



## Global Fan Participation Solutions for Spectatorless Events

The global COVID situation has taken spectators – the foundation of live sporting events – out of the live event equation for the foreseeable future.

Muuver helps major leagues, teams and sponsors easily overcome the current global situation by modernizing fan engagement, expanding audiences *and* increasing revenues.

### 1. Modernized Engagement: *Direct Fan Participation*

- a. Fans can participate directly in live broadcast events by rating/voting on players, teams, coaches, sponsors – anything – **right from their social feed**, no new app or website needed to participate.
- b. Live broadcasts can display real-time updated “Global Fan Score” overlays (using centralized voting data aggregated from across the social web). The dynamic graphic activates passive viewers to take the next step to participate directly.
- c. Fan engagement incentives such as “Fan Boost”, “Fan Favorite” or “Fan’s Choice MVP” can be easily implemented, increasing fan participation and investing fans more deeply into the event and sport overall.

### 2. Audience Expansion: *Exposure Throughout the Social Web*

- a. With fans participating directly from social channels, the sport and sponsors receive exponential exposure through the fan’s social network while also getting valuable social proof that lubricates acquisition of this new audience.
- b. Social sharing incentives such as contests, bonuses or special offers can help increase social exposure beyond the participant’s initial vote.
- c. Includes Data Analytics & Research tools with detailed fan engagement metrics and outreach capabilities, as well as precision targeting of new audiences.

### 3. Increased Revenues: *Enhanced Offerings & Value*

- a. Opportunity to add various new fan participation incentives such as getting to ask a player the “**2<sup>nd</sup> Quarter Question, sponsored by AT&T**” can be offered to advertisers as sponsorable segments of the event.
- b. Cross-platform integrations help facilitate a better fan journey through the sporting event experience on to the sponsor/advertiser experience, creating increased value of the original audience generating platform.

***MUUVER - Bringing fans together to feel the excitement again.***

Please visit [muuver.com/fan-engagement/](https://muuver.com/fan-engagement/) for more info, or to book a demo.