

# ***Core Services***

## ***for Sponsors and Agencies***

**sports systems**

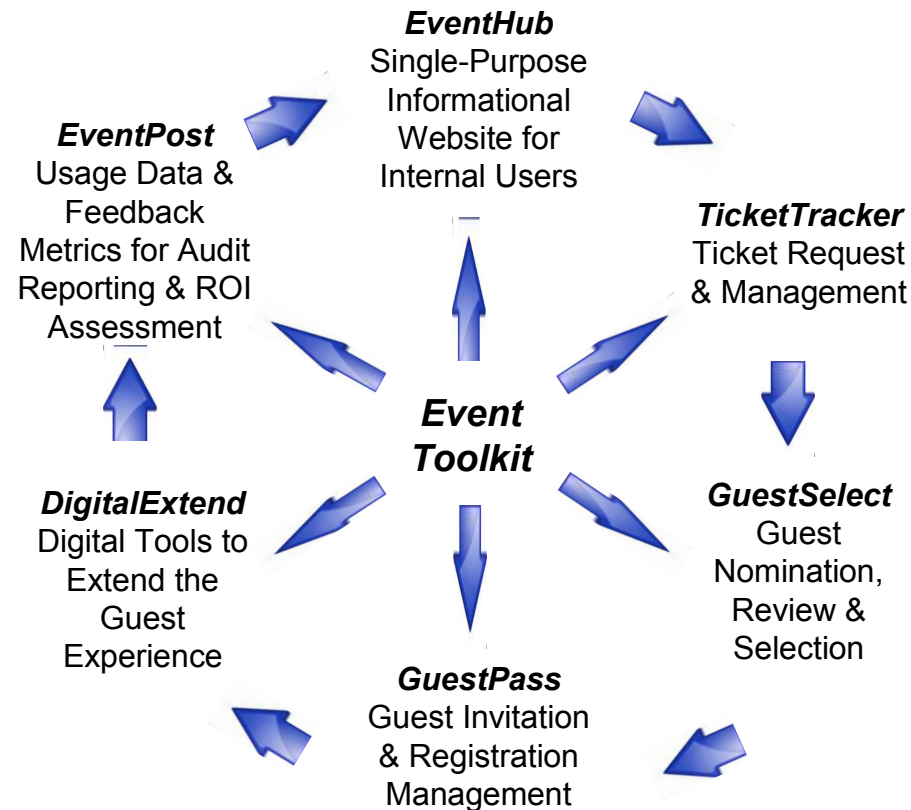
online innovations for events

# Core Services

## Corporate Event Activation Technology – ‘Event Toolkit’

Technology to simplify, streamline and improve event activation

Use the full  
Event Toolkit or  
any combination  
of the individual  
tools



# Value Proposition

## *The Pain We Solve:*

- A lack of consistent, updated sponsorship and event information to internal users can weaken event take-up and creates redundant questions, which wastes time/effort.
- Event ticket management is complex when these assets need to be requested, reviewed, allocated, tracked and reported against best business use – especially when across multiple departments or lines of business.
- Guest nomination management adds a significant administrative burden from the back-and-forth with nominators and the managers needing to review and grade possible guests, but this is critical to ensure best business value for limited hospitality seats.
- Web-based guest communications and website pages are a challenge when they must be personalized, fully brand and message compliant.
- Hospitality data management requires perfection to ensure guest logistics - including the right ground transfers, hotel, dining, event arrangements, etc - and provide a flawless guest experience.
  - This is complex work especially when there are multiple, varying guest programs with several classes or waves of guests. Collecting and managing this data is usually time consuming and tedious, which increases staff costs and opportunities for data errors to become logistics mistakes.
  - Hospitality data management is rarely truly collaborative, which leads to inconsistent information or excess effort aligning information for the event staff.

# Value Proposition

## *The Ideal Solution:*

- Is a solution that simplifies all data handling for guests and tickets: It cuts manual administrative work including paper forms, faxes, individual emails and manually created guest documents like personalized itineraries.
  - Removing these low-level tasks opens the door to higher-value work (or to go home earlier).
- Is simple to use for guests, ticket requestors, the event team, executives and even event vendors: No one has extra time for training -- the ideal solution needs to be so friendly that training is not necessary.
- Supplements your event team with deep experience, saving them from having to become experts in data-management technology and reporting.
- Provides greater control and is truly collaborative because all event team members have access to the latest, real-time information.
- Allows guest communications to be upgraded with perfectly branded, personalized, guest-specific messages without creating more work.
- Enhances and extends the peak on-site event experience to increase return from your sponsorship and hospitality investments.

# Value Proposition

## *Sports Systems Provides the Solution:*

Sports Systems' sole purpose is to deliver simplicity and better control over sponsorship activation and event data management.

We succeed for clients through unrivaled experience applying technology to events with our advanced proprietary platform and a corporate culture of fanatical responsiveness.

# EventHub

**A single-purpose micro website to be the central source of internal event information to explain – the program, assets, offerings, request procedures, terms & conditions – anything you need to communicate internally.**

- ✓ Simplify and improve internal communications by explaining all elements of the program including asset availability, as applicable
- ✓ Provide a single consistent source for program/event information which can be updated as necessary, eliminating the need for distribution of updated documentation
- ✓ Funnel requests and questions through a single consistent source that is always immediately available

The collage displays four distinct internal event management interfaces:

- Vodafone McLaren Mercedes Brand Centre & Garage Tour:** Features a navigation menu with sections like 'Vodafone McLaren Mercedes Brand Centre & Garage Tour', 'Tickets and Race Hospitality', 'Race Calendar and Locations', 'Managing Your Seats On-site', and 'Garage Tour'.
- MOTOROLA and the NFL:** A page titled 'Two powerful brands for building extraordinary customer relationships' with a list of services: Forecasting, Incremental Tickets, Management, and Tracking.
- Event Information System:** A page with a navigation bar and a main content area containing event details and a 'Logout' button.
- UPS Racing Activation Guide:** A page with a navigation menu and a 'Welcome!' message, providing information on how to use the site for downloading activation guides and registering guests.



# GuestSelect

**Online guest nomination system to simplify and streamline the steps to nominate, review and make decisions on possible invitees.**

- ✓ Improve ROI from tickets, hospitality and other assets
  - Ensure the right guests are invited for the right reasons
  - Ensure assets are used for the best business value
- ✓ Simplify the guest nomination process for submitters to save time and ensure complete and proper submissions
- ✓ Streamline the review and evaluation process for better, faster decision making

The image displays three overlapping screenshots of the GuestSelect web application. The top screenshot shows the 'Executive Networking Series' header with an Intel logo and three event images. The middle screenshot is a 'Nomination Form' for the 'Masters2011' event, featuring a Coors Light logo and a 'Guest Information Form' with fields for First Name, Last Name, and Email. The bottom screenshot is a 'Nomination Site' showing a 'Welcome to the Event Nomination Site' message and a table of current nominations.

**Executive Networking Series**

**Nomination Form**

Fields marked with \* are required.

Please take a minute to complete the nomination form before the deadline. All nominations are per event and can only be submitted during the nomination phase. If you do not see an event listed below, you are not eligible to nominate. The nomination phase (start date and end date) is outlined on the individual event information page.

Note: All nominations will be considered. Nomination does not guarantee an invite.

Nominate for which event - package \*  
**Masters2011**

First Name \* Frank Middle J  
Company \* Sports Systems  
Job Title \*  
Web Application Developer  
Important: If the Job Title is not listed please close out of this information within the IAO/Customer Database first.

Email \* Frank@SportsSystems.com  
Admin's Email

Important: If the Admin Email is not listed in the IAO/Customer Database first.

Customer Bio  
This field as well must be edited under this nomination.  
Last only

**Coors Light**  
NORTH TEXAS  
02.06.11

**Coors Light Super Bowl XLV Program Request System**

**Guest Information Form**

Fields marked with \* are required.

Guest Information  
First Name \* TEST Last Name \* TESTING  
Email Address \*

**Nomination Site**

Welcome to the Event Nomination Site

If you are a first time user, please begin your nomination process below. You can submit multiple attendees in one session but please note the system will time out after 15 minutes of inactivity in your profile. A warning will appear, and you will have 5 minutes to select. Continue before being logged out.

When you have finished adding your nominations, you must click the red Finish button.

Note: Due to legal restrictions, no nominations for Public Sector, ES Federal, State and Local or Non-US governmental or quasi governmental entities will be accepted for Racing Events, Golf Events, Fight Night and similar events. BMS and CA World Invitations may be extended to Public Sector employees with WW Law Department approval. Procedures for obtaining such approvals are posted here.

GA Nominator  
Barb Hyde

Below please find a list of current nominations and the status of each. You will be notified via email when the status of each nomination has been changed.

If you would like to nominate any additional customers, please scroll down, select the event from the drop-down box, and then press Continue.

Event	Customer	Status	
CIO Circle - West	Pete Gauthreau Duplicate	New	Revoke   Cancel
Waste Management Phoenix Open	Nita Hyde Duplicate	New	Revoke   Cancel

Hospitality  
Guest  
Nominations

sports systems

# GuestPass

**Invitation, registration and guest data management system to enhance the guest experience while saving staff time and increasing control over guest logistics.**

- ✓ **Improve the guest experience**
  - Personalize all guest touch points
  - Provide easy access to event information and an easy RSVP/registration process
  - Ensure every guest detail is addressed
- ✓ **Save staff time/increase efficiency**
  - Streamline all steps to invite, register and manage guests
  - Eliminate manual tasks to reduce hours of work
- ✓ **Increase staff control & intelligence**
  - Access real-time data anywhere, anytime
  - Manage guest and event logistics on a collaborative platform
  - Improve decision-making from better information
  - Share specific guest data with outside vendors in real-time

Personalized  
Invitations &  
Itineraries

**MITSUBISHI ELECTRIC**  
Schedule of Events for Itinerary Testing Team

**Hotel Confirmation**  
Check-in Date: Thursday, May 7  
Check-out Date: Sunday, May 10  
Ground Transportation Provided: Yes

**Flight Confirmation**  
Arrival Date: Monday, May 4  
Arrival Time: 8:00 AM  
Arrival Airline & Flight #: American Air  
Departure Date: Tuesday, May 12  
Departure Time: 6:00 PM  
Departure Airline & Flight #: Delta Air  
Guest Travel Itinerary: Same

Day	Time	Event
Tuesday, May 5	6:30am	Breakfast
	9:00am - 5:00pm	North American Business Development Committee Meeting
	7:30pm - 9:30pm	NABDC Dinner - Opus 39
Wednesday, May 6	6:15am	Tea Time at The Summer & Square
	8:00pm	Dinner at Opus 39
Thursday, May 7	7:25am	Tea Time at The King & Bear
	7:30am	THE PLAYERS Championship First Round of Competition
	11:30am - 2:30pm	Lunch Buffet - Mitsubishi Electric Hospitality at 18 Green
	6:30pm - 8:00pm	Mitsubishi Electric Wine & Cheese Reception - Casa Marina Pool Deck
Friday, May 8	7:30am	THE PLAYERS Championship Second Round of Competition
	8:30am	Tea Time at The Palmetto Club
	11:30am - 2:30pm	Lunch Buffet - Mitsubishi Electric Hospitality at 18 Green
	6:30pm - 8:00pm	Mitsubishi Electric Wine & Cheese Reception - Casa Marina Pool Deck
Saturday, May 9	8:00am	Breakfast

**BT**  
Welcome to Super Bowl XLV and the BT Leadership Forum

Join BT at Super Bowl XLV for the Leadership Forum  
February 4 - 7, 2011 | Dallas, TX

Thank you for registering to attend the BT Super Bowl XLV Leadership Forum in Dallas, TX on February 4 - 7, 2011. Please click below to access your event registration form.

Please note you can come back at another date to modify certain details (flight, activities, adding a guest, etc.). Once you have confirmed your travel plans, please be sure to include your arrival and departure information within your registration profile.

Guest List: Helisa Wolfran (Confirmed), Grant Hamlin (Confirmed)

Buttons: Register, Event Overview, Schedule of Events, Travel Logistics, FAQs, Cancel This Guest, Revoke Registration, Change RSVP, I can no longer attend.

**THE SHARK SHOOTOUT® Pro-Am Tournament**  
Tiburón Golf Club, Naples, Florida

**Merrill Lynch Wealth Management**  
Bank of America Group

REGISTRATION

Please click the button below to save your registration profile.

Invitation for: Barb Hyde

Guest List: Barb Hyde (In Process)

Buttons: Submit registration information, Close and return later.

Team 2012 presented by Visa

Team 2012 represents a huge new ambition for British sport, largest national team ever sponsored, comprising approximately 1200 top 47 sports and disciplines, Olympic and Paralympic alike.

It will help realise the dreams and ambitions of all Britain's aspiring Olympic and Paralympic athletes and is a ground breaking partnership between the Olympic and Paralympic Associations (OPA and OPA), the London 2012 Olympic and Paralympic Games (L2012), and UK Sport, the national governing body for the Olympic and Paralympic sports, to get behind the nation's top athletes aiming for London 2012 Olympic Games and beyond.

UK Sport's sponsorship will help support these athletes aiming to become part of Team 2012, its transformational partnership, ensuring Team 2012 is able to deliver on its ambition of providing extra funding for World Class Level Programmes through a vital blend of private sector income, alongside existing National Lottery and Government funding, for our rising athletes.

Information about Team 2012 presented by Visa, please visit: [t2012.com](http://t2012.com)

Buttons: Register, Itinerary, Location, Team 2012, Visa logo.

Simple Online Registration

sports systems

# DigitalExtend

**Mobile apps and social media to enhance and extend beyond the on-site guest experience to boost the return on your event and hospitality investments.**

- ✓ **Mobile apps**
  - Excite and impress guests before they arrive on-site
  - Keep guests informed while they are on-site
  - Provide an ongoing communication channel after the event
- ✓ **Social media can be used to**
  - Create a private community for your guests
  - Leverage and extend the guests' positive experience with your company/your brand
- ✓ **Post-event communications can leverage the experience to take advantage of strong feelings for your company/your brand elicited by the event**



# EventPost

**Focused internal and external surveys and attendance confirmations to collect, evaluate and report qualitative and quantitative metrics for continued improvement, audit purposes and ROO and ROI assessment.**

- ✓ Automate the steps to confirm who used your tickets and other assets
- ✓ Survey hosts and guests to set hospitality event metrics and gauge areas for improvement
- ✓ Survey weeks after the event to identify specific value and anecdotal evidence to report the value from having each guest at the event
  - Provide ROO and ROI reports to stakeholders
  - Develop reports necessary for audit purposes

The image displays three screenshots of digital forms used for event management and sponsorship tracking.

- UEFA Champions League Final Host Survey:** A survey form with a header featuring the UEFA Champions League and Vodafone logos. The title is "UEFA Champions League Final Host Survey". It includes a greeting "Dear Thomas," and a message of appreciation for the guest's attendance at the 2009 final in Rome. It asks for feedback on the guest experience and includes a section for "BUSINESS IMPACT" with a sub-section "1A. Tangible Value (Measurable)". It requests the number of mobile connections of attendees and includes a note: "(NB. Count each company only once)".
- NFL Asset Request:** A form titled "NFL Asset Request" with a header featuring the NFL logo. It is for the "2011 Motorola Mobile Devices Sponsorship Asset Request System". It asks for the company name and the purpose of the request (e.g., Sprint Boost, Monthly Sales Contest). It also includes a section for "Please indicate ROI results" with checkboxes for "Increased Sales", "Gained New Business", "Improved Relationship", and "Other". There is a text area for "Please describe" and a section for uploading documents (Document 1, 2, 3) with "Browse" and "Upload" buttons.
- Mobile Devices Sponsorship and Events Asset Request CONFIRMATION:** A confirmation form with a header featuring the Motorola logo. It includes a "REMINDER" about submitting ROI information for the 2011-2012 NFL season. It provides steps for submitting ROI information: 1. Log on to [www.mdsponsorships.com](http://www.mdsponsorships.com), 2. Click the "Request An Asset" link, 3. For each awarded asset, click the link to "Enter ROI Information". It also provides contact information for Alex Reinhardt ([alexreinhardt@genesports.com](mailto:alexreinhardt@genesports.com)) and a thank you message from the Motorola Mobility Sponsorship & Marketing Team.

# Case Studies



**Intel** uses Sports Systems *Event Toolkit* to manage end-to-end guest data behind its Executive Networking Series. To start, Intel account managers learn about upcoming events and nominate their customers as potential guests through dedicated *EventHub* and *GuestSelect* sites. These nominations are vetted by district and regional managers via easy screens that include the customer's event attendance history and business case justification. Through *GuestPass*, approved guests receive an HTML invitation and click to an informational website where they can learn about the event and can register. Using the administrative side of *GuestPass*, Intel monitors RSVPs and issues additional invitations when RSVP "no's" are received and the event administrator is able to manage hotel rooms, airport transfers and secondary events like golf and spa visits, single-handedly. Before the event, *GuestPass* emails each guest a fully customized itinerary with all personal flight and transfers details, meetings arranged, hotel confirmation numbers and other event details. Finally, after the event, Intel collects feedback from guests and company hosts using *EventPost*.



**Visa** uses *GuestPass* to manage information flow and registrations for its first pre-London 2012 Olympics events for credit card merchants. Merchants are being invited to luncheons to learn about Visa's pass-through rights under its Olympic TOP sponsor entitlements. So, account managers at participating banks use *GuestPass* to invite their merchants and these merchants register a finance and a marketing executive to attend the event. *GuestPass* is making this process seamless for Visa, the banks, merchants and Visa's agency event team.



# Case Studies



**Vodafone** uses a customized *EventHub* to inform its worldwide offices about the options and procedures to request tickets and other assets from its title-sponsored Vodafone McLaren Mercedes Formula One race team, and then collects those requests through *TicketTracker*. *GuestPass* informs the markets of their approved allocations and collects guest travel and other data from these markets on behalf of their invited guests. Vodafone's worldwide markets control their guest relationships and therefore the event team collects guest data from regional liaisons and not directly from guests. In this case, the standard "invitation" email is instead a "request for guest data" to the regional liaison, and instead of the guest registering for himself, the liaison registers for all guests in her/his group and enters their flight details, hotels needs, and other information needed for an excellent race experience.



**Motorola** has many NFL, MLB and NBA tickets through sponsorships and season ticket purchases and uses Sports Systems *Event Toolkit* services, *EventHub*, *TicketTracker* and *GuestPass* to offer these tickets for B-to-B usage internally and then to invite guests externally. Following each event, Motorola uses *EventPost* to capture actual usage and ROI detail so that they have the tracking they need to report interest, usage and return from each property investment.



**FedEx** uses *TicketTracker* to sell special NASCAR ticket packages to employees as an employee benefit, but also to leverage its team sponsorship through employee participation.



# Client Testimonials

## *Jenny Grant, RBC Bank*

“Sports Systems has officially saved my sanity. We have thousands of tickets a year to manage, track and distribute, which can get very cumbersome. We have budgets to maintain and audit requirements, all while trying to maximize our investments. Before Sports Systems, this entire process was done manually, which left a lot of room for human error and was extremely time and labor intensive. After Sports Systems, we have everything housed in one centralized location. The reporting capabilities allow us to follow up and track business gained and keep an accurate, up-to-date inventory on tickets available, tickets requested and tickets used. We love the ticketing system and the personalized service!”



## *Molly Beck, Octagon Program Manager for CA Technologies*

“Sports Systems’ GuestPass allows our team to capture and manage every detail we require to make each of our events a success. In being able to direct our program guests and sales network to a defined online destination, we have been able to efficiently coordinate processes that had been requiring considerable time and attention. The nomination and registration systems strike an excellent balance in making the end user’s experience efficient and fluid while still collecting the critical data required in planning. The flexible and detailed level of administrative control and the overall utility of GuestPass have rendered the system an invaluable aspect of our events.”



# Client Testimonials

## Kim Smithers, Verizon Wireless

“After spending years struggling with our ticket and hospitality process, Sports Systems provided us a customized system and exceptional support that streamlined and organized our ticketing and hospitality within two months. Suddenly we were able to track inventory, make approvals based on geographical and channel management, and follow up with our guests immediately after the event to gauge their satisfaction. Sports Systems always took the time to listen to our needs and deliver solutions that truly improved our experience.”



## Sandra Ellison, Intel Corporation

“When the time came to create yet another Intel RFP and source additional web management companies I would have preferred sitting in the dentist chair getting multiple root canals. But after 4 different guest management suppliers we finally found the perfect fit—Sports Systems!”

“During the RFP process we could tell immediately that the Sports Systems team ‘got it’. We all know the ‘honeymoon stage’ where most suppliers will pretty much tell you exactly what you want to hear to win the business. With Sports Systems, there was no gap between the sales side and the operations side. Sports Systems really know the hospitality business and work hand in hand to exceed expectations. They took the time to attentively listen and proactively explore every detail within our lengthy RFP prior to committing. With Sports Systems, we felt and still feel this is a partnership that would result in a “win-win” for both parties. We couldn’t be more pleased with their services and look forward to doing business with Sports Systems for years to come.”



# Why Sports Systems?

## ✓ **Experience & Expertise**

- 24 years successfully delivering sport technology innovations
- Our database platform was used by 185 corporate and event clients for over 1200 events worldwide in 2010

## ✓ **Customization**

- Completely tailored to client needs, objectives and compliant with existing processes

## ✓ **Painless Implementation**

- 'Cloud Computing' solution fully web-delivered system – nothing to install or maintain on your computers – delivers enterprise strategic solutions at PC prices
- No training required for non-administrative users and quick learning curve for administrative users

## ✓ **Security & Reliability**

- Secure, robust network ensures data confidentiality and integrity, and protects against interruption in service
- We're been put to the test! We have passed multiple IT security audits, including by Ford, MasterCard, Vodafone, Merrill Lynch and Intel

## ✓ **Support**

- Project implementation is fully in-house; we do not outsource implementation
- 24/7 Customer service delivered by in-house staff