



MARKETING GUIDE

FOR YOUR CUE LIVE EVENT



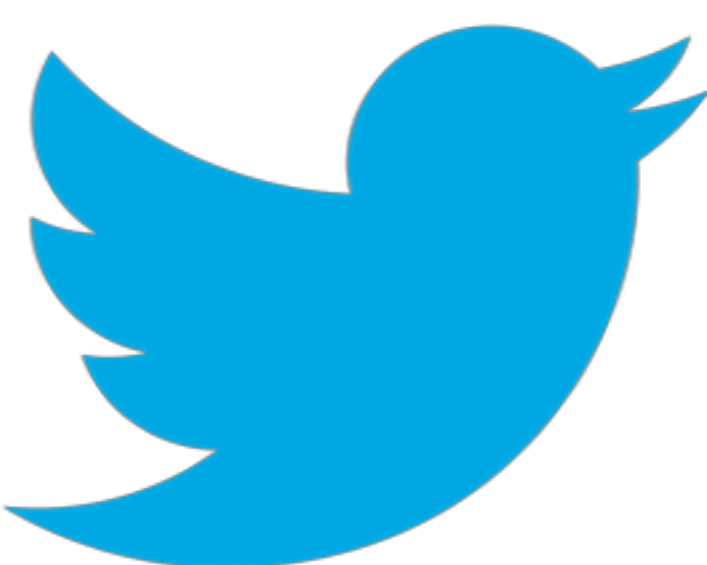
CONGRATS!

You're taking your team's game day experience to the next level, and your fans are going to LOVE it. (Think: yelling, screaming, can't-believe-their-eyes kind of love.)

Now, let's talk about getting them involved. Because, really, they make the magic happen. Well, with a little CUE coding wizardry ...

So, how do you let your fans know about the light show and the CUE Live app?

First things first, you have to go to where your fans are: social media. We've provided sample posts for each of the most popular social networks. No matter which network(s) you use, you've got what you need to begin promoting the light show, including access to the "CUE Toolkit" folder inside the CUE Live portal, where you can find images sized to fit each network's specifications.



TWITTER

CONTENT FOR POST

Hey, <<Team fans - e.g., Bama fans, Mustangs>>! It's time to #LightUp <<Arena/Stadium name>>. Download the free CUE Live app from your app store before this week's <<sport>> game v. <<opponent>> on <<date>> to ensure you're ready to participate!

Help us #LightUp <<Arena/Stadium name>> at the <<home team>> v. <<opposing team>> game on <<date>>! Download the free CUE Live app to ensure you're ready.


Let's get ready to #LightUp<<Arena/Stadium name>>! Simply follow the instructions above to get your phone ready for the light show.

Tell your neighbors, tell your friends: all you need to participate in #LightUp<<Arena/Stadium name>> <<today/tonight>> is your smartphone and the CUE Live app. Download it now and listen for a start time announcement. #Go<<Team>>


POST EXAMPLE

 TWITTER 2h ago


College University Tweeted:
Hey, Mustangs! It's time to #LightUpBrown. Download the free CUE Live app from your app store before this week's basketball game v. St. Mary's on 10/5 to ensure you're ready to participate!

 TWITTER 1d ago

College University Tweeted:
Help us #LightUpBrown at the Holy Cross v. St. Mary's game on 10/5! Download the free CUE Live app to ensure you're ready.

 TWITTER 2d ago

College University Tweeted:
Let's get ready to #LightUpBrown Simply follow the instructions above to get your phone ready for the light show.

 TWITTER 3d ago

College University Tweeted:
Tell your neighbors, tell your friends: all you need to participate in #LightUpBrown tonight is your smartphone and the CUE Live app. Download it now and listen for a start time announcement. #GoMustangs





FACEBOOK

CONTENT FOR POST

Hey, << **Team fans - e.g., Bama fans, Mustangs**>>! It's time to #LightUp<< **Arena/Stadium name**>>. Download the free CUE Live app from the Apple or Google Play store before this week's << **sport**>> game v. << **opponent**>> on << **date**>> to ensure you're ready to participate.

Help us #LightUp<< **Arena/Stadium name**>> at the << **home team**>> v. << **opposing team**>> game on << **date**>>! Download the free CUE Live app from your Apple or Google Play store to ensure you're ready.

Let's get ready to #LightUp<< **Arena/Stadium name**>>! Slide through the pics for step-by-step instructions to get your phone ready for the light show.

Wondering about << **today's/ tonight's**>> #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 and hold your phone in the air. We'll take care of the rest. #Go<< **Team**>>

POST EXAMPLE

FACEBOOK 2h ago
Hey, Mustangs! It's time to #LightUpBrown. Download the free CUE Live app from your app store before this week's basketball game v. St. Mary's on 10/5 to ensure you're ready to participate!

FACEBOOK 1d ago
Help us #LightUpBrown at the Holy Cross v. St. Mary's game on 10/5! Download the free CUE Live app from your Apple or Google Play store to ensure you're ready.

FACEBOOK 2d ago
Let's get ready to #LightUpBrown! Slide through the pics for step-by-step instructions to get your phone ready for the light show.

FACEBOOK 3d ago
Wondering about tonight's #LightUpBrown 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 and hold your phone in the air. We'll take care of the rest. #GoMustangs

Have student, alumni or fan Facebook groups? Don't forget to post an announcement and instructions in those, too.





INSTAGRAM

CONTENT FOR POST:

Hey, <<Team fans - e.g., Bama fans, Mustangs>>! It's time to #LightUp<<Arena/Stadium name>>. Download the free CUE Live app from the Apple or Google Play store before this week's <<sport>> game v. <<opponent>> on <<date>> to ensure you're ready to participate.

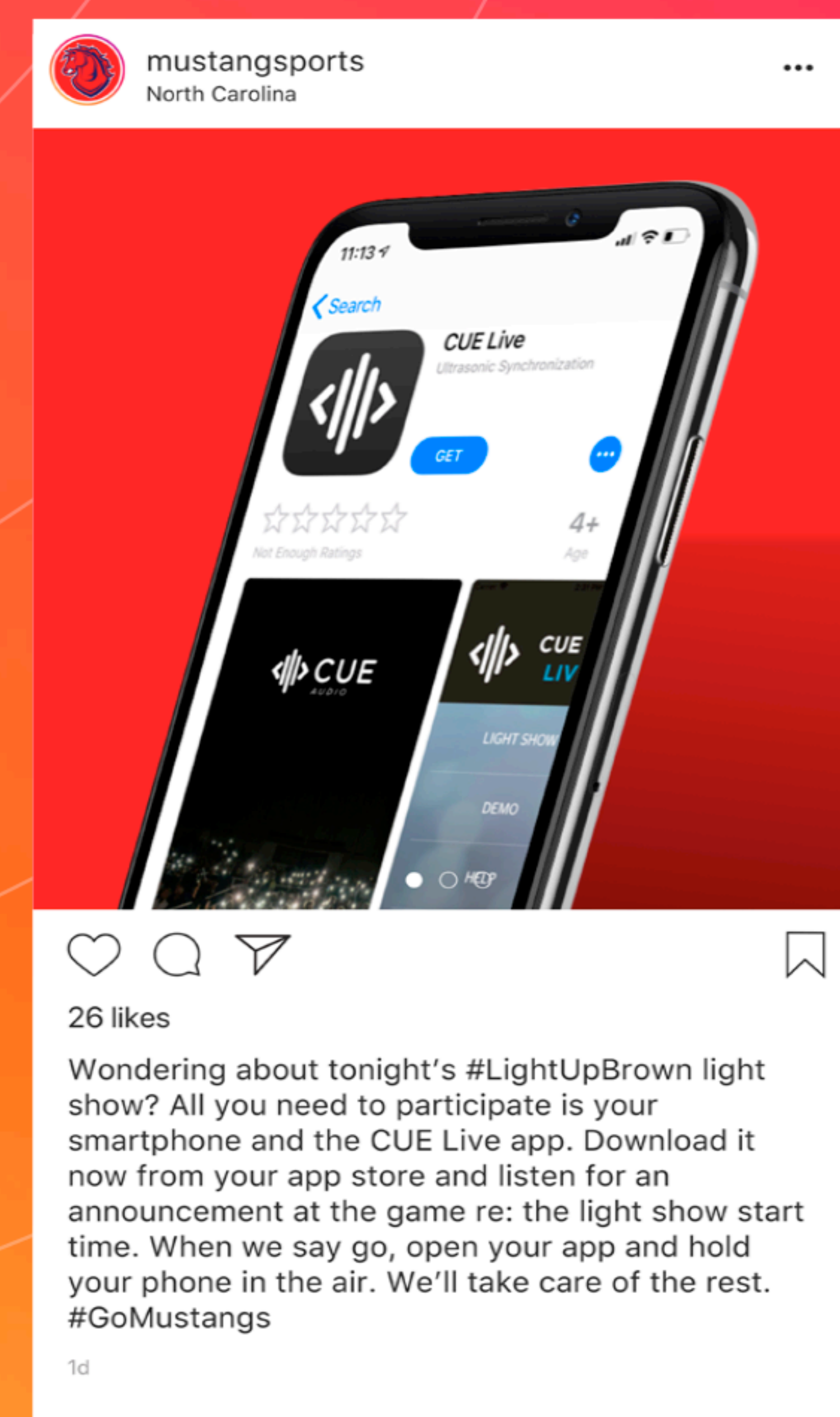
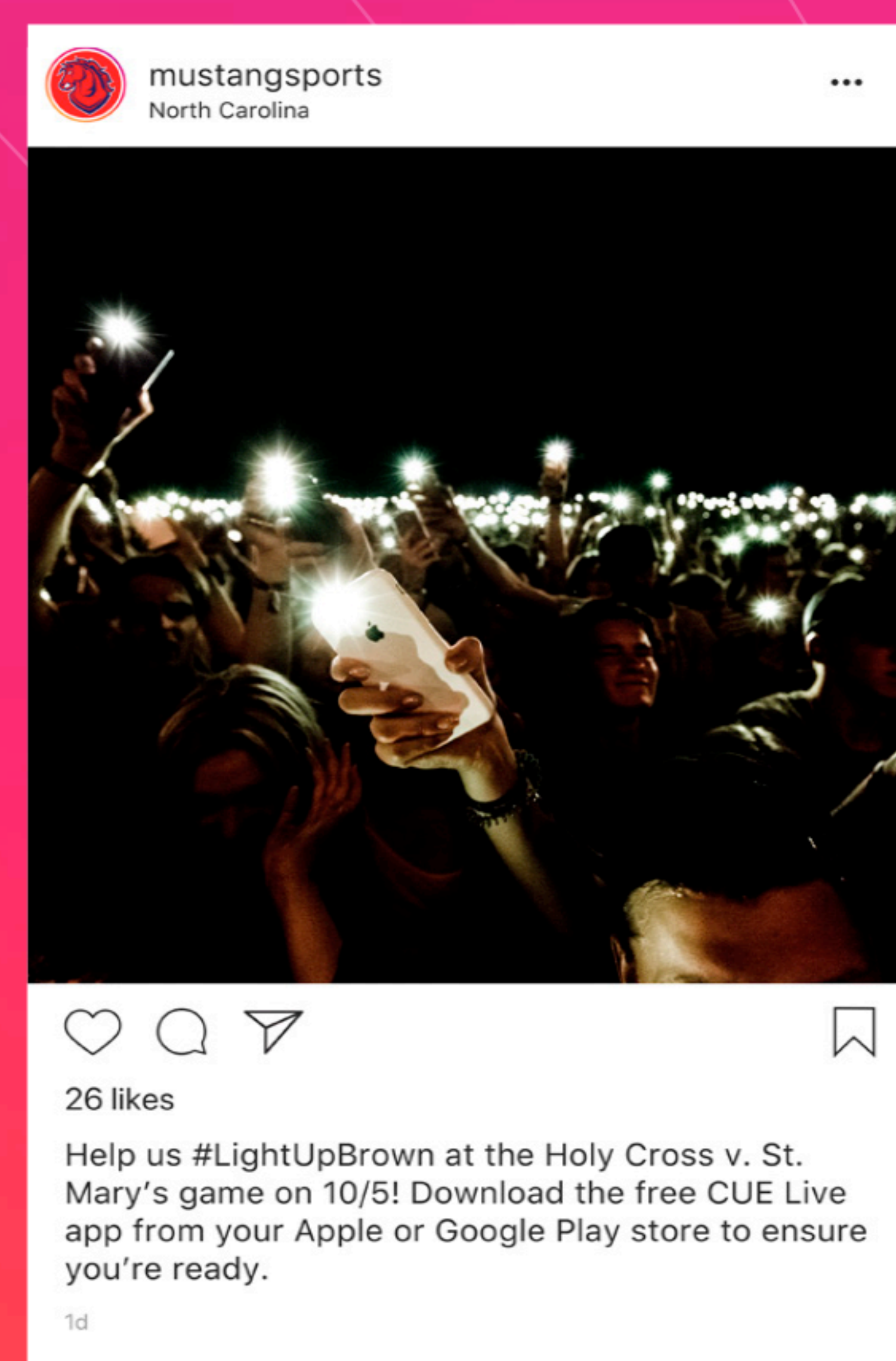
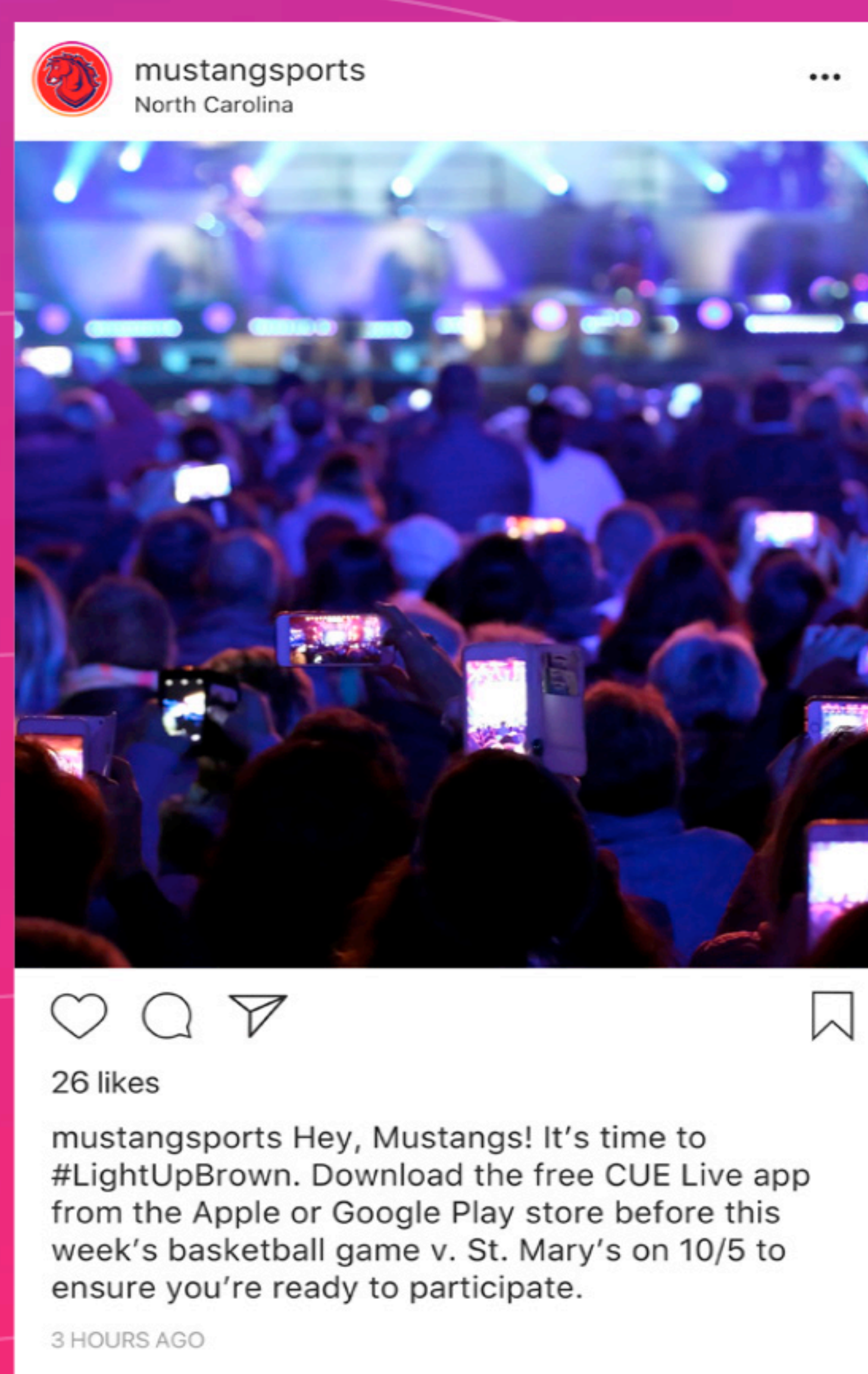
Help us #LightUp<<Arena/Stadium name>> at the <<home team>> v. <<opposing team>> game on <<date>>! Download the free CUE Live app from your Apple or Google Play store to ensure you're ready.

Let's get ready to #LightUp<<Arena/Stadium name>>! Slide through the pics for step-by-step instructions to get your phone ready for the light show.

Wondering about <<today's/tonight's>> #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 and hold your phone in the air. We'll take care of the rest.

Have your own #hashtags? Great! Use them. These are just samples for you to edit and make your own.

POST EXAMPLE:



Push Notifications

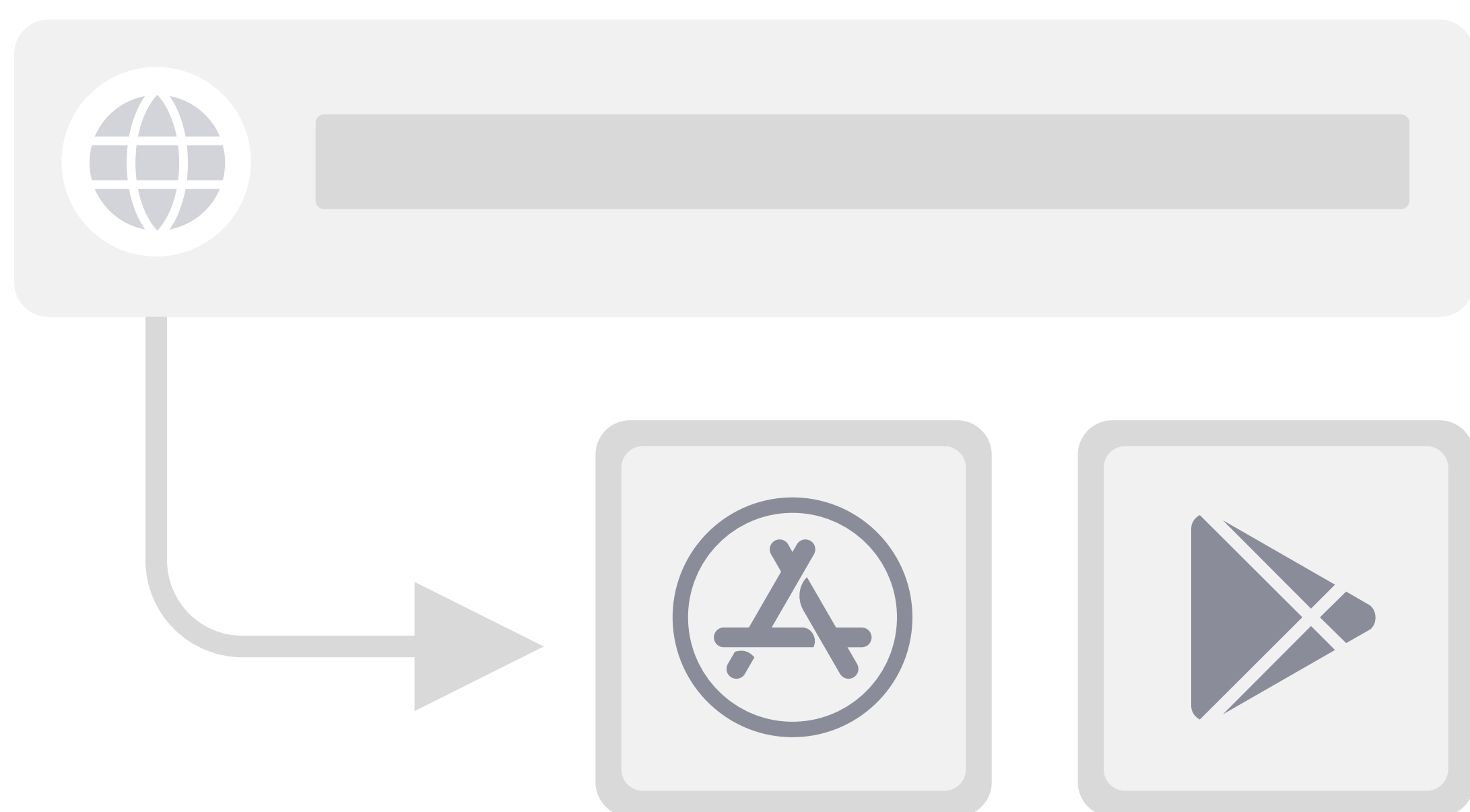


Custom QR Code



Smartlinks

One Link for Both iOS and Android Downloads



Hand Outs



Video Board Announcements



See Examples →

Game Day Event Staff

Place event staff with large signs or handouts at entrances, in the concourse, and walking the aisles to assist fans with downloading and participating in your activation.





Tennessee Basketball

@Vol_Hoops

Follow

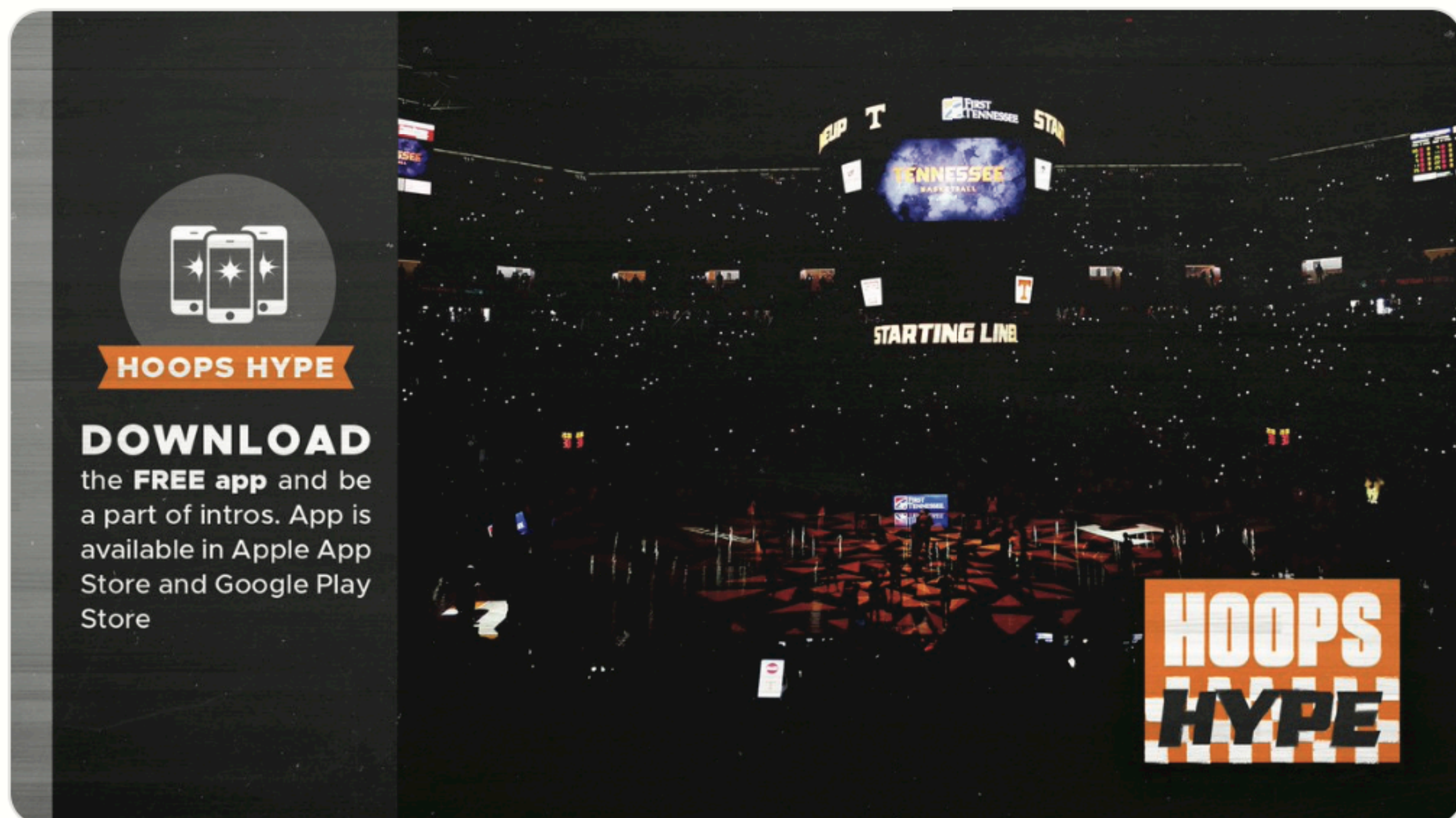
HOOPS HYPE APP

Sync your phone's flashlight to arena's light show during pregame intros with the Tennessee Hoops Hype App! Just download and launch at lights out.

Download

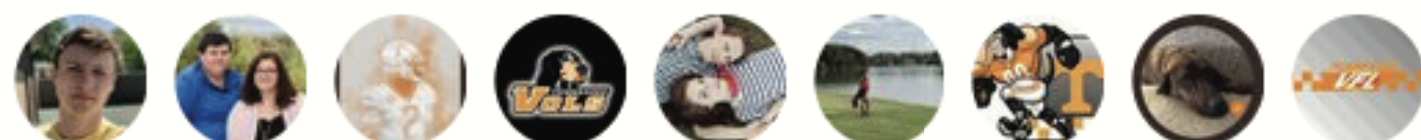
iPhone » 1tn.co/2DXOj8T

Android » 1tn.co/2U2hfIF



2:30 PM - 4 Jan 2019

13 Retweets 36 Likes



3 replies 13 retweets 36 likes



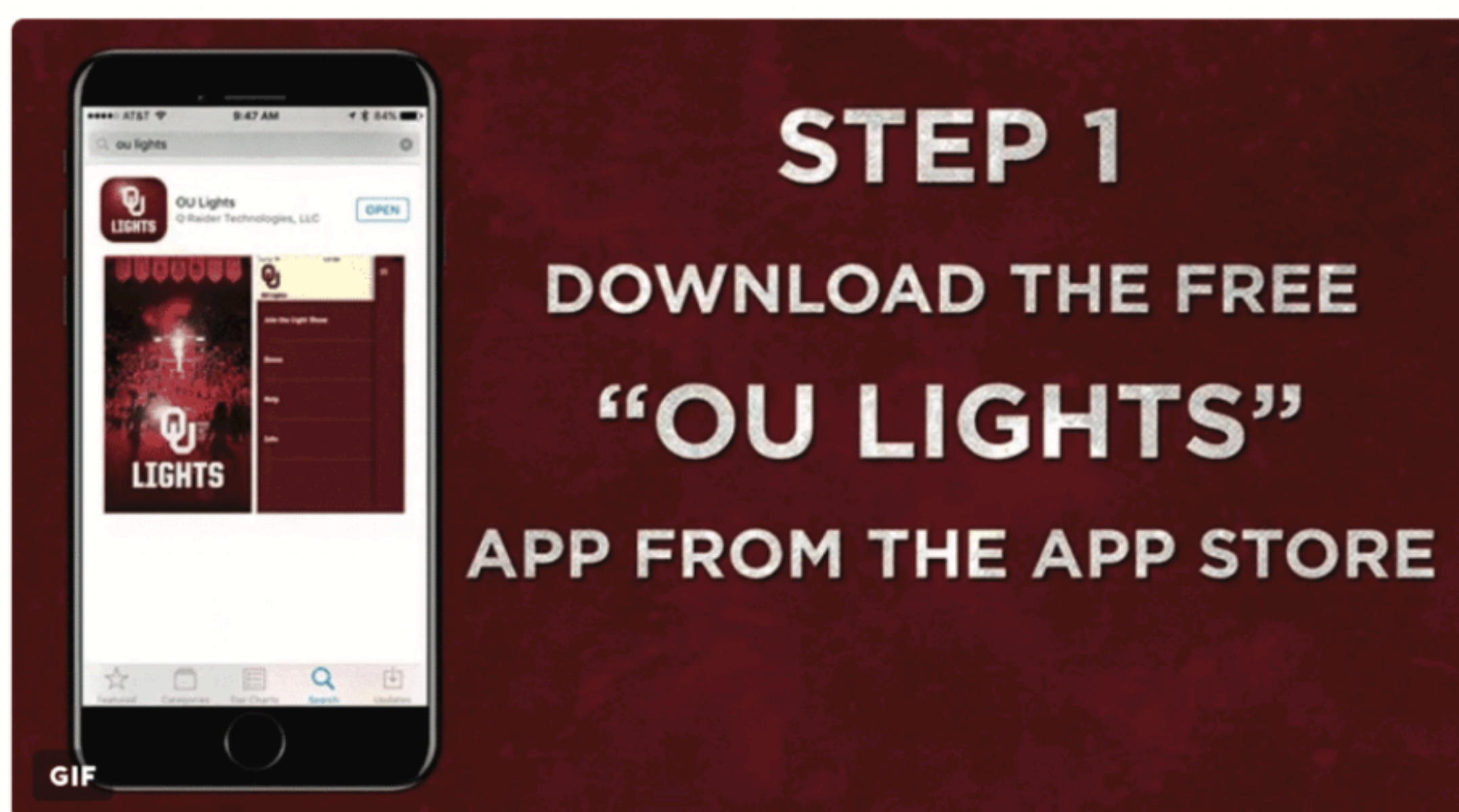
Oklahoma Basketball

@OU_MBBall

Follow

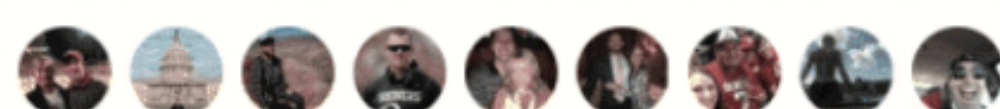
#SoonerNation - Help us light up the LNC during OU's intro video tomorrow!

Download "OU Lights" app: appsto.re/us/nAewhb.i



9:21 AM - 27 Jan 2017

32 Retweets 69 Likes



2 replies 32 retweets 69 likes



Carolina Basketball

@UNC_Basketball

Following

We need YOU for the intro video light show on Wednesday! Download the "Tar Heel Lights" app now



1:00 PM - 20 Feb 2017

110 Retweets 178 Likes



10 replies 110 retweets 178 likes

STEP 3

HOLD YOUR PHONE UP DURING THE INTRO VIDEO, YOUR FLASHLIGHT WILL SYNC TO THE MUSIC

STEP 2

OPEN THE APP AFTER THE NATIONAL ANTHEM



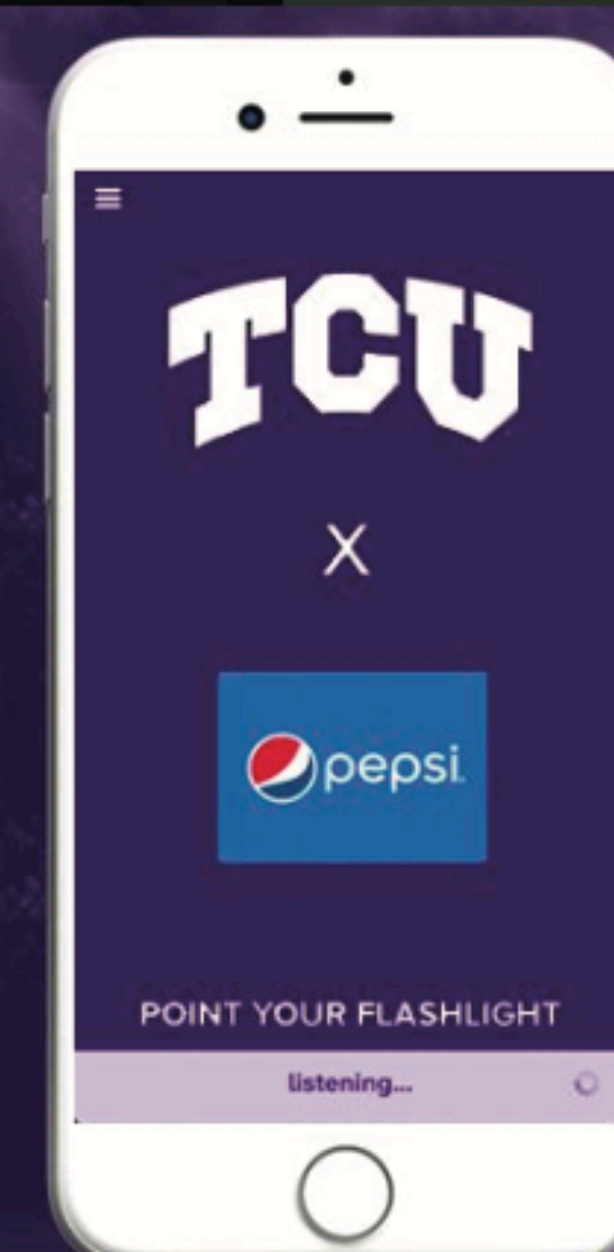
STEP 4

HOLD YOUR PHONE UP DURING THE INTRO VIDEO, TO SYNC YOUR FLASHLIGHT TO THE MUSIC



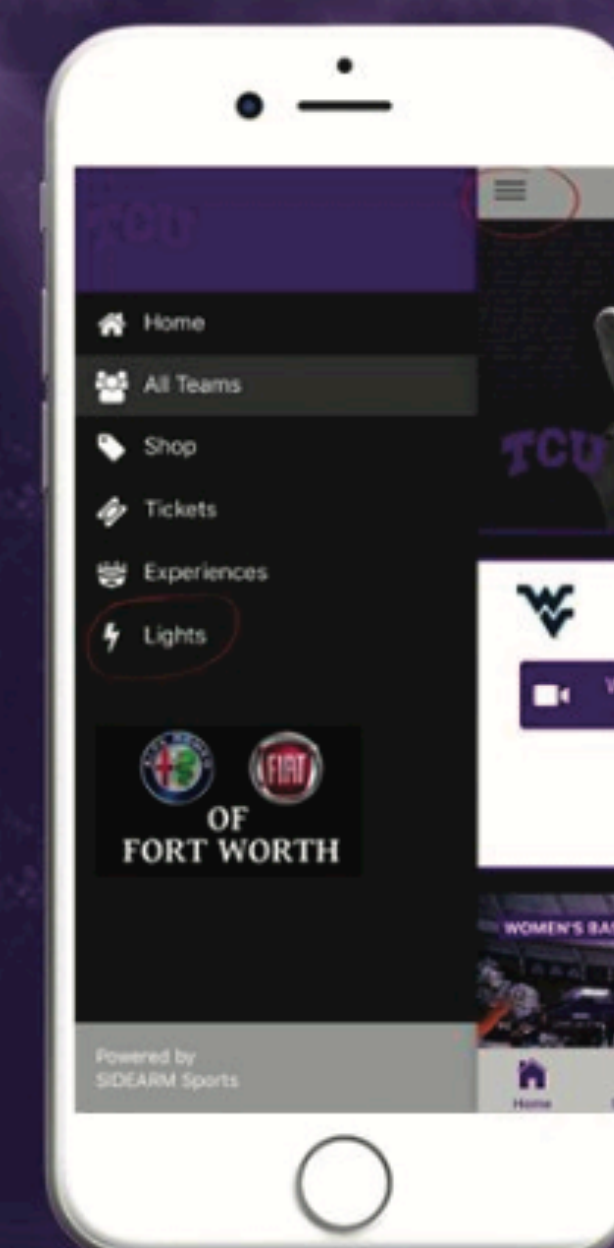
STEP 3

OPEN THE APP DURING THE VISITING STARTING LINEUPS



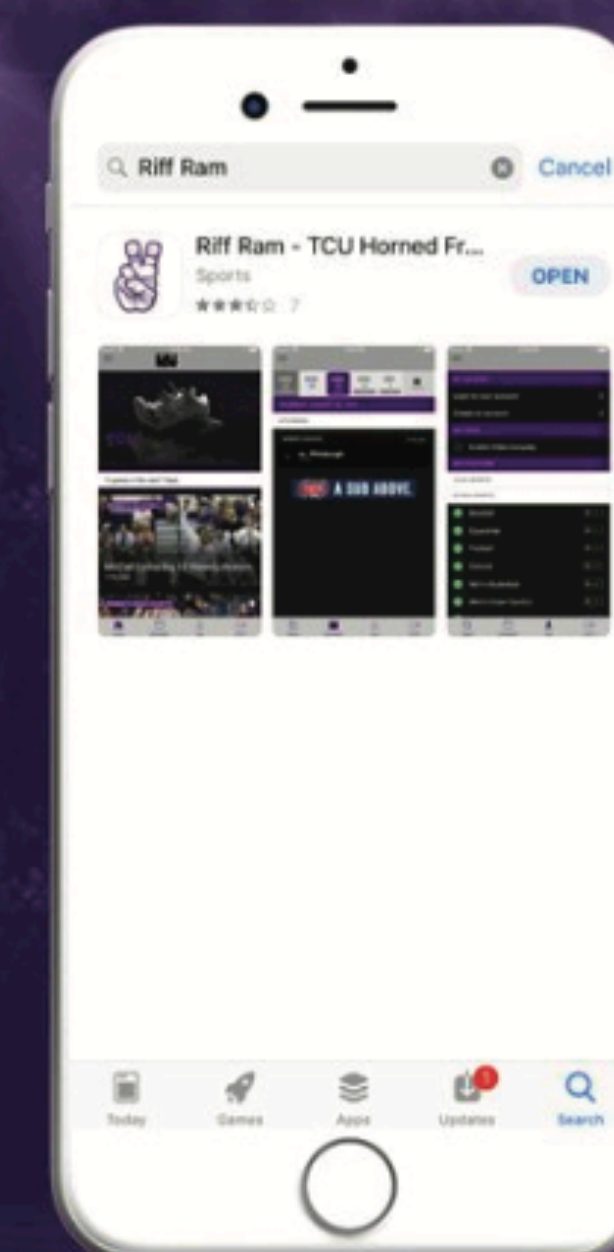
STEP 2

OPEN THE APP, CLICK THE TOP LEFT CORNER, SELECT LIGHTS



STEP 1

DOWNLOAD THE FREE "RIFF RAM" APP FROM THE APP STORE





OLD SCHOOL MARKETING

Now that we've covered social, let's talk about some more traditional marketing strategies and tactics for communicating light show details with your fan base:

- Create a **flier** and send it home with students OR stuff it in cup holders around your venue:

- Include information in your **school newsletter**:

- Send a **press release** to local media outlets to tell them about the light show - and invite them to the game to experience it. We've included a sample press release on the "CUE Live Toolkit" website (toolkit.cueaudio.com)

- Mention the light show in your **pep rallies** and/or **institutional announcements** giving fans instructions for downloading the CUE Live app.

- Create a slide with light show instructions and add it to your rotating institutional and/or **in-venue video displays**.

- Produce a **teaser video** with download instructions, playing it during pre-game festivities.

- Give your **gameday announcers** the information they need to push last-minute downloads and cue up your fans when it's time for the light show:

Ready to #LightUp<<Arena/Stadium name>>? It's easy.

STEP 1: Download the CUE Live app from your Apple or Google Play store.

STEP 2: Listen for announcement re: the light show start time.

STEP 3: When we say go, open the app and hold up your phone. We'll take care of the rest.

Get Ready to #LightUp<<Arena/Stadium name>>

Hey, <<Team fans - e.g., Bama fans, Mustangs>>! We need your help to #LightUp<<Arena/Stadium name>> at this/next week's <<sport>> game v. <<opponent>> on <<date>>. All you need to participate is your smartphone and the CUE Live app. Download it now from your Apple or Google Play app store and listen for an announcement at the game re: the light show start time. When we say go, open your app and hold your phone in the air. We'll take care of the rest.

1 FIRST ANNOUNCEMENT [10m before light show starts]

"Hey, fans! Planning to participate in today's/tonight's #LightUp<<Arena/Stadium name>> light show? Don't forget to download the CUE Live app now from your Apple or Google Play app store."

2 SECOND ANNOUNCEMENT [5m before light show starts]

"Fans, we're five minutes out from today's/tonight's #LightUp<<Arena/Stadium name>> light show. Download the CUE Live app now from your Apple or Google Play app store to ensure you're ready to participate."

3 THIRD ANNOUNCEMENT [1m before light show starts]

"Fans, we have one minute until the #LightUp<<Arena/Stadium name>> light show begins. It's time to get your phones out and open your CUE Live app! Enjoy the show!"





CAPTURING THE EVENT

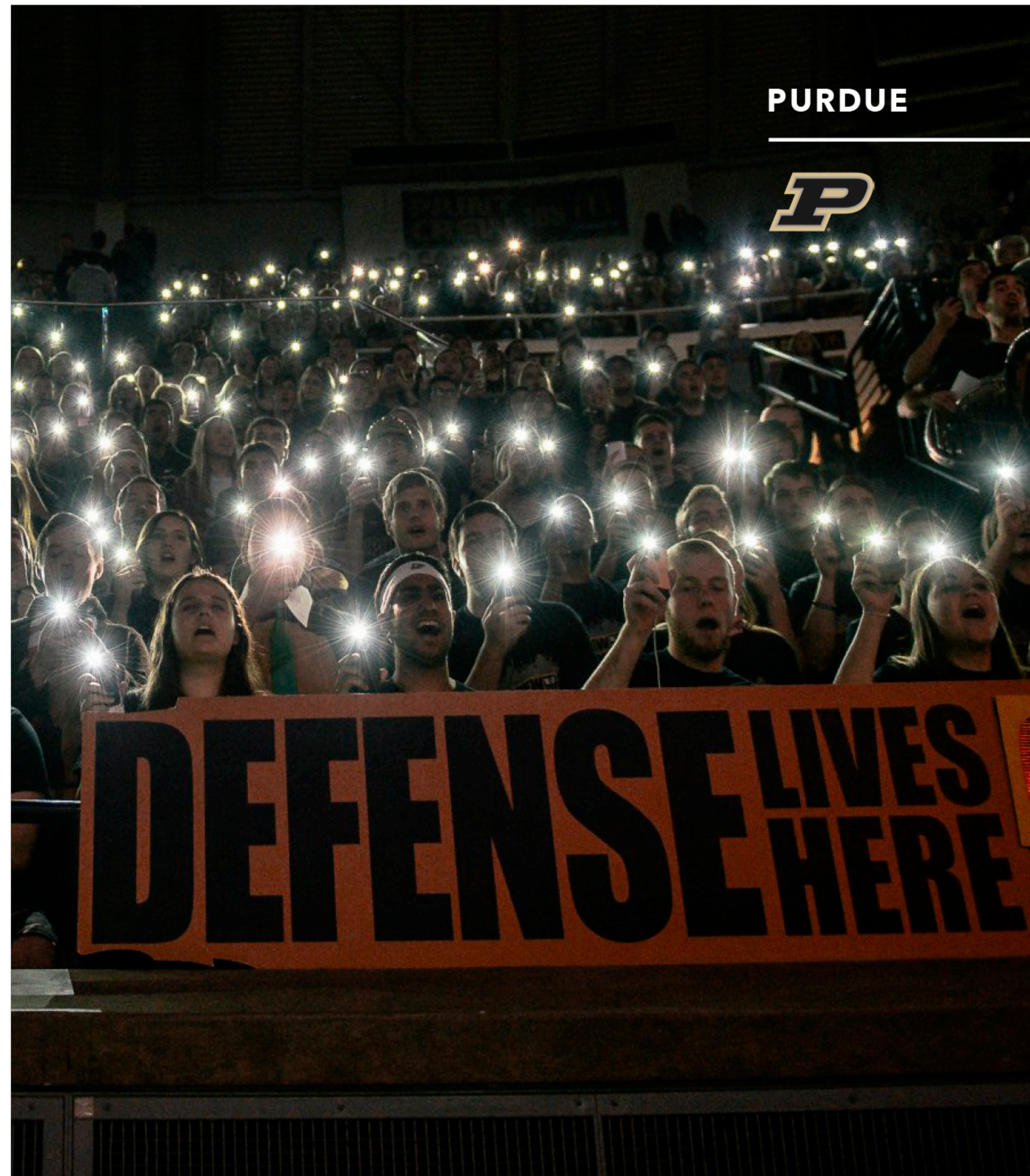
Here's what you should be prepared for: a gameday like no other your fans have ever experienced.

And, we suggest you capture it on video.

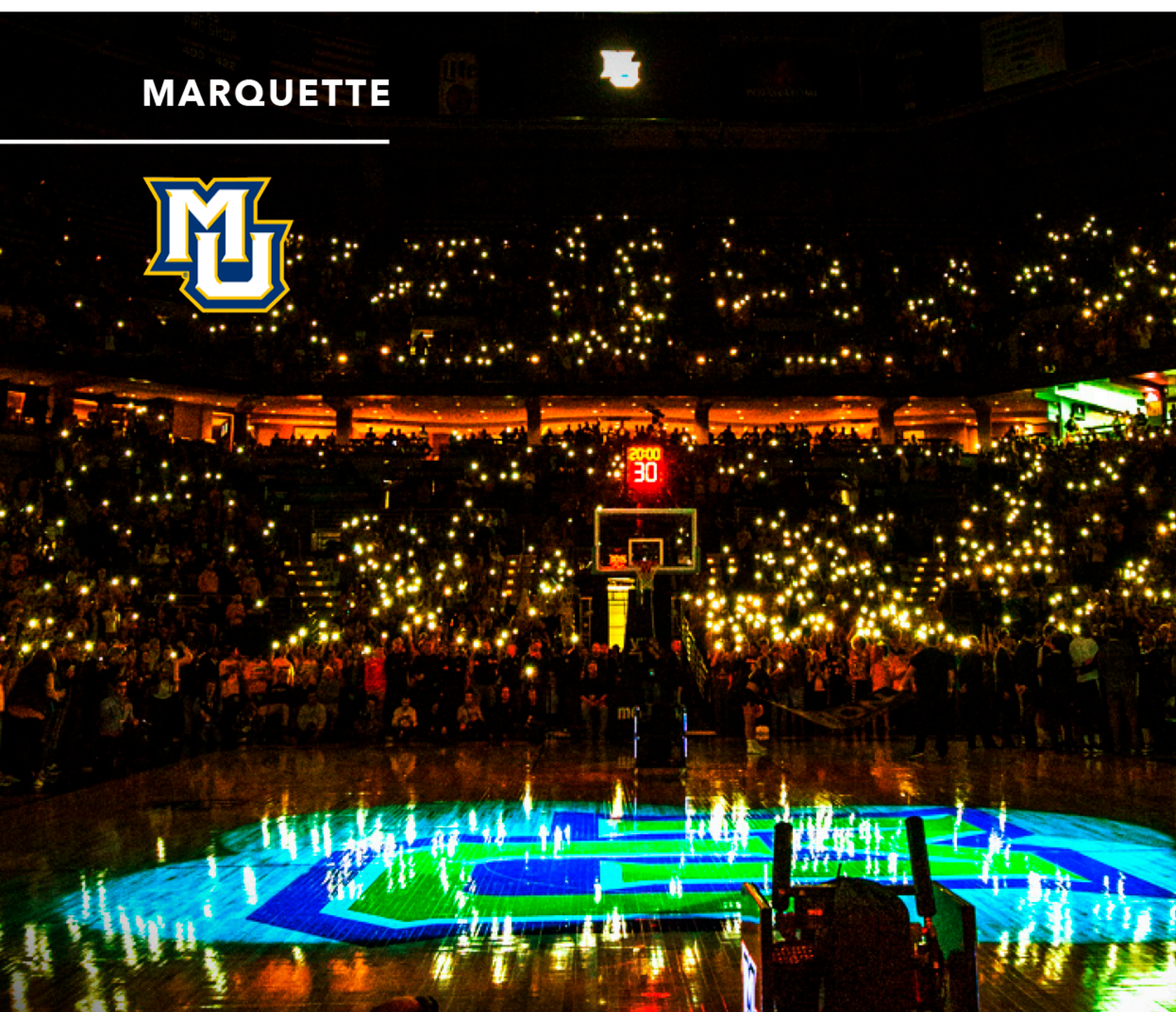
If you have a videographer on staff or the resources to hire one, that's awesome. If not, that's cool, too. The video camera in your smart phone is better than any of the camcorders that captured our childhoods. So, just hold your phone steady and press record.

Then, post your video to your social media channels, tagging it with your institutional and gameday hashtags. Because you're proud and because - sometimes - bragging is warranted. Plus, if you're planning to have multiple light shows during the 2018-19 season, this video can help fans not in attendance prepare for your next gameday light show.

Psst ... We'd really love for you to tag @CUEAudio in it, so we can see how cool it is, too!



PURDUE



MARQUETTE



VIRGINIA TECH





SAMPLE TIMELINE FOR LIGHT SHOW MARKETING

You know your fans better than we do, but sometimes it's still helpful to have a sample timeline for your light show communications.



FIVE DAYS OUT

Begin social media posts and include pushes in emails and newsletters. Making fliers? Have them available all week at various locations.

THREE DAYS OUT

Promote on social media again and send a press release to local media.

DAY BEFORE THE EVENT

You know what we're going to say: hit social media again.

DAY OF THE EVENT

This is it: your last chance to alert your social media followers. Also, paper the venue with your instructional fliers (i.e., hand them out at the gate, stuff them in cup holders, leave them on the bleachers, etc.)! Don't forget to give your announcer(s) the information they need to push fans to download the CUE Live app and to cue fans when it's time for the light show.

*Is your light show part of a larger institutional event (e.g., homecoming)? If so, we encourage you to begin informing fans about the light show in your planned communications.





SYNCHRONIZED SELFIE CAM

The Synchronized Selfie Cam opens within your mobile app and:

- automatically opens fan's front-facing ("selfie") cameras.
- starts a countdown clock across the display of all fans' smartphones.
- takes a synchronized selfie on everyone's device when the clock hits zero.

Then, fans swipe through a carousel of filters customized to your event and post the photos directly to their favorite social media channels, with pre-selected hashtags built in that post automatically with fans' selfies.

Once a fan shares a selfie on any social media platform, you can immediately deliver a digital wallet coupon (Apple Wallet or Google Pay) to the fan's phone.

Here are a few sample social media posts to ensure your fans are prepared to participate:



 TWITTER 2h ago

WCU Tweeted:

Help us beat last week's selfie cam record of 3,237 by downloading the WCU app and joining us for a synchronized selfie at halftime.

 TWITTER 2h ago

WCU Tweeted:

Heading to the game? Download the WCU app to ensure you're ready for tonight's Fierce Fangs selfie!

VIDEO BOARD:

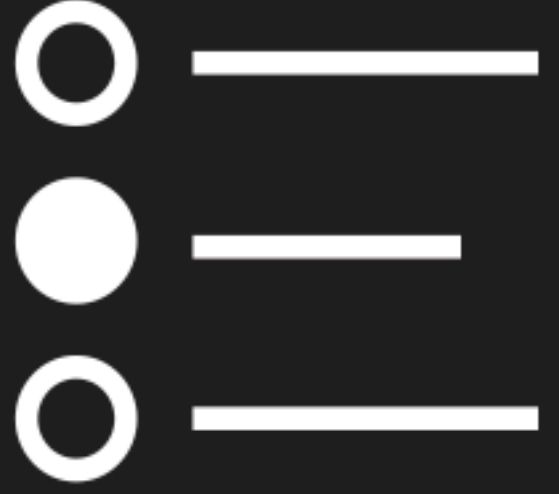
DOWNLOAD THE WCU APP
TO ENSURE YOU'RE READY FOR TONIGHT'S FIERCE FANGS
SYNCHRONIZED SELFIE AT HALFTIME.



ANNOUNCER:

"IT'S ALMOST TIME FOR OUR FIERCE FANGS SYNCHRONIZED SELFIE. TIGER FANS, OPEN YOUR WCU APP AND GET READY TO SAY "CHEESE!"





INTERACTIVE TRIVIA

Interactive Trivia allows you to create a custom, multiple choice trivia game for fans to play against each other - in sync - for points and prizes. You choose the questions, the length of play and how many winners. We can send one or multiple winners a prize via a digital wallet coupon or email. To add to the fun, our trivia game includes flashing lights and sounds emanating from each player's smartphone speaker.

Here are a few sample social media posts to ensure your fans are prepared to participate:



TWITTER

2h ago

WCU Tweeted:

Download the WCU app to ensure you're ready to play tonight's interactive Papa Pizza's Game Day Trivia during the game.

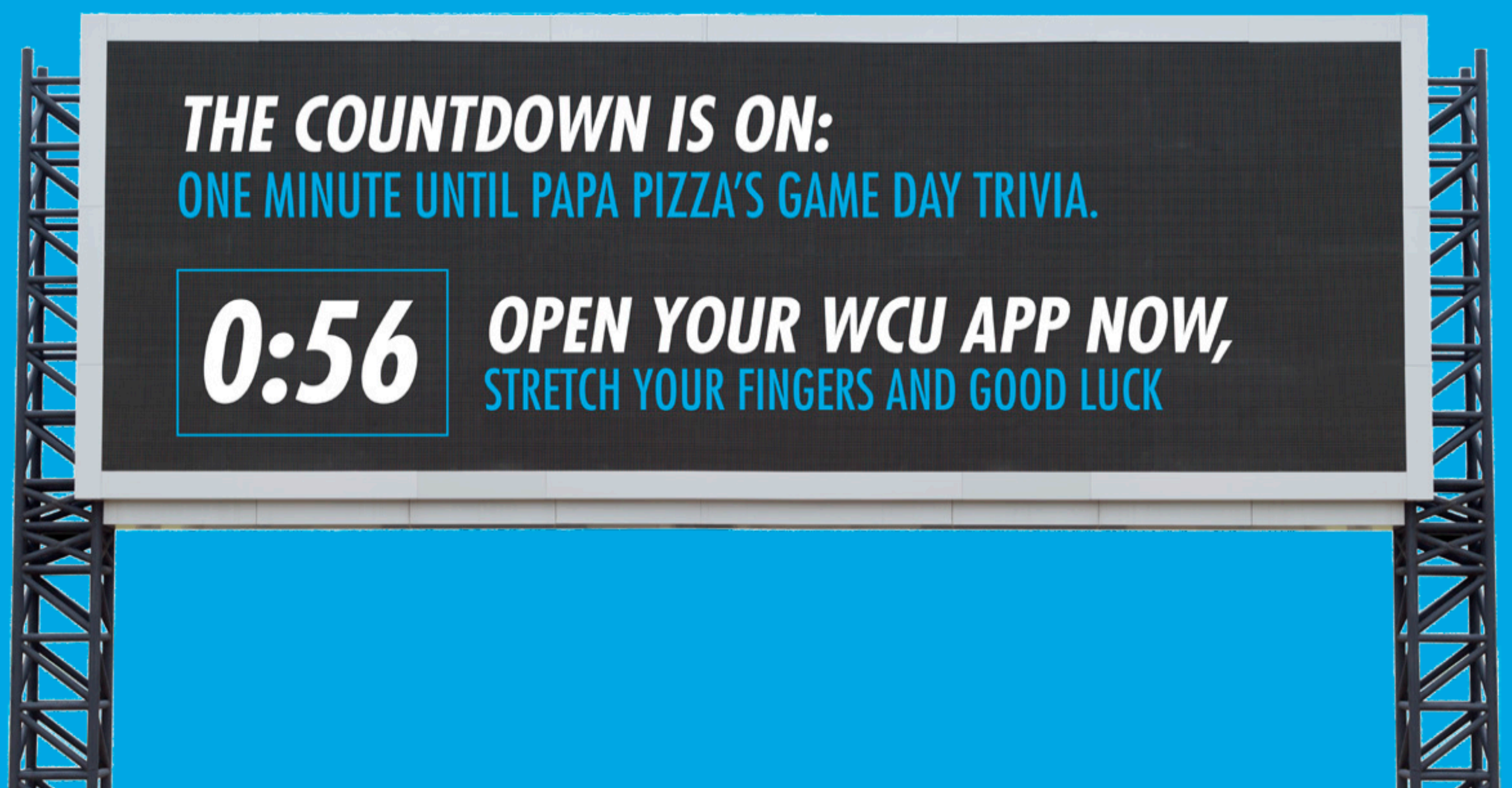
TWITTER

2h ago

WCU Tweeted:

Winning is fun. Beating 4,000 other Tiger fans in Papa Pizza's Game Day Trivia is even more fun. Download the WCU app and prepare to play. Top five scores win a \$200 visa gift card from Papa Pizza.

VIDEO BOARD:



ANNOUNCER:



"TIGER FANS, IT'S ALMOST TIME FOR PAPA PIZZA'S GAME DAY TRIVIA. GET OUT YOUR PHONES AND OPEN YOUR WCU APP TO PLAY. TONIGHT'S PRIZE: A 50" LG LED TV, COURTESY OF DICK'S ELECTRONIC WORLD."





PinnacleBank Arena



We hope your event is a HUGE success, and we look forward to hearing all about it!

If you need help beforehand, feel free to reach out to our team at support@cueaudio.com.

