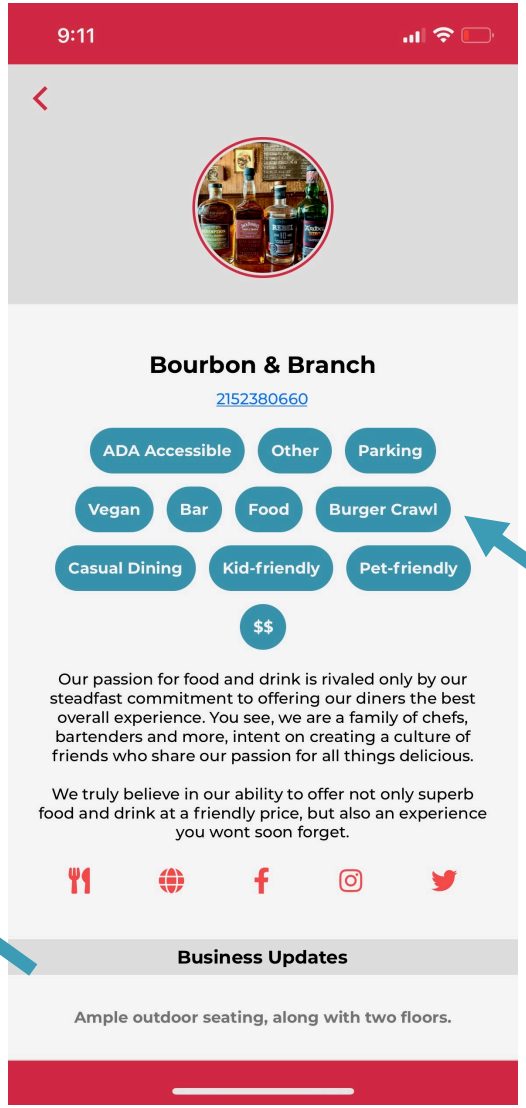


- User Push Notifications were sent to promote the event, share news/updates, and announce the winner
- Ability to customize notification content and link out to any website/landing page
- Notifications can be sent instantly or scheduled
- Option to ***geofence*** locations or send to ***specific users***
- Click and View metrics provided
- Total Views: *4,531*
- Total Clicks: *142*

IN-APP PROMOTIONS

CUSTOM ITINERARY FILTER

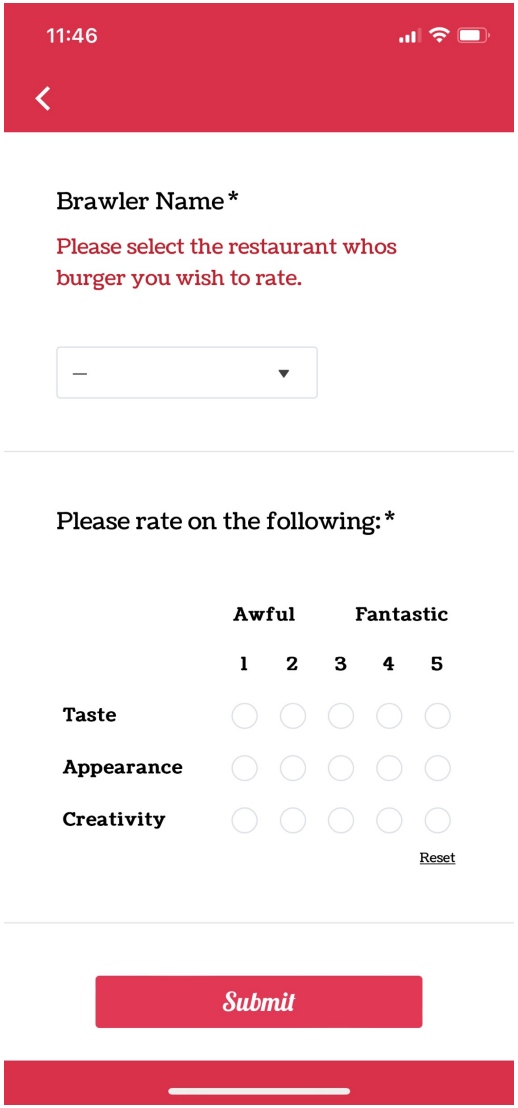




- A "*Burger Crawl*" filter was added to help users locate nearby participating restaurants
- The filter was also included on the *Business Profiles* for users to see while they checked out the individual pages
- Filters can be added in order to customize a user's experience

IN-APP PROMOTIONS

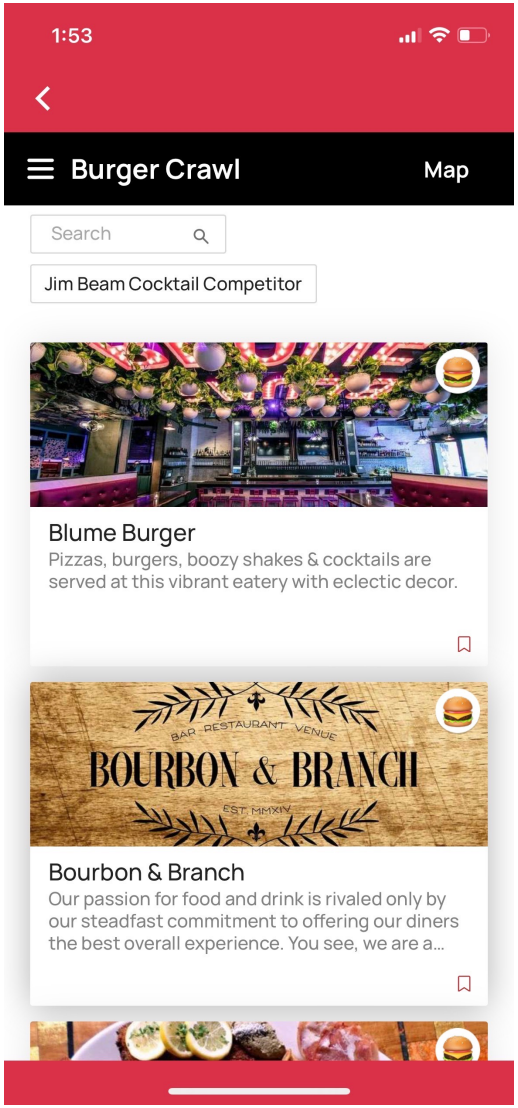
IN-APP VOTING

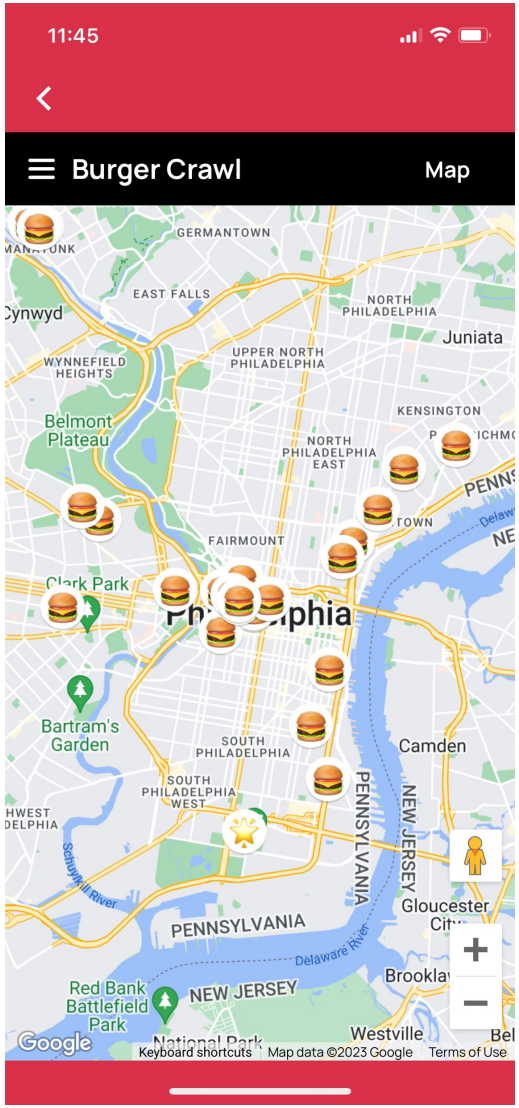


- The Full Screen Welcome Ad contained a button that allowed event participants to ***rate the burgers*** they tasted
- Fully ***customizable*** survey/voting system
- Ability to receive ***instant results***
- ***844*** results collected

IN-APP PROMOTIONS

IN-APP INTERACTIVE MAP

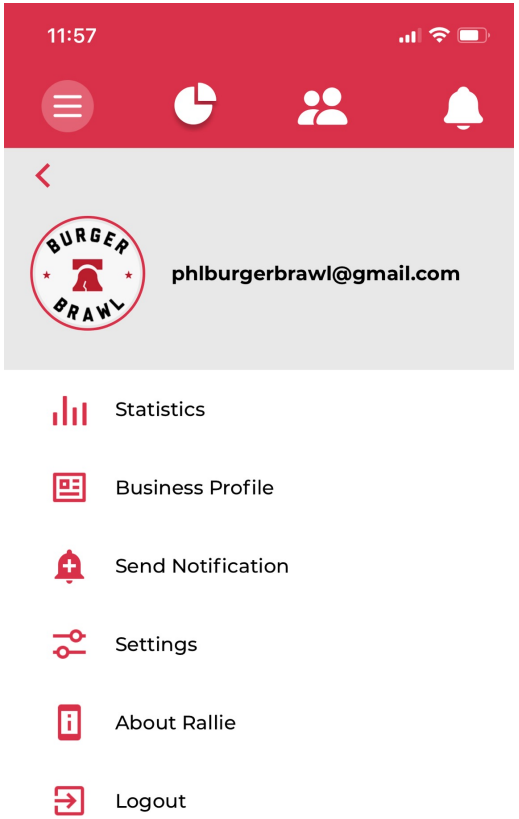


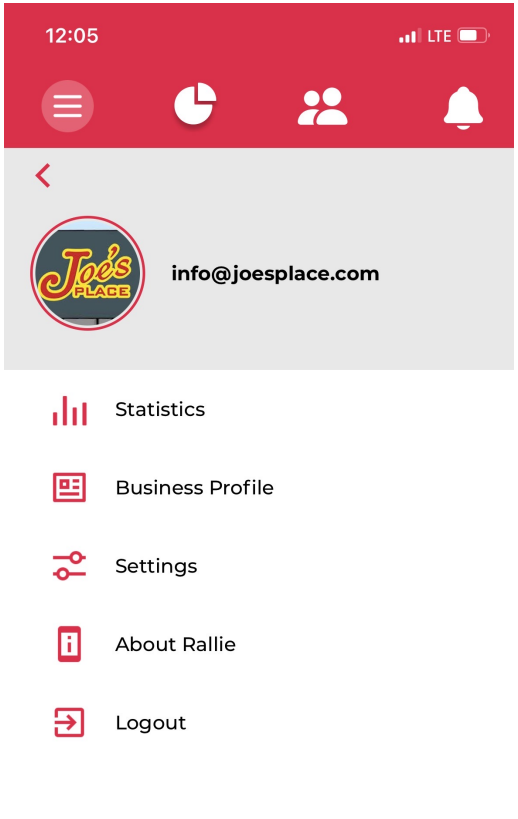


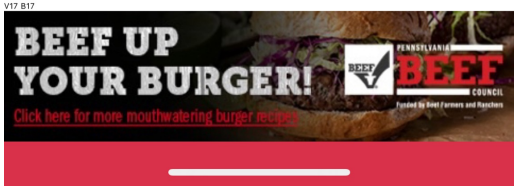
- The Full Screen Welcome Ad contained a button that allowed event participants to view a ***list and map*** of Burger Crawl restaurants
- Fully ***customizable*** list and ***interactive*** map
- The map was viewed ***3,398*** times

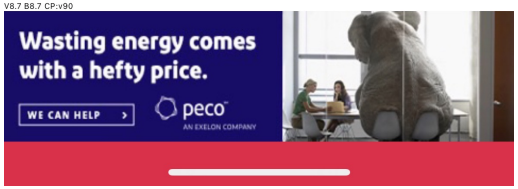
IN-APP PROMOTIONS

BUSINESS DISPLAY AD





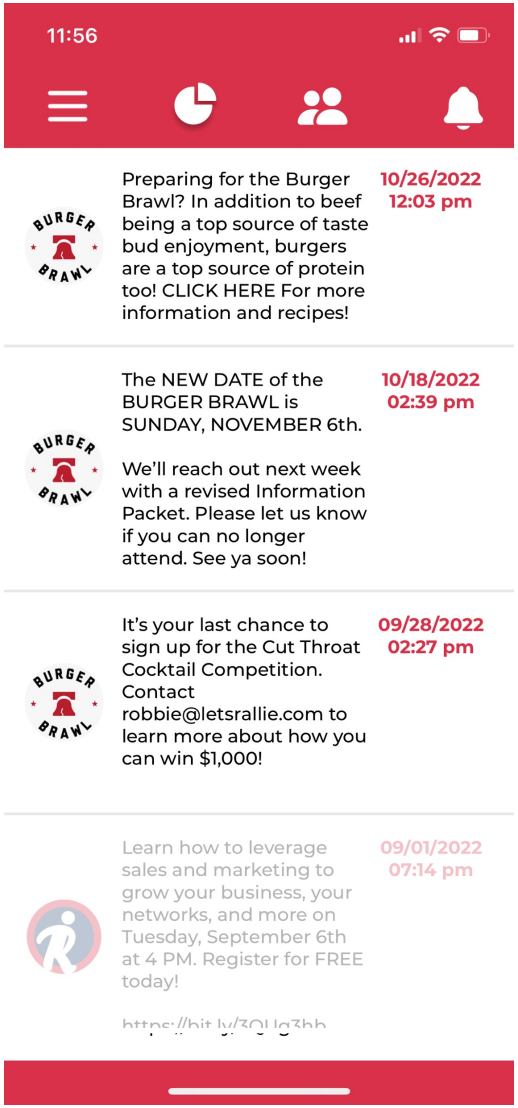




- In-app Business Display Ads were used to ***promote sponsors***
- Display Ad is shown on the ***Business Profile*** home screen
- Ability to ***link out*** to any website/landing page
- Option to ***geofence*** specific locations
- Click and View metrics provided
- Total Views: ***726***
- Total Clicks: ***46***

IN-APP PROMOTIONS

BUSINESS PUSH NOTIFICATIONS



- Business Push Notifications were ***sent to Burger Crawl participants*** to communicate important announcements and highlight sponsors
- Ability to customize notification content and link out to any website/landing page
- Notifications can be sent instantly or scheduled
- Option to ***geofence*** locations or send to ***specific businesses***
- Click and View metrics provided
- Total Views: *32**
- Total Clicks: *14**

**Business Push Notifications were only sent to Burger Crawl participants*

ADDITIONAL

RALLIE OUTREACH TEAM

- The Rallie Outreach Team is offered ***in addition*** to the In-App capabilities
- The team sold *4* sponsorships
- Canvassed the area to ***sign up/onboard restaurants***
- Lead the email and phone outreach
- Facilitated with day-of and in-person operations
- ***Remained in constant contact*** with the Burger Brawl organizers
- Posted on social media, created content, collaborated with relevant profiles, and delivered custom emails

SPONSORSHIP DETAILS

BURGER BRAWL EVENT SPONSORSHIP ($10,000)

- ***Push Notifications*** to nearby Users and Businesses
  - Ability to link out
  - Click and View metrics provided
- ***Display Ads*** on the User and Business side of the app
  - Ability to link out
  - Click and View metrics provided
- ***Full Screen Welcome Ad*** to Users
  - Ability to link out
  - Click and View metrics provided
  - Fully Customizable
- ***Rallie Outreach Team***
  - Helped sell sponsorships
  - Interacted with event attendees, sponsors, and businesses
  - Facilitated with day-of operations
  - Onboarded participating restaurants
- ***Custom Emails*** to all attendees

TESTIMONIAL

"Let's Rallie was an essential part of Burger Brawl's event planning and execution. When it was necessary to pivot from Burger Brawl to Burger Crawl, we would not have been able to do it without the Let's Rallie App. Users were able to use many features such as interactive maps, QR codes, check-in to locations, and vote using the app. Robbie and his team were incredibly helpful and reliable throughout the whole process, and even customized features for the app to fit our needs. Let's Rallie brought our event to the next level!"

- Philly Burger Brawl