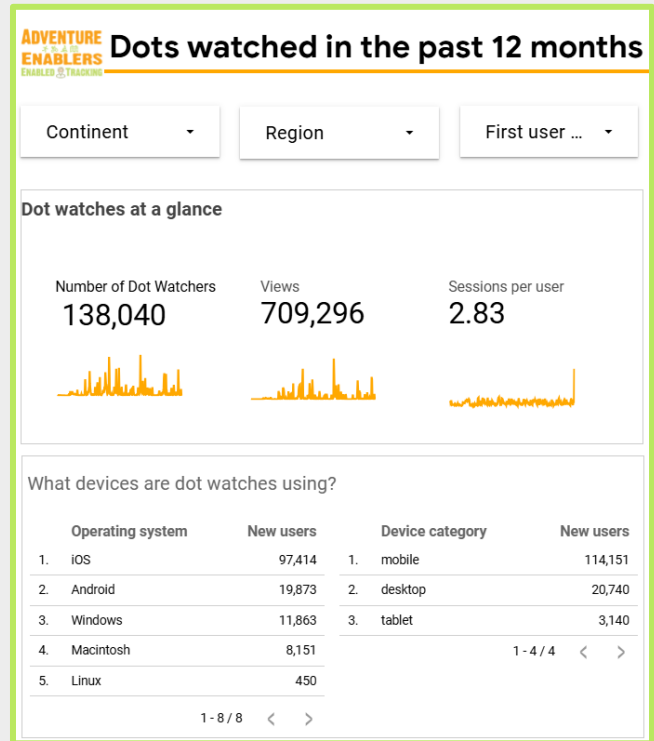


Boost Sponsor Visibility with Live Tracking

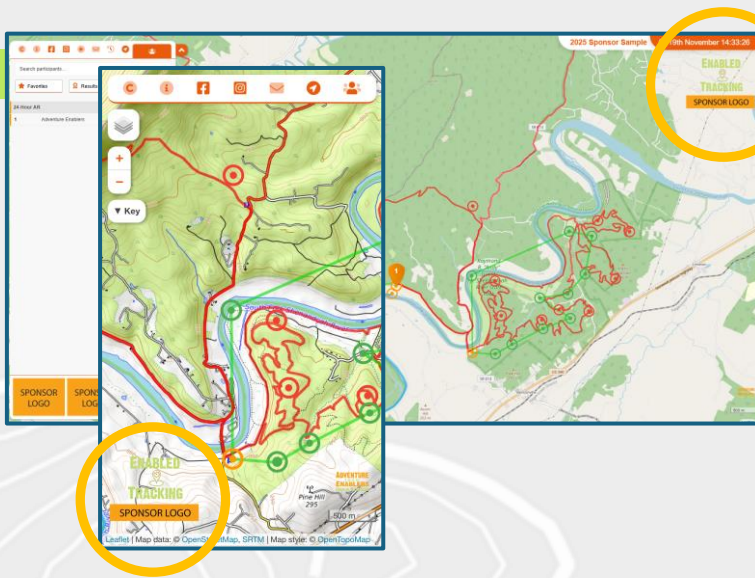
Take your event sponsorships to the next level by offering real-time audience engagement through live tracking. By strategically featuring sponsor logos and branding within the tracking portal, you'll deliver maximum exposure to your valued partners while enhancing the audience experience.

With powerful tools like Google Analytics, you can showcase the impact through detailed metrics, including page views and engagement per event. Plus, unique links tied to sponsor branding provide measurable click-through rates, ensuring sponsors see the true value of their partnership.



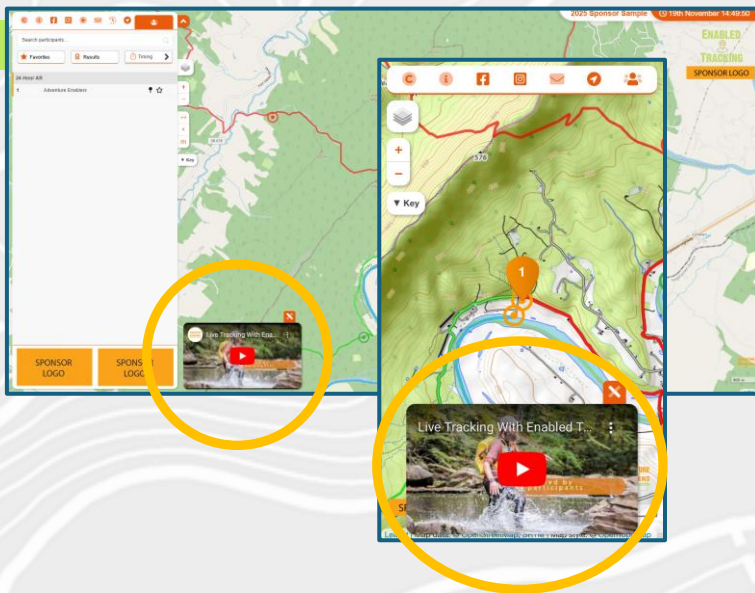
Outlined in this document are various elements where sponsors can be prominently featured within the portal. These elements offer different levels of visibility and can be utilized to create tiered sponsorship packages. You can explore these elements in the sample portal available here: <https://live.enabledtracking.com/sponsor2025/>.

Feel free to share this document or the sample tracking page with your sponsors to help them understand the significant impact their engagement can have on your event.



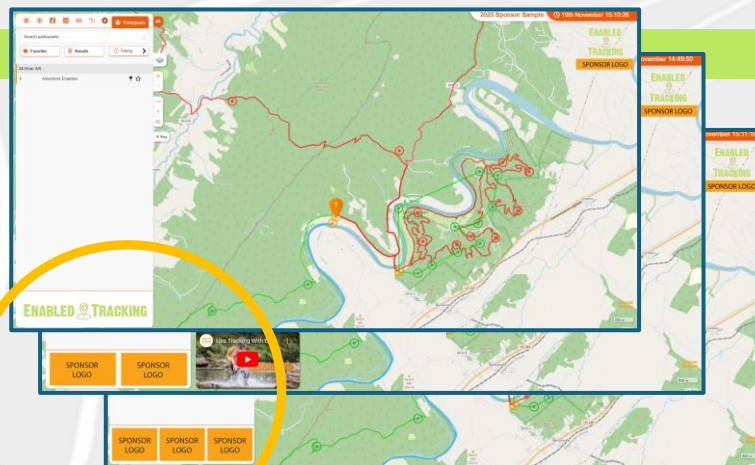
Event Logo

The event logo always stays visible on the desktop and mobile tracking page. It is a great spot for a title sponsor.



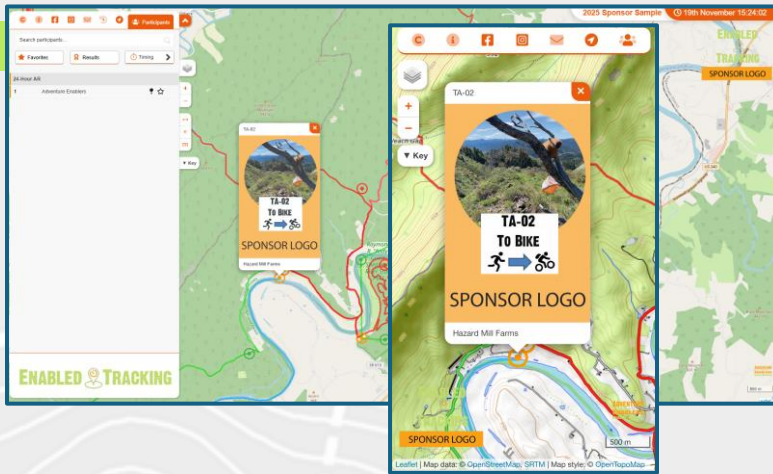
Featured Video

Video content can contain sponsor branding or highlight a sponsor video reel. The video can easily be updated through the admin portal. The video is visible when a desktop page or mobile page is initially loaded and can be hidden by the viewer.



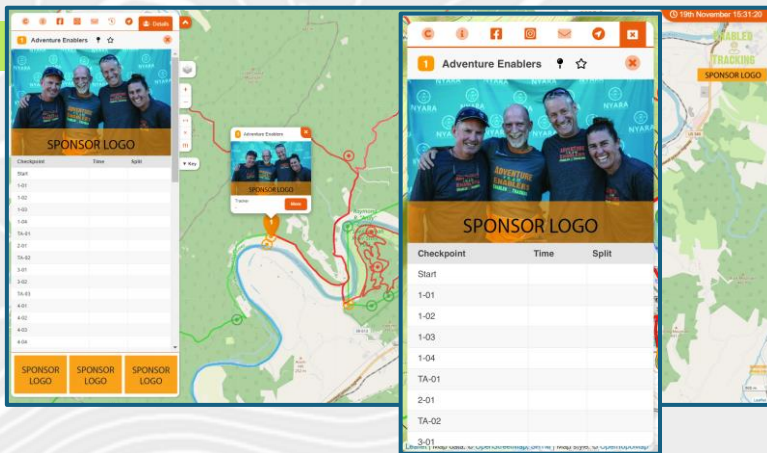
Rotating banner

The desktop view allows for customized banners that rotate at a set interval. Each banner can hyperlink to another page allowing for direct engagement with sponsor content.



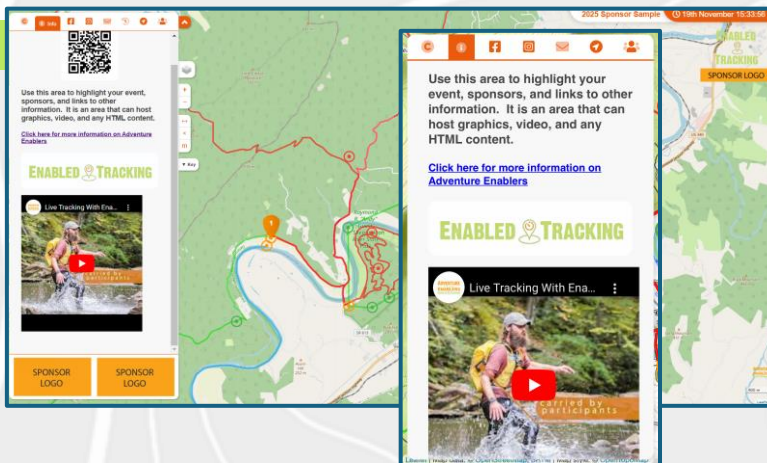
Checkpoint Branding

Checkpoints can contain graphics and text that can highlight sponsors. Consider selling a course transition area to different sponsors and highlight their branding at each location on the tracking map.



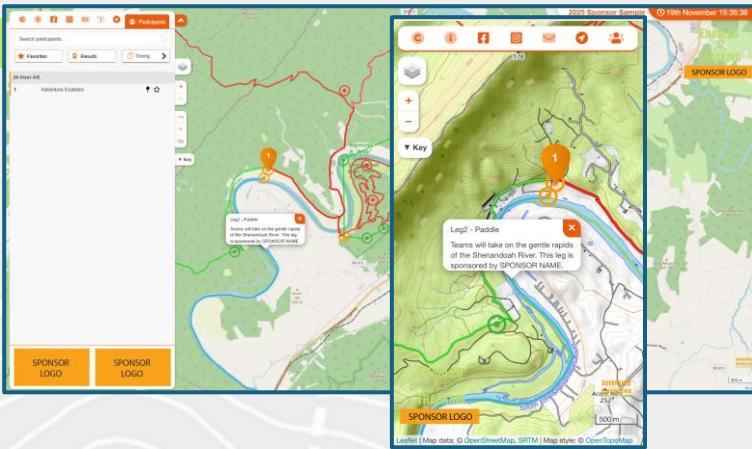
Participant Photos

Participant photos can be watermarked to highlight sponsors or event branding.



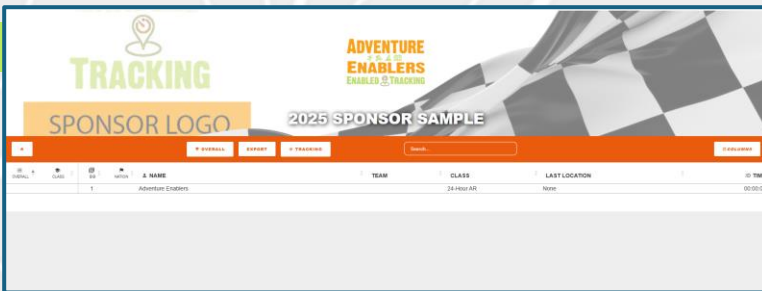
The Info Tab

The info tab is a great location to display mixed media content providing information about your event, highlight sponsors, and link to other content. The info tab can support text, graphics, video, and any HTML content.



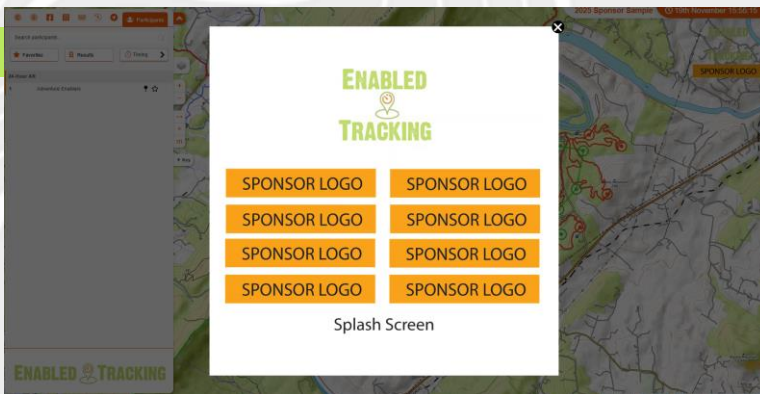
Route Lines

Route lines can have text added that pops up when the line is selected. The text can include route information and sponsorship branding language.



Results Leaderboard

A custom banner can be added to the results leaderboard that can highlight your sponsors branding.



Splash Screen

On initial page load, a splash screen can display event information, sponsors, giveaways, competitions, really anything you can think up that fits on a 2000x2000 image. The splash screen can link to any external content when clicked.



Social Media Graphics

Custom branding can be applied to highlight your sponsors in social media sharing graphics. The graphic will show up when the tracking page is shared on Facebook.

Here's a sample email you can use to entice sponsorship through live tracking.

Subject: Elevate Your Brand Visibility with Our Event Tracking Platform

Dear [Sponsor's Name],

I hope this message finds you well! We're thrilled to introduce you to an exciting opportunity to showcase your brand at [Event Name] through the Enabled Tracking state-of-the-art Live Event Tracking Platform.

This interactive platform allows attendees and online viewers to follow the event in real-time and provides the opportunity to give your brand unparalleled visibility throughout the event. Your sponsorship will be seamlessly integrated into the user experience, ensuring maximum exposure to our engaged audience.

We've designed three levels of sponsorship to meet your goals and budget:

Platinum Sponsorship – \$XXX

Premium Placement: Your logo prominently displayed on the live tracking page and throughout the platform.

Custom Branding: A clickable banner ad directing users to your website.

Exclusive Recognition: Your brand included in event emails and social media shout-outs.

Engagement Metrics: Full analytics report on impressions and click-through rates.

Gold Sponsorship – \$XXX

Feature Placement: Your logo featured on a dedicated sponsor banner

Link Integration: A clickable logo driving traffic to your website.

Promotional Inclusion: Mention in one email blast and social media post.

Engagement Metrics: Summary report of page views and clicks.

Silver Sponsorship – \$XXX

Logo Visibility: Your logo displayed on a sponsor banner with other event partners.

Event Recognition: Mention in the event program.

By partnering with us, your brand won't just support [Event Name]; it will become a vital part of a unique audience experience. You'll also receive measurable metrics showcasing the success of your sponsorship.

Let's make this partnership a success for you. I'd be happy to discuss these options further or customize a package to meet your needs.

Looking forward to the opportunity to collaborate!

Warm regards,
[Your Full Name]
[Your Title/Role]
[Your Organization]
[Your Contact Information]