

STANZA

FULL PRODUCT SUITE



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Stanza & The Sports Industry



800+
TEAMS USING STANZA

8.5M+
SPORTS CALENDAR
SUBSCRIBERS

TEAMS



28
TEAMS



27
TEAMS

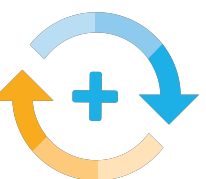


16
TEAMS



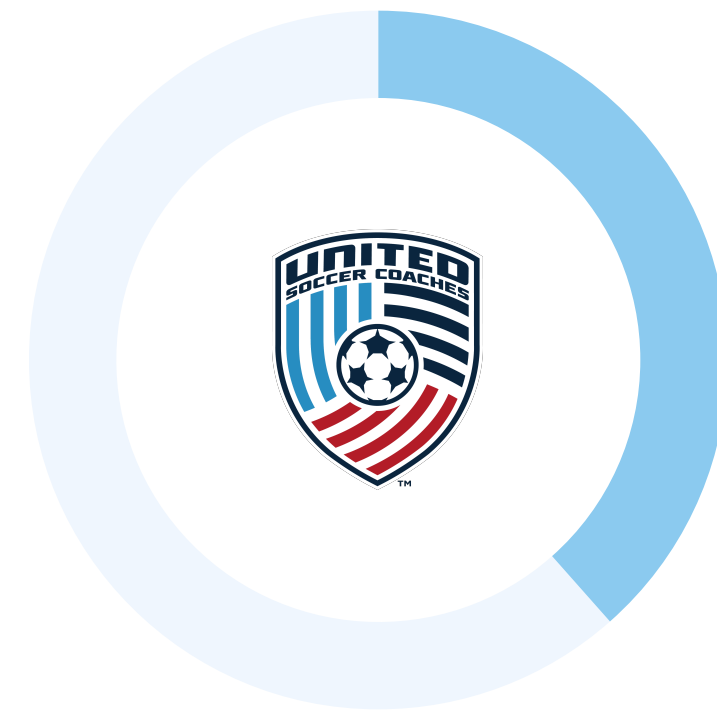
58
TEAMS

PUBLISHERS





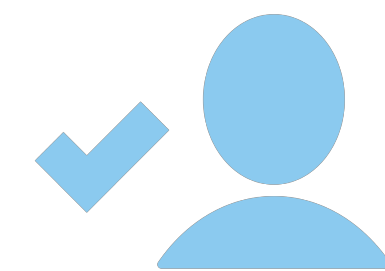
USL Teams & Stanza



10

USL TEAMS USE
STANZA TODAY

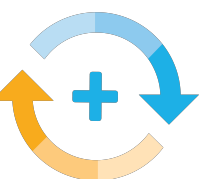
36 Teams Total



 **ADD TO CALENDAR**

10K

USL STANZA SCHEDULE
SUBSCRIBERS



Why Partner With Us?



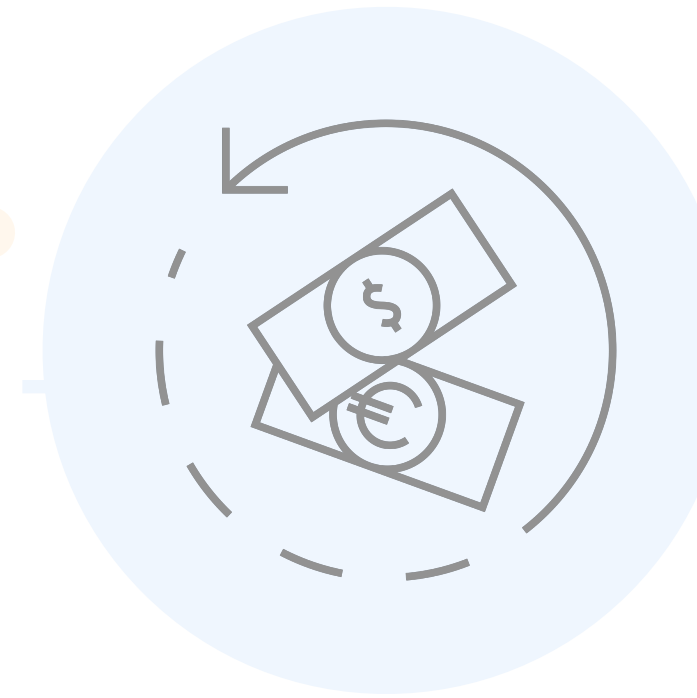
Fan Engagement

- Reach fans in a non-intrusive way
- Use custom notifications to drive CTA
- Share images/videos in-calendar with your fans
- Stay top of mind



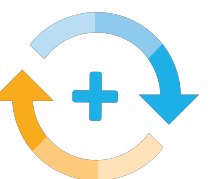
Extend Your Reach

- Gain access to our network of top sports sites
- Drive subscribers off-platform
- Show your ticketing links to a highly relevant audience

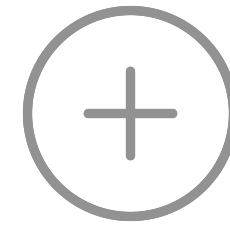


Track ROI

- Back-end ticketing integrations help show results from day 1
- Understand where & why your fans are converting
- See benchmarks across other teams in the league to help improve performance



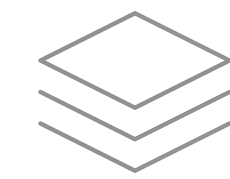
Stanza Product Suite



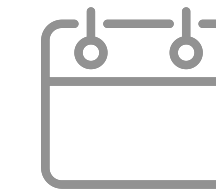
ADD TO CALENDAR



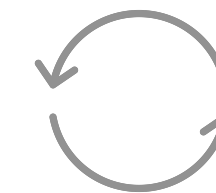
LIVE SCORE UNIT



EMAIL COLLECTION



STANZACAL



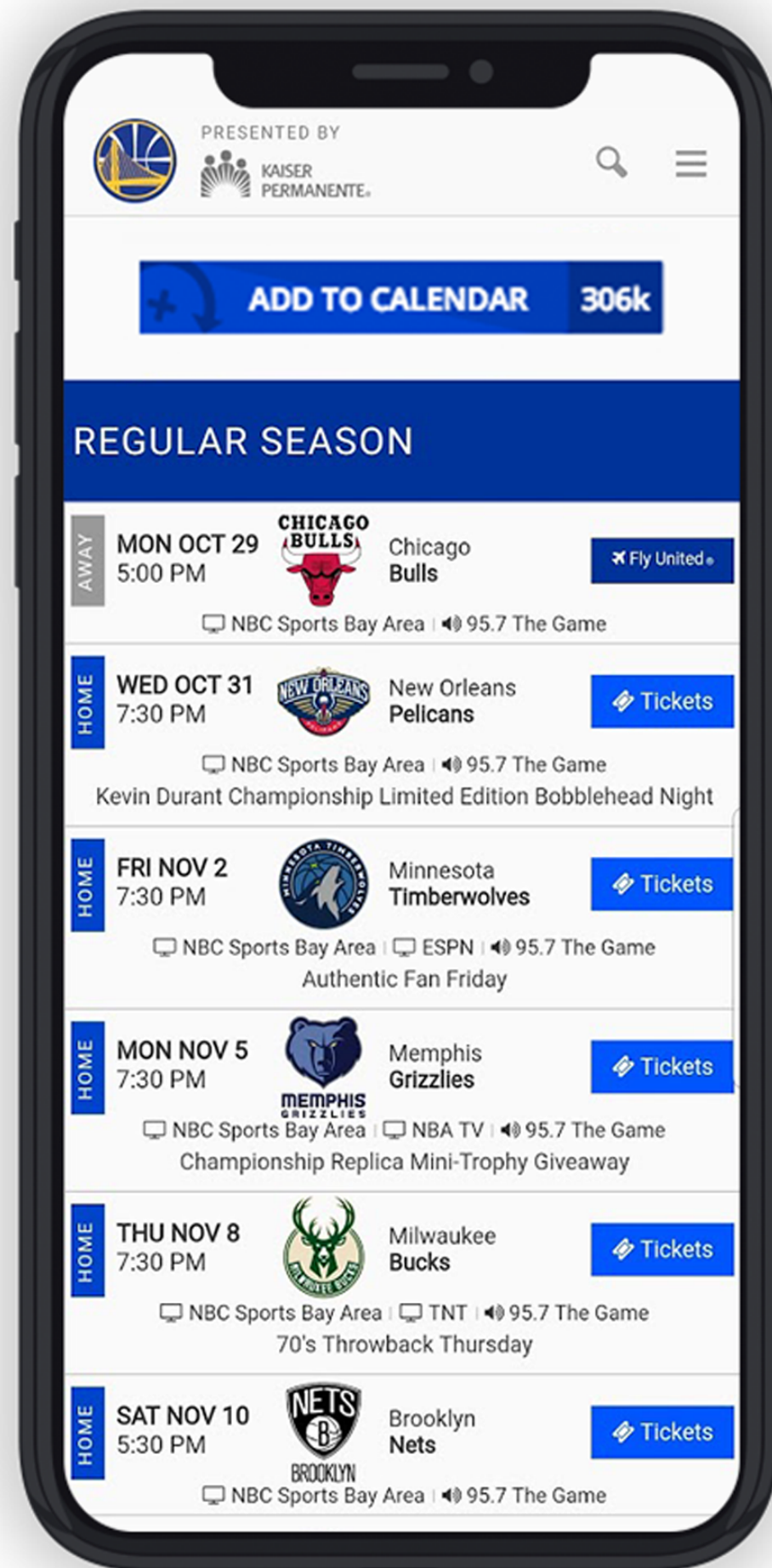
STANZA.CO



DATA & ANALYTICS

+ ADD TO CALENDAR

Keep Your Fans Engaged & Updated



CUSTOMIZABLE CALENDAR EVENTS

Calendar Content

Warriors vs. Timberwolves (W: 116-99)
Friday, Nov 2, 2018 • 7:30 – 10:30 PM

Get awesome seats for the upcoming game! Click to be there <https://stza.co/~sPD?source=notification>

Buy Tickets here: <http://stza.co/~sPD>

Team Store: <http://stza.co/+sPD-1x>

Download the Warriors App <https://stza.co/+sPD-22>

Team Store <https://stza.co/+sPD-1x>

Season Ticket Holder Waitlist <https://stza.co/+sPD-2x>

Send Push Notifications to Subscribers

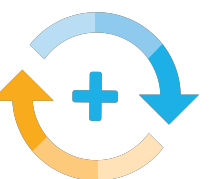
7:00
Friday, Nov 2

Friday 13 UP NEXT

7:30 PM 7:30 PM Warriors vs. Timberwolves
Watch on TNT (nba.com/watch) or
Buy last minute tickets: tm.com/warriors

Marketing features in calendar event invites can include:

- Game preview content
- Flagship app or march promotions
- Social media links
- Preferred in-game or in-season hashtags



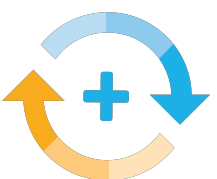
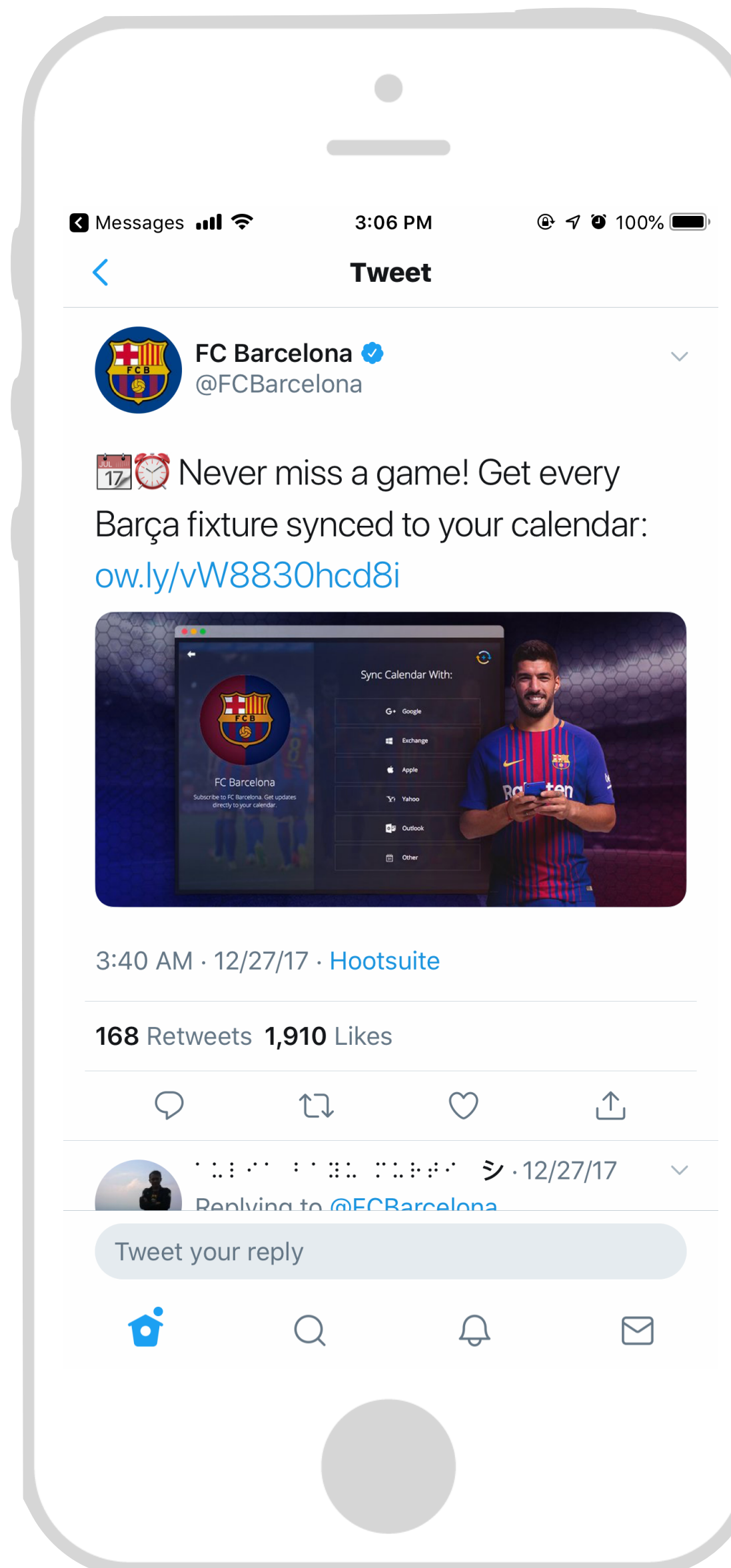
⊕ ADD TO CALENDAR

Leverage Social To Grow Your Number of Subscribers



We saw a massive spike in calendar syncs for FC Barcelona (**roughly 8x their daily average**) after they shared their Stanza calendar link on social during the schedule release time period.

@FCBarcelona's Twitter community loved the capability and immediately took action.





Drive Engagement From Any Page With StanzaCal

	WEDNESDAY 20 FEB 12:00PM Champions League Atletico vs. Juventus TICKETS SHOP WATCH INFO	SUNDAY 3 MAR 11:30AM Seria A Napoli vs. Juventus TICKETS WATCH SHOP	TUESDAY 12 MAR 1:00PM Champions League Juventus vs. Atletico TICKETS WATCH SHOP
	SATURDAY 23 FEB 9:00AM Seria A Bologna vs. Juventus TICKETS WATCH SHOP	SATURDAY 8 MAR 11:30PM Seria A Juventus vs. Udinese TICKETS WATCH SHOP	SUNDAY 17 MAR 4:30AM Seria A Genoa vs. Juventus TICKETS WATCH SHOP INFO



TICKETS

- Single Game Tickets
- Season Tickets



WATCH

- How to watch & listen



SHOP

- Merchandise

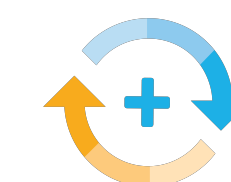


INFO



BETTING LINKS

Coming Soon



Drive Sponsorship Engagement Through StanzaCal



Dynamically loading relevant information, links, and creator content.

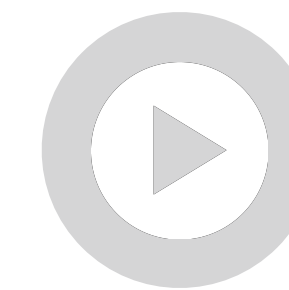
The screenshot displays the StanzaCal mobile application interface. On the left is a profile card for the Golden State Warriors, featuring the Stanza logo, the team name, an 'ADD TO CALENDAR' button, and a subscriber count of 242K. The main content area is a grid of event cards. The top row includes a game on Monday, November 13th (Warriors vs. Magic at 7:30 PM) and a video highlight titled 'Warriors Highlights' featuring Draymond Green with the text 'Draymond crashes the set: 'We run this thing!'' The bottom row includes a game on Wednesday, November 22nd (Warriors at Thunder at 5:00 PM) and a game on Friday, November 24th (Warriors vs. Bulls at 7:30 PM). Each event card includes a date, opponent, time, and icons for adding to a calendar, getting information, and purchasing merchandise.



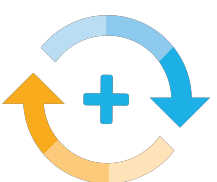
ADD TO CALENDAR



TRANSACTIONS



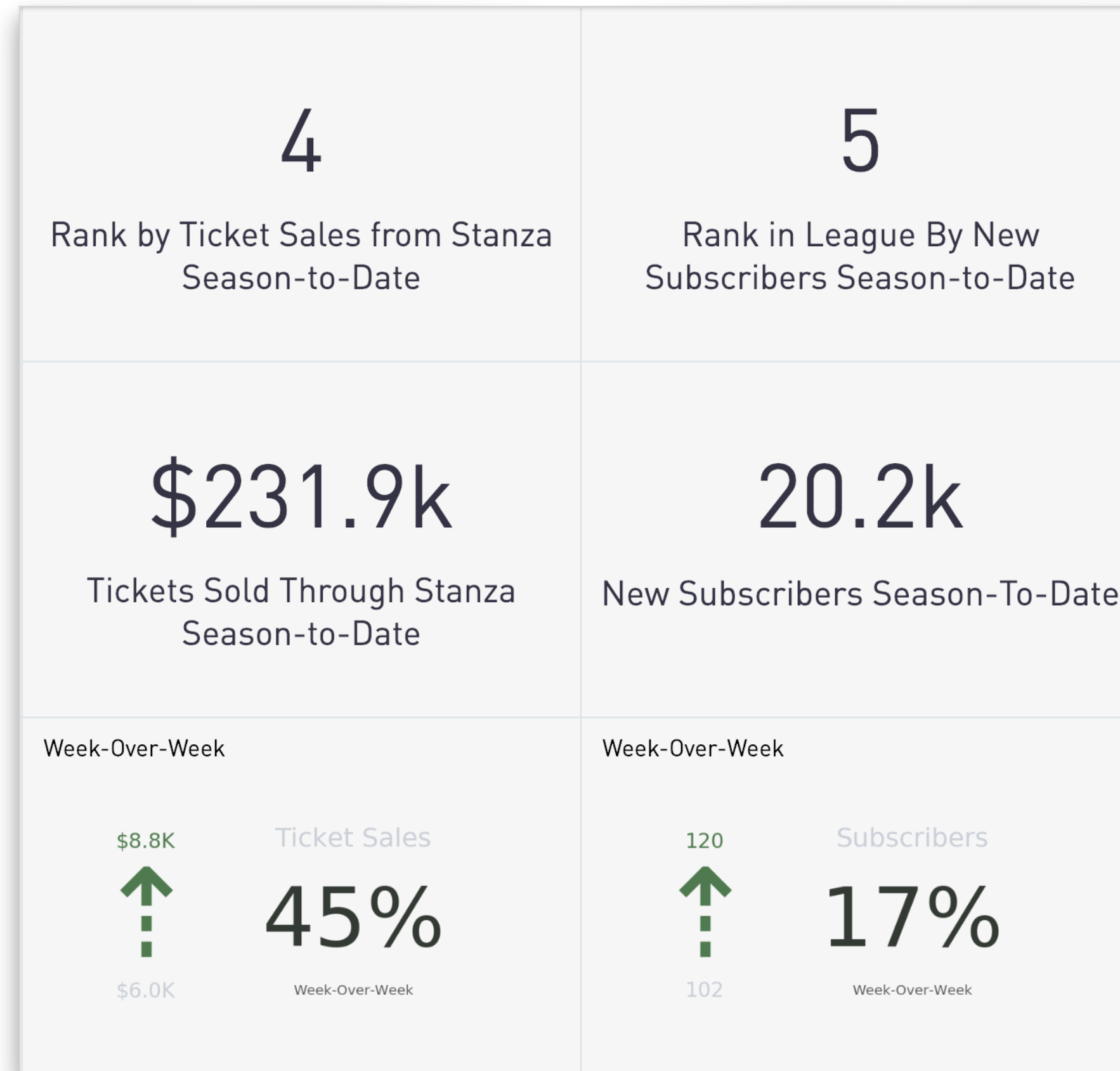
VIDEO



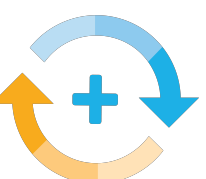
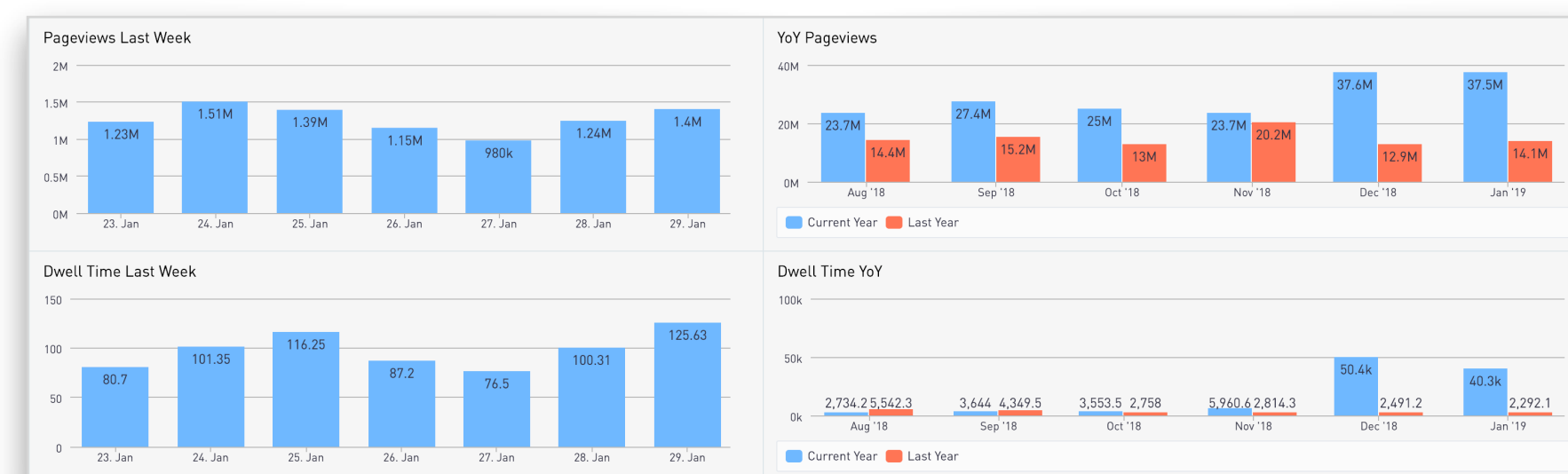
Measure Your Success Against Benchmarks



Stay up-to-date on your performance with our weekly reporting and analysis.



- Ticket Sales Ranking
- League Ranking
- Amount of Tickets Sold
- Subscriber Data
- WoW Performance Metrics
- Pageviews
- Time Spent



STANZA APP & NETWORK

Access to Stanza's Network



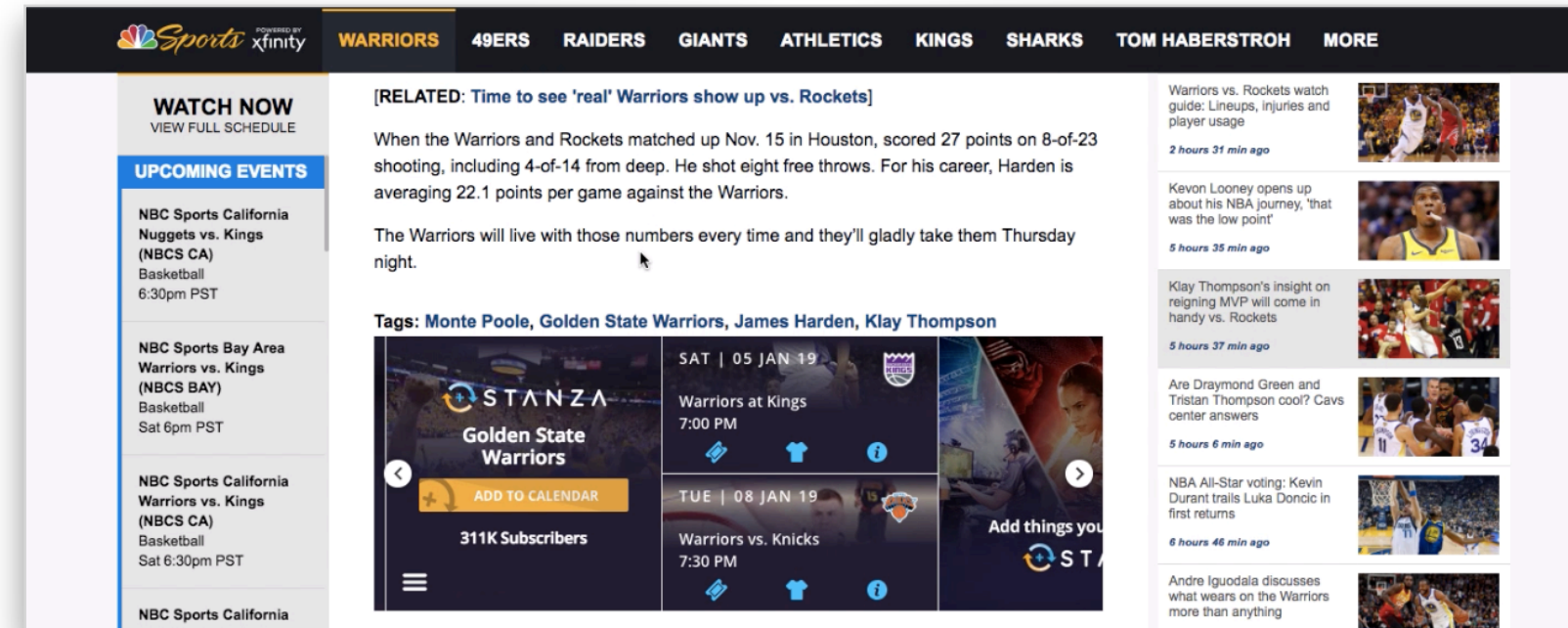
Every page our unit sits on can be recirculated within stanza.co — driving quality traffic back to you.

130M

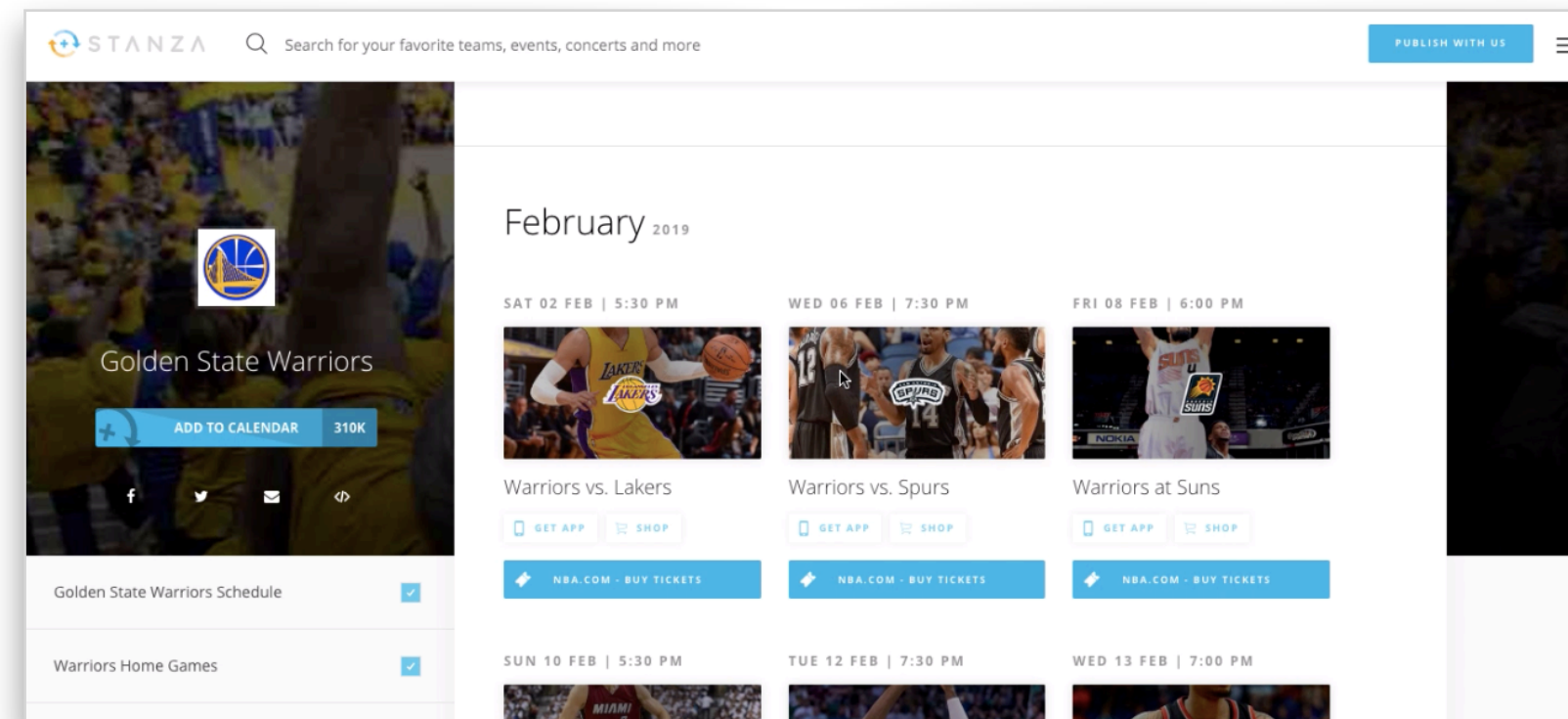
AVERAGE MONTHLY UNIQUES REACHED

3.39%

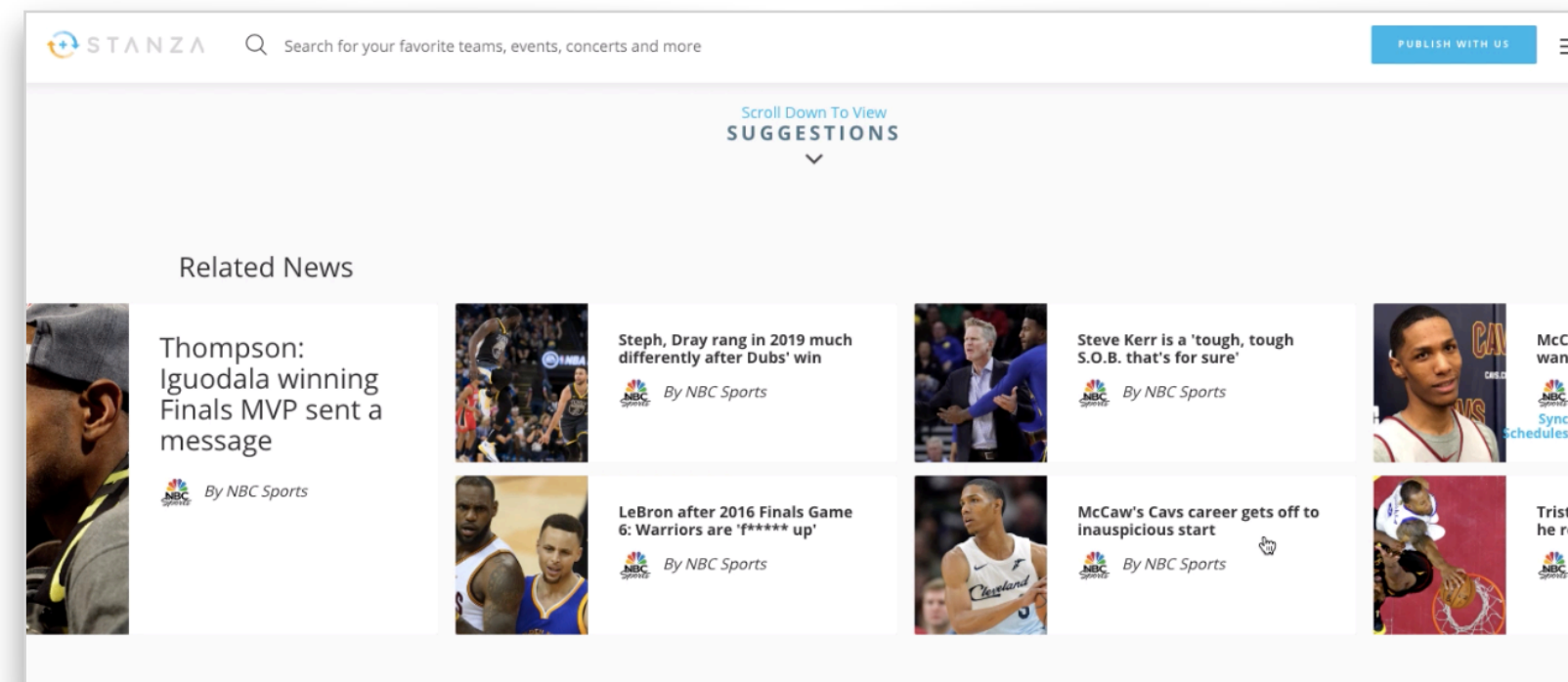
AVERAGE CTR ON ARTICLE LINKS ON STANZA.CO



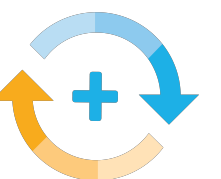
NBC Homepage with StanzaCal unit



Stanza.co after "Add to Calendar" has been clicked



NBC Articles on Stanza.co recirculating users back to original destination

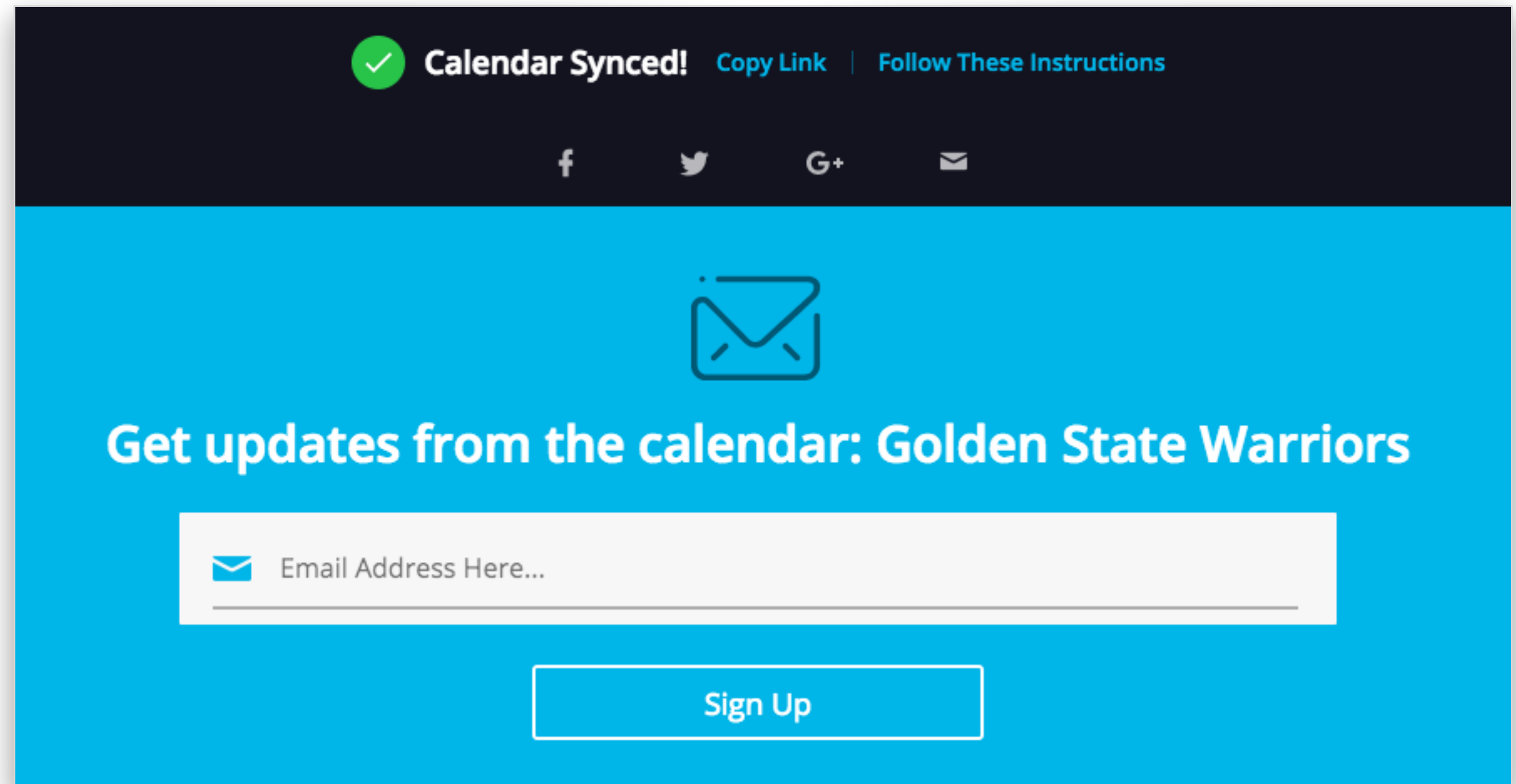



 EMAIL COLLECTION

Gain Access To Your Fans' Emails Through Our Platform




*Users must "opt-in" to receive access.




 **Calendar Synced!** [Copy Link](#) | [Follow These Instructions](#)

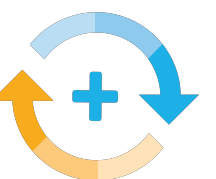
f t G+ ✉



Get updates from the calendar: Golden State Warriors

 Email Address Here...

Sign Up

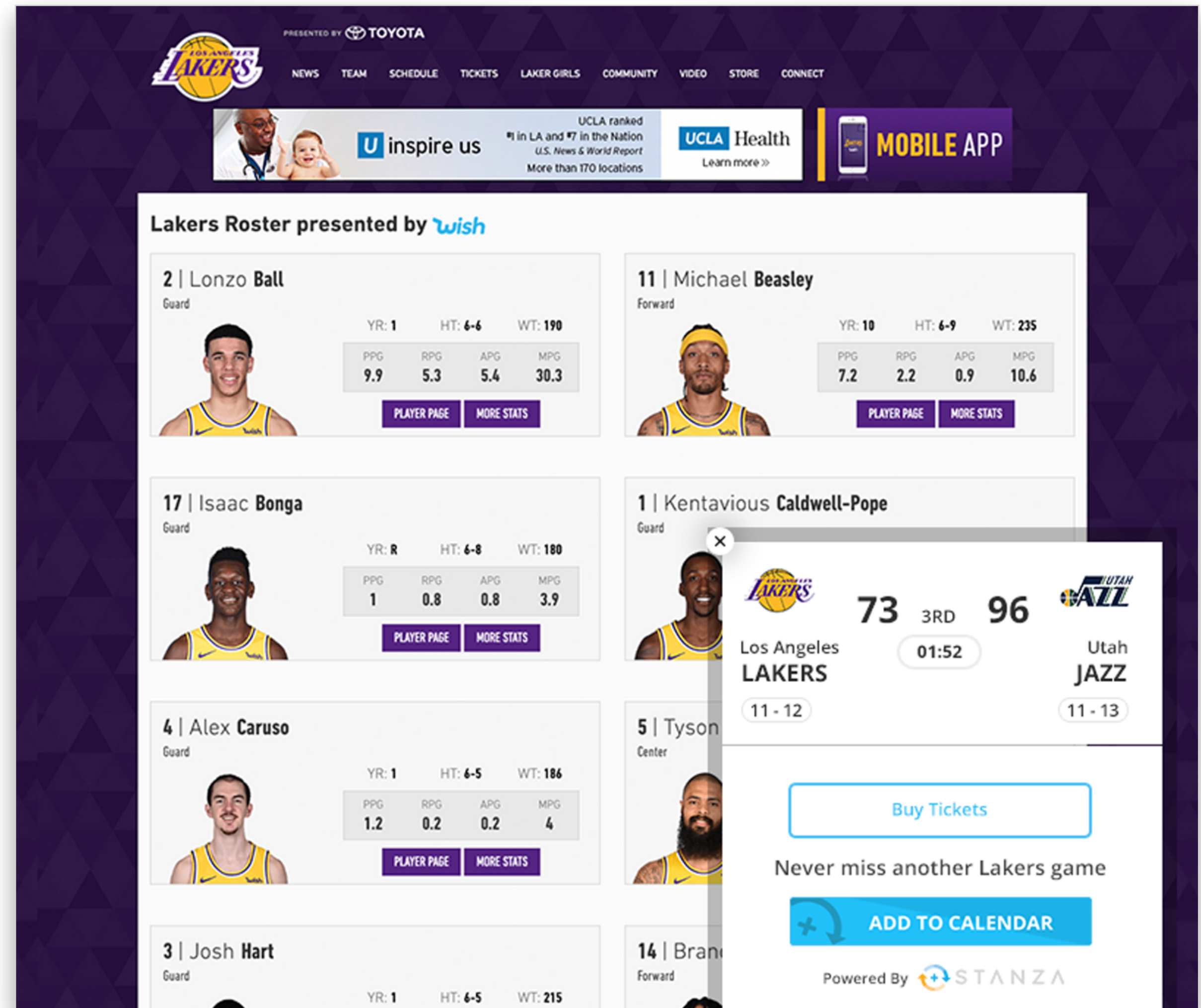


 LIVE SCORE UNIT

Keep Your Fans Updated & Engaged At All Times



- Increase user time on desktop/mobile
- Highly viewable
- Better user experience
- Leverage our network

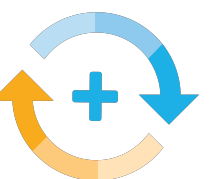


The screenshot displays the Los Angeles Lakers website interface. At the top, it features the Lakers logo, navigation links (NEWS, TEAM, SCHEDULE, TICKETS, LAKER GIRLS, COMMUNITY, VIDEO, STORE, CONNECT), and promotional banners for Toyota, UCLA Health, and a mobile app. The main content area is titled "Lakers Roster presented by wish" and lists several players with their stats:

Player	YR	HT	WT	PPG	RPG	APG	MPG
2 Lonzo Ball (Guard)	1	6-6	190	9.9	5.3	5.4	30.3
11 Michael Beasley (Forward)	10	6-9	235	7.2	2.2	0.9	10.6
17 Isaac Bonga (Guard)	R	6-8	180	1	0.8	0.8	3.9
4 Alex Caruso (Guard)	1	6-5	186	1.2	0.2	0.2	4
3 Josh Hart (Guard)	1	6-5	215				

An overlay window shows a game score between the Los Angeles Lakers and the Utah Jazz. The Lakers are leading 73 to 96 in the 3rd quarter with 01:52 remaining. The game is scheduled for 11-12, while the Jazz game is on 11-13. A "Buy Tickets" button and an "ADD TO CALENDAR" button are visible, along with the text "Never miss another Lakers game" and "Powered By STANZA".

MOCKS FOR ILLUSTRATIVE PURPOSES ONLY





THANK YOU

