

Marketing Your Light Show – Email Samples

Subject: Join our light show at this week's <<sport>> game!

<<Your Team>> Fans,

Join us during this week's <<sport>> game as we #LightUp<<Arena/Stadium name>> with a smartphone light show!

It's easy to participate: simply download the free CUE Live app from your app store and be in the stands <<during halftime, at the beginning of the game, etc>>.

When the announcer mentions the light show, take out your phone, open the app and allow access to your microphone. Then, hold up your phone and enjoy the light show created by you, the fans!

Go <<Team>>!

Subject: What's this #LightUp<<Arena/Stadium name>> thing I'm hearing about?

Hey, <<Your Team>> Fans!

You may have heard the buzz or seen on social media our exciting challenge to #LightUp<<Arena/Stadium name>> by having fans participate in a smartphone light show at this week's <<sport>> game.

And, we want YOU to be part!

It's easy:

- Download the free CUE Live app from your app store and be in the stands <<during halftime, at the beginning of the game, etc>>.
- When the announcer mentions the light show, take out your phone, open the app and allow access to your microphone.
- Hold up your phone and enjoy the light show created by you, the fans!

Get to downloading and go, <<Team>>!

Subject: Don't forget to download app for <<today's/tonight's>> light show!

Hey, <<Team>> Fans!

Don't forget: <<Today/Tonight>> we're going to #LightUp<<Arena/Stadium name>> light show. All you need to participate is your smartphone and the CUE Live app.

Download it now from your app store and listen for an announcement at the game re: the light show start time. When we say go, open your app, allow the use of your microphone, and hold your phone in the air. We'll take care of the rest.

#Go<<Team>>