



# ABOUT

## ○ Event Overview

- Fan Fest was hosted by **97.5 The Fanatic** at **Xfinity Live!** on 10/29
- The one day event is the biggest party of the year for Philly sports fans
- Includes hosts from 97.5 The Fanatic, celebrity guests, activities, attractions, food, and drinks
- **Beasley Media Group** contracted with Rallie, Inc. to use the Let's Rallie app for event management, organization, and communication

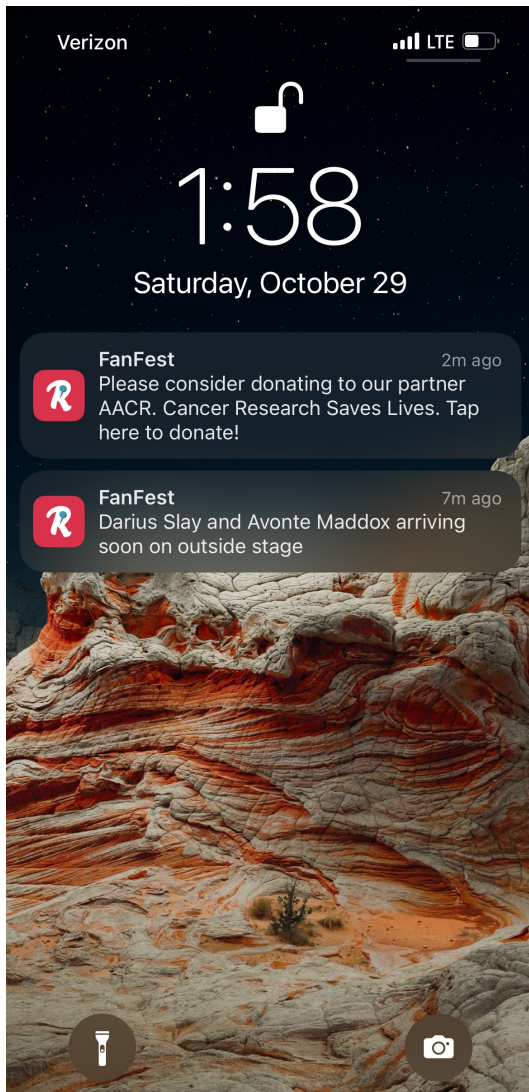
## ○ Let's Rallie

- The Let's Rallie app was utilized for **Push Notifications** to share updates about special appearances and happenings
- The geo-targeted **Full Screen Welcome Ad** greeted all attendees and provided them with event-relevant links
- In-app **Display Ads** were used to promote sponsors and link out to desired landing pages
- The **Rallie Outreach Team** helped sell sponsorships, interact with users and businesses, and assist with day-of operations

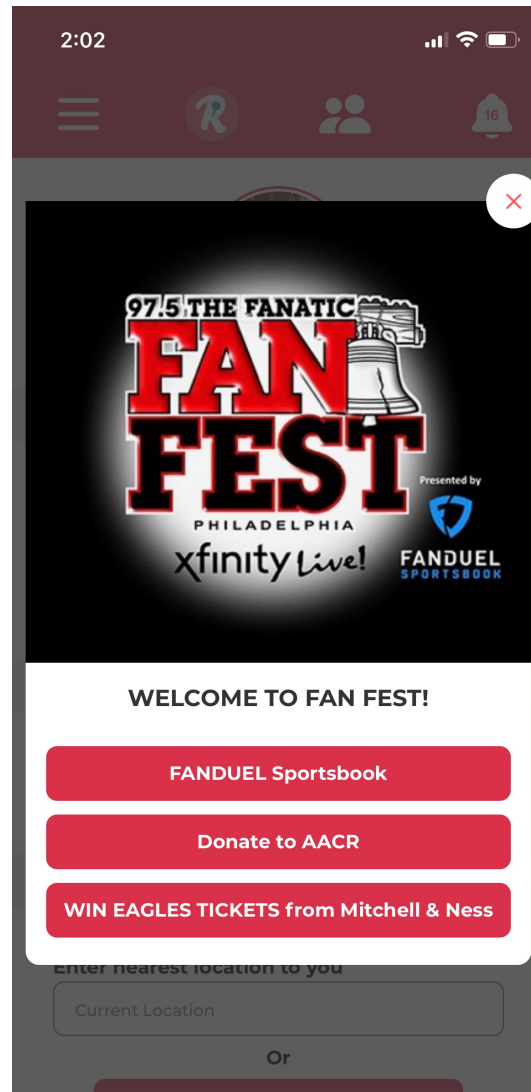


# IN-APP PROMOTIONS

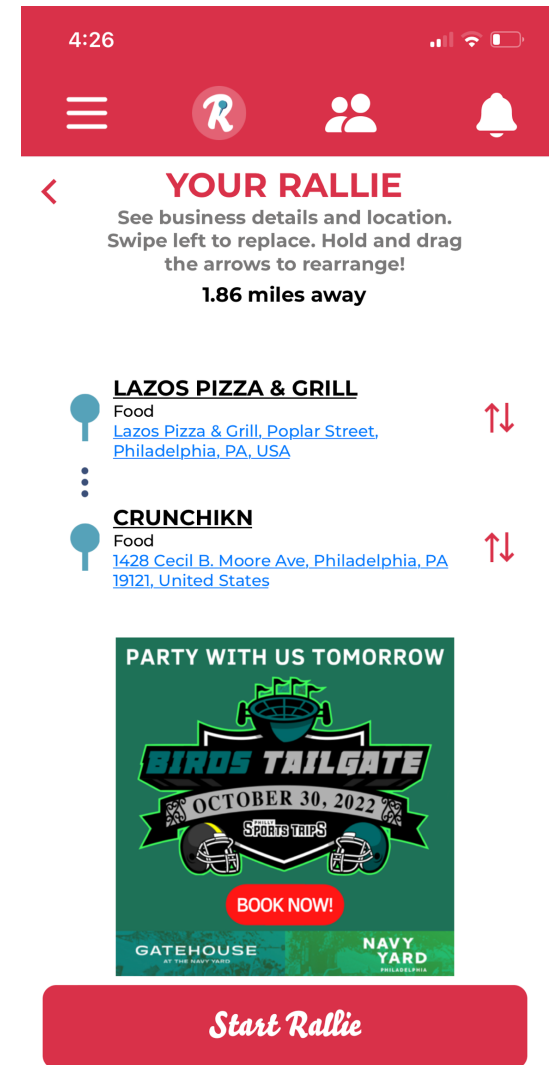
## PUSH NOTIFICATIONS



## FULL SCREEN WELCOME AD



## USER DISPLAY AD



# IN-APP METRICS

## PUSH NOTIFICATIONS

- Total Sent: **14**
- Average Views per Push Notification: **1,564**
- Sponsored Push Notifications: **3**
- Number of Sponsored Push Notifications Sold by the Rallie Outreach Team: **2**

## FULL SCREEN WELCOME AD

- Total Views: **1,798**
- Total Clicks: **941**
- Location Based
- Ability to link out to any website/landing page
- Ability to add Event Map, Directory, Programming, QR Code Check-In, Voting, and more!

## USER DISPLAY AD

- Total Views: **1,587**
- Total Clicks: **323**
- Sponsored Display Ads: **2**
- Number of Sponsored Display Ads Sold by the Rallie Outreach Team: **1**





# SPONSORSHIP DETAILS

## BEASLY MEDIA GROUP EVENT SPONSORSHIP (\$5,000)

- **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 Nearby Users and Businesses
  - Ability to link out
  - Click and View metrics provided
  - Mitchell & Ness Raffle Technology Assistance
  - Fully Customizable
- **Rallie Outreach Team**
  - Helped sell sponsorships
  - Interacted with event attendees, sponsors, and businesses
  - Facilitated with day-of operations
- **Custom Email** to all attendees

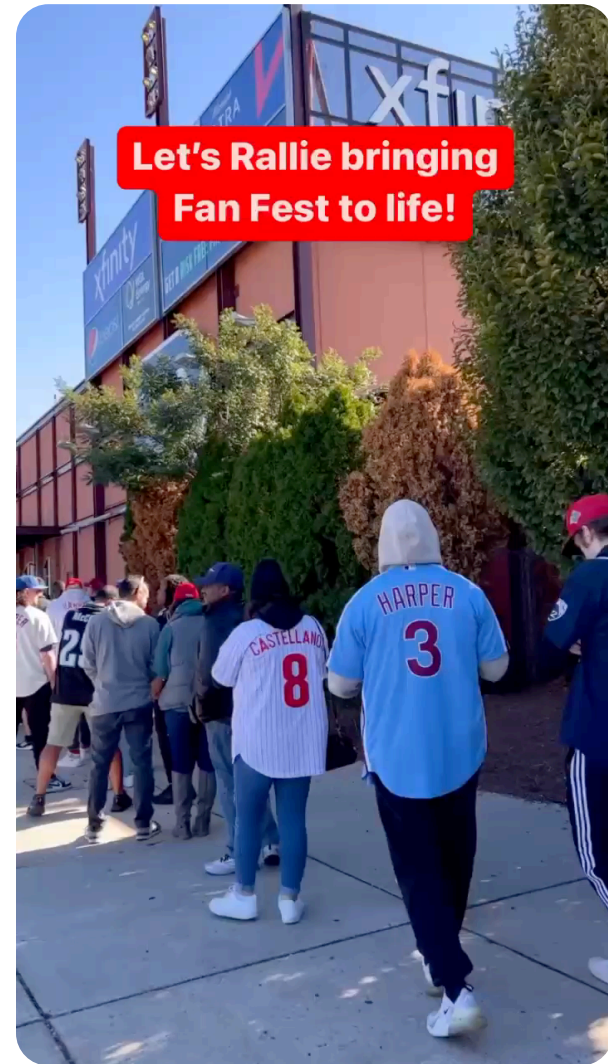


# TESTIMONAIL



**Jen Kearney Sales Assistant**

Let's Rallie was more than helpful at Fan Fest! During the event having my phone ping with the events going on was valuable to me being in the VIP area to keep track of what was going on. I cannot recommend Let's Rallie enough for other events, it helps me stay on top of what is happening.



(click [HERE](#) to watch reel)





# OVERVIEW

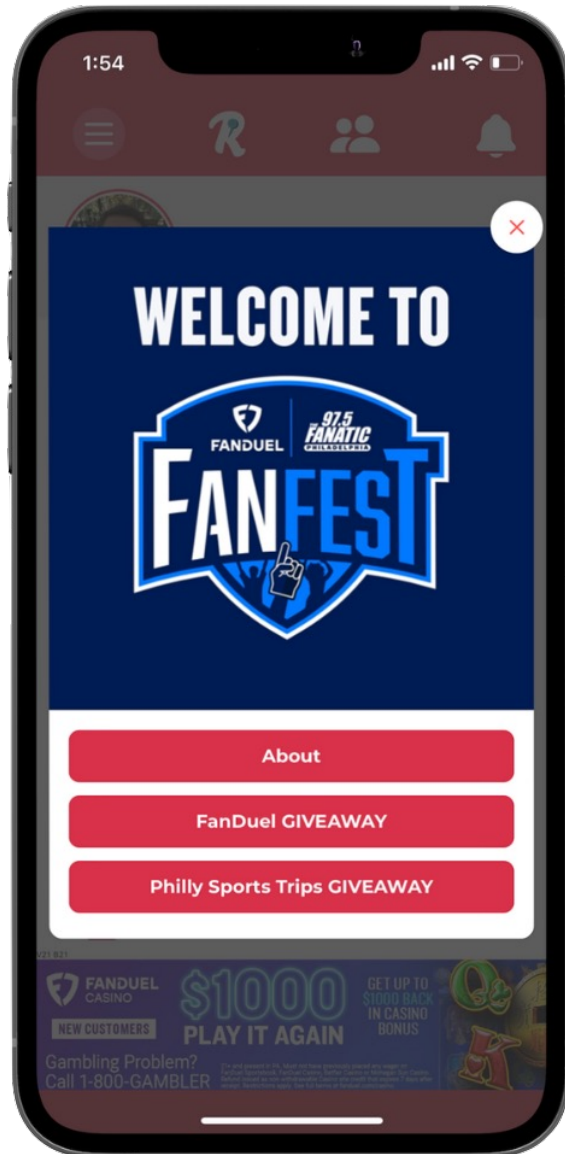


- 97.5 The Fanatic and FanDuel utilized the Let's Rallie app for Fan Fest on 8/26/2023, 11am-5pm
- The **Full Screen Welcome Message, Push Notifications, and User Display Ads**, were used to help:
  - Offer a digital component to Fan Fest
  - Share information about the event
  - Host live event communication
  - Manage promotional giveaways
- Let's Rallie **geofenced** Xfinity Live! during the event
- Overall Impressions: **15,091**
- Overall Clicks: **1,703**
- This is the **second year** Let's Rallie partnered with Fan Fest



# WELCOME MESSAGE

## FULL SCREEN WELCOME MESSAGE



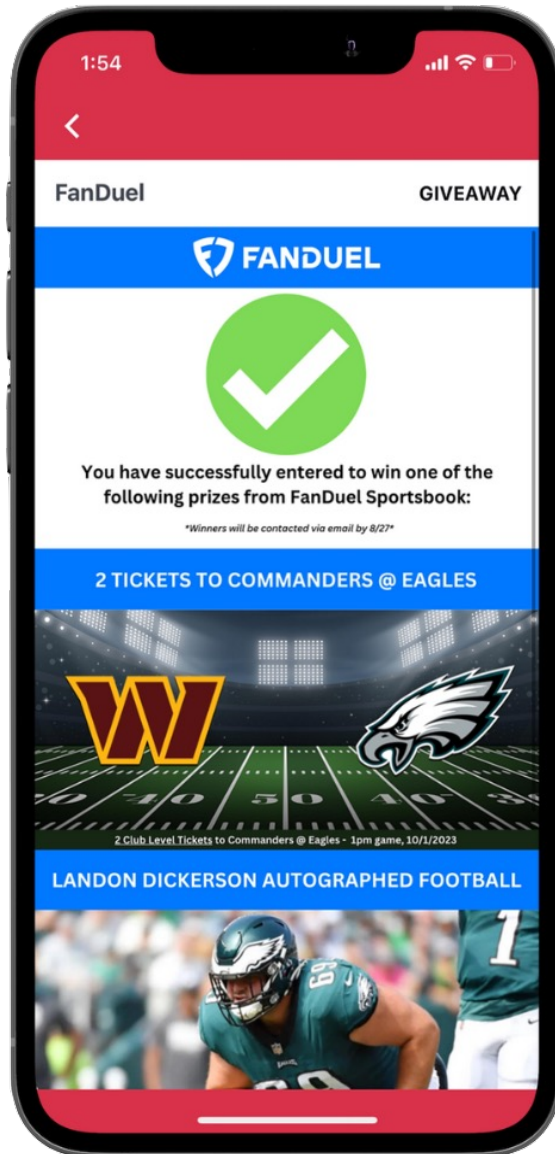
- The Full Screen Welcome Message displayed immediately upon opening the Let's Rallie app within one mile of Xfinity Live!
- Attendees were greeted with relevant links to help navigate their way around the event and enter giveaways
- Duration: August 26<sup>th</sup>
- Total Views: **1,767**
- Total Clicks: **1,281**
  - About: **227**
  - FanDuel GIVEAWAY: **603**
  - Philly Sports Trips GIVEAWAY: **451**





# WELCOME MESSAGE

## FANDUEL GIVEAWAY



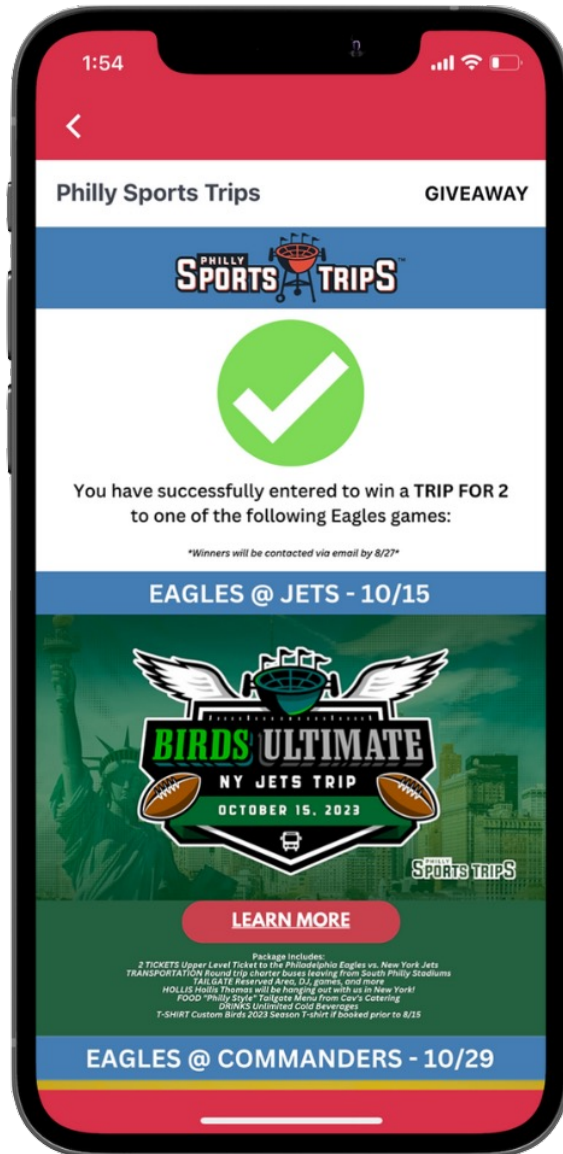
- The Full Screen Welcome Ad contained a button that allowed participants to enter a giveaway hosted by FanDuel
- When clicked, event attendees were automatically entered into the giveaway
- The landing page contained a confirmation message and more information about the prizes
- Let's Rallie collected the names and emails of each entrant
- Total Clicks: **603**





# WELCOME MESSAGE

## PHILLY SPORTS TRIPS GIVEAWAY

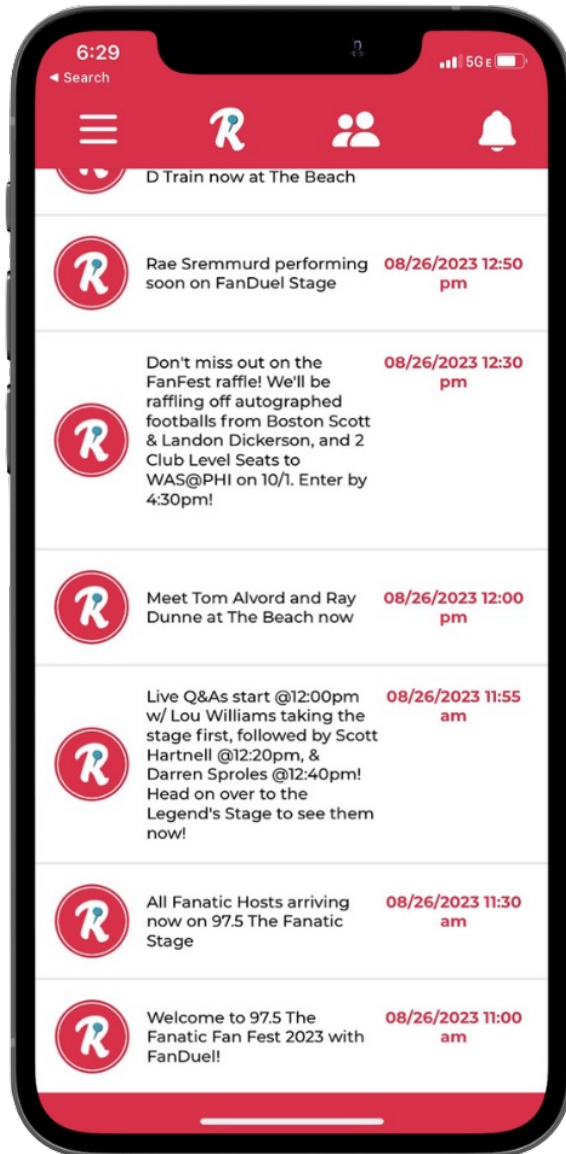


- The Full Screen Welcome Ad also contained a button that allowed participants to enter a giveaway hosted by Philly Sports Trips
- When clicked, event attendees were automatically entered into the giveaway
- The landing page contained a confirmation message and more information about the prizes
- Let's Rallie collected the names and emails of each entrant
- Total Clicks: **451**



# PUSH NOTIFICATIONS

## USER PUSH NOTIFICATIONS



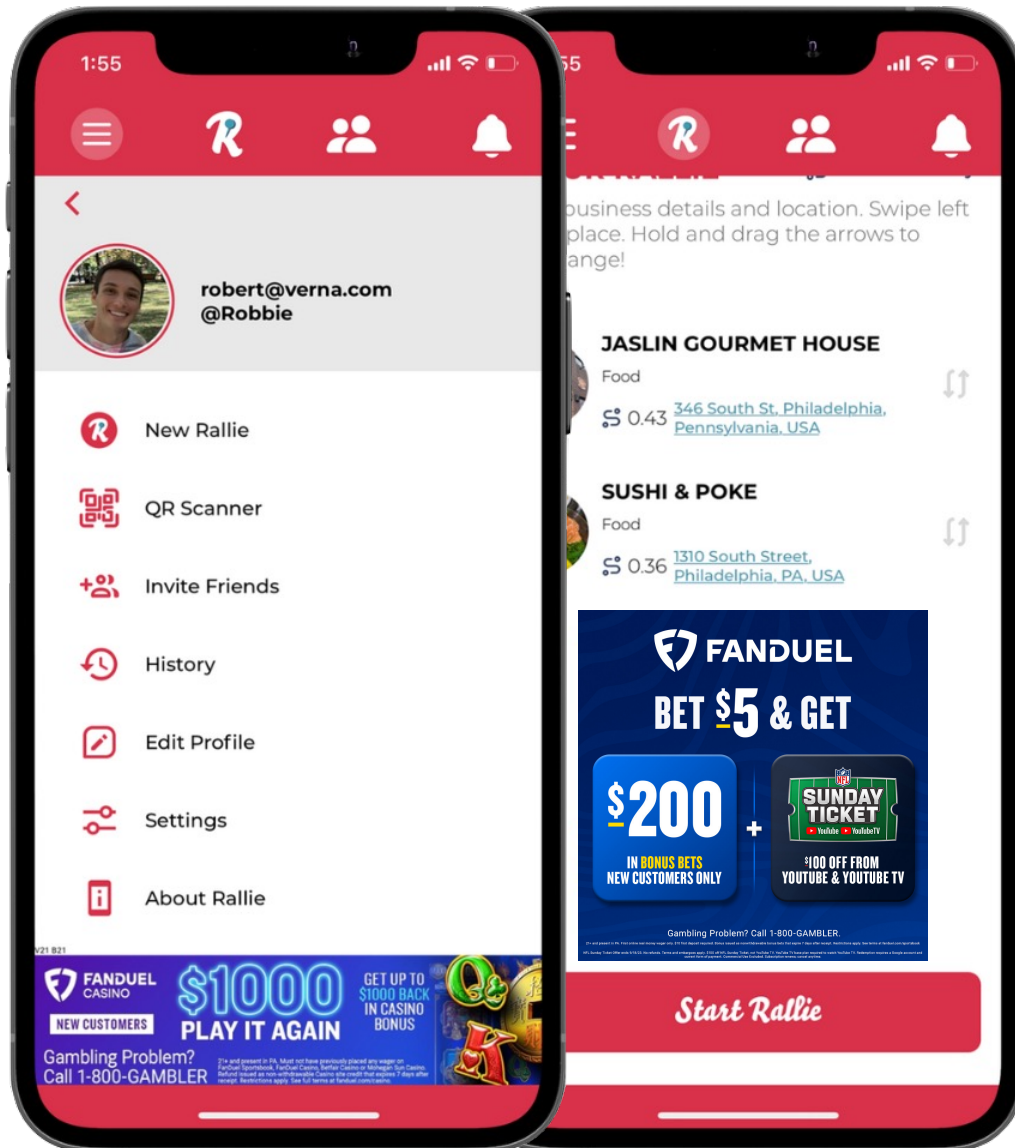
- **18 User Push Notifications** were sent to promote the event, share news, and announce the winner
- **1 Push Notification** was sent before the event to raise awareness
  - Total Views: **3,543**
  - Total Clicks: **79**
- **17 Push Notifications** were sent to users at Xfinity Live! **during the day of the event** to share event alerts and happenings
  - Total Views: **7,495**
  - Total Clicks: **247\***

*\*3 notifications promoted clicks*



# IN-APP PROMOTIONS

## USER DISPLAY ADS



- **User Display Ads** ran during the event to highlight the leading sponsor, FanDuel
- Display Ads are shown on the "Home" and "Your Rallie" screens in the app
- FanDuel ran a **rotation** of four different ads
- Ads **linked out** to FanDuel landing pages
- Duration: 11-5pm, August 26<sup>th</sup>
- Total Views: **2,286**
- Total Clicks: **96**





# EVENT PHOTOS

