

Live sporting events: The new no-contact sport

A look at the future of the contactless venue experience

Pre-game Meet Carl, an avid sports fan.

One day, he sees a **personalized ad on Instagram** to buy tickets for his team's next home game.

Targeted ads Content management

He clicks the link, browses the schedule, and sends his friends possible seats for the upcoming game.

Carl buys the tickets and shares individual ticket codes with each friend so they have their own tickets stored in their digital wallets.

Digital ticketing

What about these seats?

I'm in!

Two days before the game, everyone gets a push notification sharing the latest health and safety standards. **Carl clicks the link to complete his symptom assessment.**

App marketing Analytics CRM system

The night before, Carl gets a text message:

Hi Carl! Can't wait for the big game! We recommend arriving at Gate A3 at 12:00 PM to ensure you are in your seat ready for the start of the game!

App marketing CRM system

He pulls up the digital venue map to make sure he knows where to go in the morning.

That morning, **Carl loaded \$60 onto his digital fan account** so he can scan his ticket and buy food and merchandise at the game. As he approaches the venue, Carl gets a pop-up notification that he's received a \$10 food credit for being a loyal fan!

App marketing Analytics CRM system

During the game

To enter the venue, Carl scans his digital ticket and **the gate agent gets a notification that confirms he's completed the health and safety survey.** A quick temp check happens via camera as he walks through the gate and he's ready to cheer on his team!

Digital ticketing Thermal cameras CRM system Location tracking

Carl feels safe knowing that if someone attending the game tests positive for COVID, he will receive a notification after the game.

All this excitement has made Carl hungry! With one click from his seat, he places his regular order—a double cheeseburger and fries—from his favorite vendor.

Digital ordering Digital fulfillment Digital wayfinding Location tracking

He pays with the stored value in his mobile wallet and is notified when it's ready for pickup. He walks there, scans his ticket, and gets his order in just seconds.

Digital wallet Content management



During the game, Carl is feeling lucky and places a few small in-play bets during the third quarter via the **digital sports book linked to his app.** And he guessed right! 100 loyalty points are deposited into his fan account.



While watching the game, Carl sees a child wandering alone, apparently lost. **He pulls up the app and shares this information and his location.** Security comes quickly and Carl is glad to see the child quickly reunited with her parents!



Carl remembers his daughter wants a foam finger. He heads to a fan store where he sees one on display. He sees what he wants then simply picks it up and walks out of the store then his digital wallet was charged for the purchase. His daughter will love it!

App marketing Location tracking

Carl is loving the action of the game and **jumps on the app to share a picture** of him and his friends enjoying the action. Adding the hashtag **#truefans**, he posts the picture through the app and it's featured on the jumbotron during the next timeout.

App marketing CRM system



Post-game

Toward the end of the game, Carl's friends see an in-app ad and learn that a nearby restaurant is having a post-game BBQ.

Carl has to head home for a family event, so he decides to drive his own car home while his friends **schedule a ride through a ride-share.**

Digital ad space Content management Real-time ride share APIs

As the game ends, **Carl and his friends wait 15 minutes in their seats before leaving at their designated exit time sent to his email prior to the event.** Exiting the venue is easy with fans following the prescribed exit procedures.

SMS marketing Digital wayfinding



That evening, Carl and his friends get a push notification to take a two-minute survey about their experience at the game. **It was easy to rave about the awesome food and the great atmosphere in the venue!**

SMS marketing Survey tools

A few days later, Carl is reviewing stats from the game in the team app and sees a promotion for a discount on food the next time he's in the venue. **Because he's a loyal fan, everyone in his party can use it too! He quickly hits share to send to his friends so each save in their app for next time.**

Digital personalized offers