AN ENTERPRISE MULTI-CHANNEL AMBASSADOR SOFTWARE FOR LIVE EVENTS
We are a multi channel fan engagement software that allows event producers to track, manage, and reward hyper local influencers to sell more tickets.
Sports teams and major live event producers

Loose out on ticket sales year after year to the tune of $15B

Sales attributed to word of mouth is estimated to be 68%
Current technology situation is chaotic

Managing a word of mouth campaign that provides all relevant stats and functions necessary doesn’t exist.

Programs are ran using spreadsheets, social media management platforms, Facebook groups & texting.

Others fall short by not capturing the entire lifecycle in one single solution.
Pure engagement stats

These companies provide nice stats on social engagement, impressions and sentiment BUT not conversion.

SaaS

Only provides platform with no network of ambassadors to work with leaving the client with the biggest burden.

Ticketing

Only focuses on live events & ticket sales. Don’t provide a method of managing communities or capturing social engagement.
Influencer marketing is changing from glossy Instagram celebs with millions of followers to hyper local fans with highly engaged spheres of influence.

Only 32% of consumers follow big name influencers, compared to 70% who are influenced by their family and friends online.

Source: Forbes article
**Traditional influencer platforms** and celebrity icons provide a broad reach, they are severely limited in their inability to target specific demos, geos, and even more importantly, tracking results.
Traditional influencer marketing is hard to track, engagement is low, expensive, distributed audience, etc.

Hyper local influencers

TAP INTO WORD OF MOUTH
PROVIDE SOCIAL PROOF
TAKE ONLINE OFFLINE
DRIVE LOCAL SALES
PromoShare is simpler, smarter & more effective

**FOR EVENT PRODUCERS**
We provide a proven, low cost brand building, organic content and ticket selling solution

**FOR AMBASSADORS**
PromoShare provides an exciting rewards program with amazing experiential opportunities and valuable incentives for influencing others.

**3RD PARTY SPONSORS**
PromoShare provides turn key distribution with in our eco system to target segements that appeal to 3rd parties.
Client Dashboard

**CONTENT MANAGER**
Control all approved content to be distributed by your ambassadors.

**AMBASSADOR CONTROLS**
Manage all your ambassador segments and permissions.

**POINTS & REWARDS**
Manage and control your own point and rewards bank.

**ENGAGEMENT STATS**
Capture all engagement stats in real-time, no need to wait for recaps!

**CAMPAIGNS/PROMOTIONS**
Campaign/Promo controls by region, segment, brand, sub-brands etc..

**AMBASSADOR DATA**
View all stats on ambassadors in your campaign(s) such as demos, heat maps,
**Ambassador Experience**

**CONTENT SHARING**
Pre-determined, approved messaging and graphics from one centralized location.

**TOP PROSPECTS**
Our software will determine who the best prospects are within an ambassadors social networks based on the type of event/product is represented.

**GAMIFIED EXPERIENCE**
Ambassadors can get ranked based on their conversions within the campaign.

**MARKETING AUTOMATION**
Automating the entire process to help ambassadors close more deals.

**POINTS & REWARDS**
Ambassadors can earn points for actions and conversions. They can also earn on their own purchases/conversions.

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**DISNEY ON ICE FROZEN**
September 27th - 30th
Allstate Arena
PromoShare® amplifies the buyers reach by enabling social buying, **turning your buyer into your seller** and turning one into many.
## Market Size

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<th>SAM</th>
<th>SOM</th>
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<td>$5B</td>
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**TAM** stands for Total Addressable Market, **SAM** stands for Served Available Market, and **SOM** stands for Sold Opportunity Market.
100% client re-engagement
Generated over $200K in first full year with 6 clients

Have a pipeline of some of the worlds most recognizable brands
Over the next 18 months we plan to:

- Close 30 new clients at an average of $25K each per year
- Activate over 100K new ambassadors
- Convert over $2 million in tickets sold for our clients
Revenue Model

YEARLY LICENSE +
Yearly licensing fee + revenue share + additional options

STRATEGIC PARTNERSHIPS
Sponsored content and distribution to our network

MICRO-INFLUENCER CAMPAIGNS
Our ambassadors are segmented down to language preference, allowing us to match them precisely with brands
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