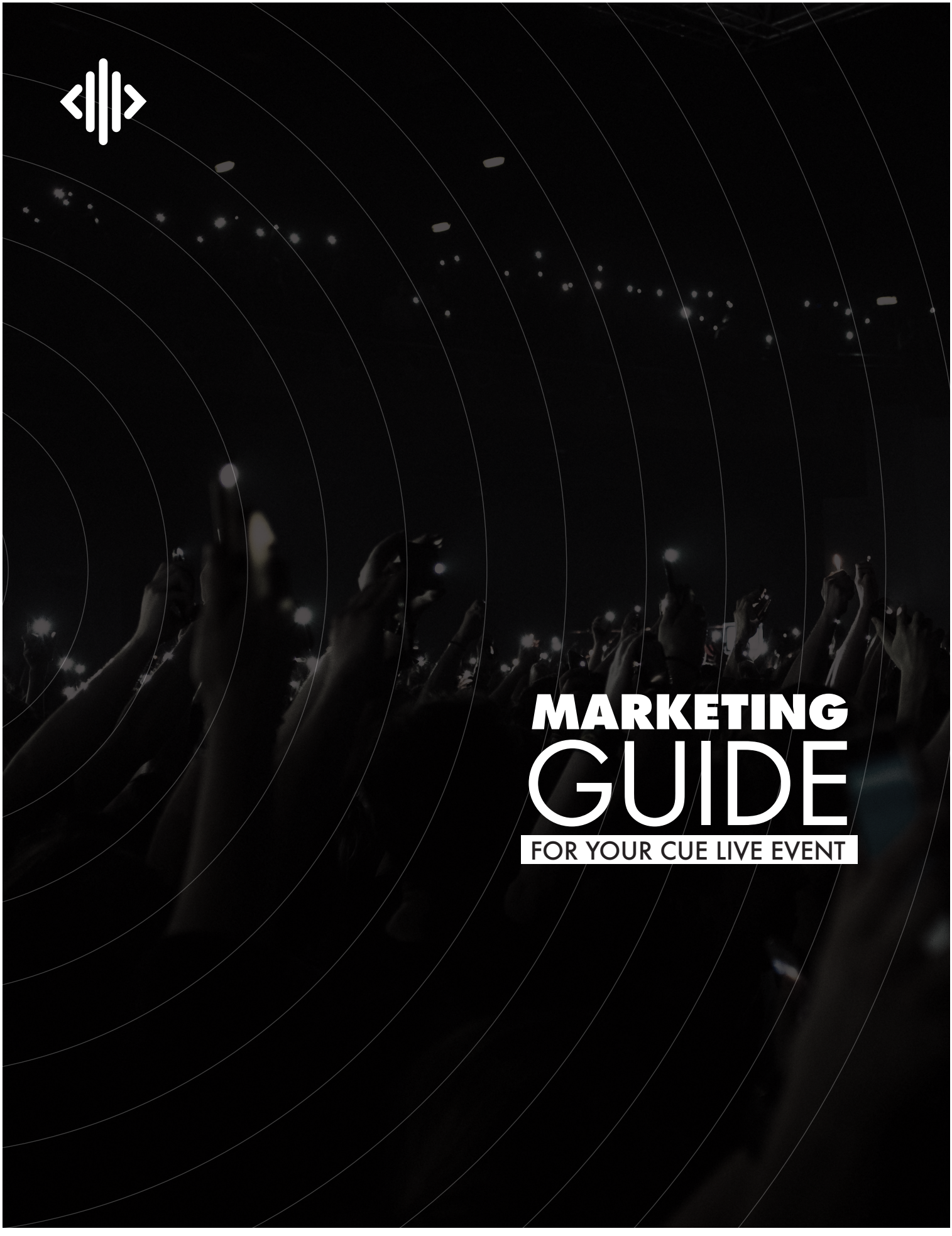


MARKETING GUIDE

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 that's now a part of your app?

First things first, you have to go to where your fans are: social media. Below 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.

TWITTER

CONTENT FOR POST

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

Help us #LightUp *<<Arena/Stadium name>>* when the *<<home team>>* take on the *<<opposing team>>* on *<<date>>*! Download the free *<<your 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 *<<your app>>*. Download it now and listen for a start time announcement. #Go*<<Team>>*

POST EXAMPLE

TWITTER 2h ago

Toronto Raptors Tweeted:
Hey, Raptor fans! It's time to #LightUpScotiabank. Download the free Raptors Mobile app from your app store before this week's game v. the Celtics on 10/5 to ensure you're ready to participate!

TWITTER 1d ago

Toronto Raptors Tweeted:
Help us #LightUpScotiabank when the Raptors take on the Celtics on 10/5! Download the free Raptors Mobile app to ensure you're ready.

TWITTER 2d ago

Toronto Raptors Tweeted:
Let's get ready to #LightUpScotiabank! Simply follow the instructions above to get your phone ready for the light show.

TWITTER 3d ago

Toronto Raptors Tweeted:
Tell your neighbors, tell your friends: all you need to participate in #LightUpScotiabank tonight is your smartphone and the Raptors Mobile app. Download it now and listen for a start time announcement. #GoRaptors

FACEBOOK

CONTENT FOR POST

Hey, *<< Team fans - e.g., Oilers fans>>*! It's time to #LightUp*<<Arena/Stadium name>>*. Download the free <<your app>> from app store before this week's 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 <<your 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 directions 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 <<your 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, Oilers fans! It's time to #LightUpRogersPlace. Download the free Rogers Place app from your app store before this week's game v. Nashville on 10/5 to ensure you're ready to participate!

FACEBOOK 1d ago

Help us #LightUpRogersPlace when the Oilers take on the Predators on 10/5! Download the free Rogers Place app from your Apple or Google Play store to ensure you're ready.

FACEBOOK 2d ago

Let's get ready to #LightUpRogersPlace! Slide through the pics for step-by-step directions to get your phone ready for the light show.

FACEBOOK 3d ago

Wondering about tonight's #LightUpRogersPlace light show? All you need to participate is your smartphone and the Rogers Place 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. #GoOilers

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

INSTAGRAM

CONTENT FOR POST:

Hey, ***<<Team>>*** fans! 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 game v. ***<<opponent>>*** on ***<<date>>*** to ensure you're ready to participate.

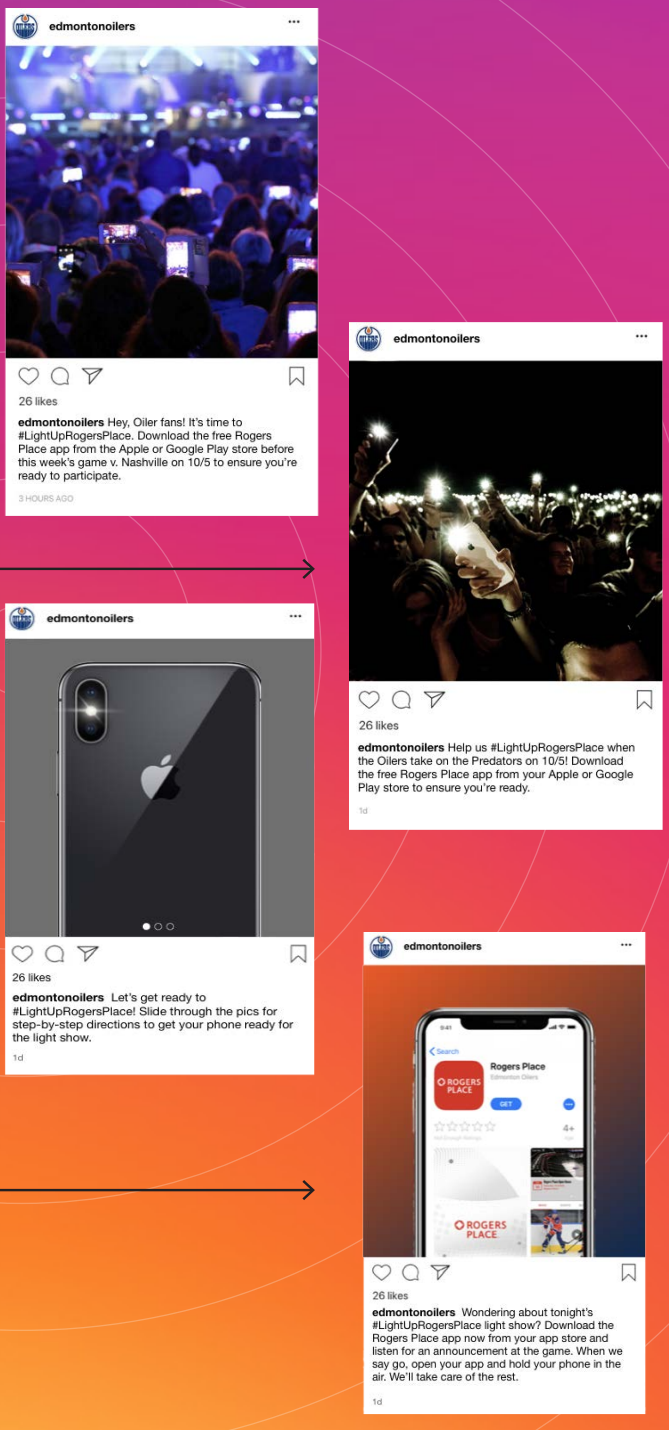
Help us #LightUp***<<Arena/Stadium name>>*** when the ***<<home team>>*** take on the ***<<opposing team>>*** on ***<<date>>***! Download the free ***<<your app>>*** from your Apple or Google Play store to ensure you're ready.

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

Wondering about ***<<today's/tonight's>>*** #LightUp***<<Arena/Stadium name>>*** light show? Download the ***<<your app>>*** now from your app store and listen for an announcement at the game. 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:

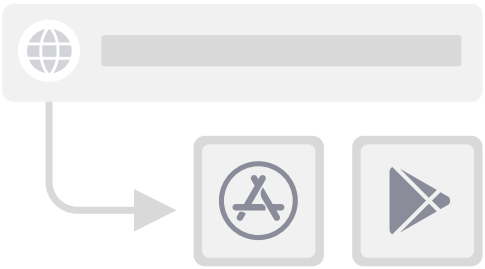


Push Notifications

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 📲

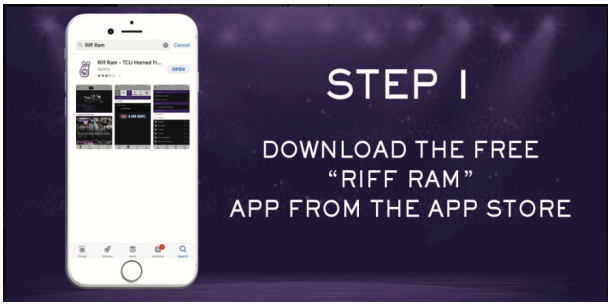
Sync your phone's flashlight to arena's light show during pregame intros with the Tennessee Hoops Hype App! Just download and launch at lights out.

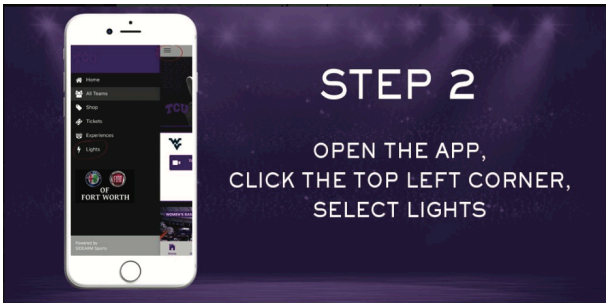
Download ⤵️
iPhone » 1tn.co/2DXOj8T
Android » 1tn.co/2U2hflF

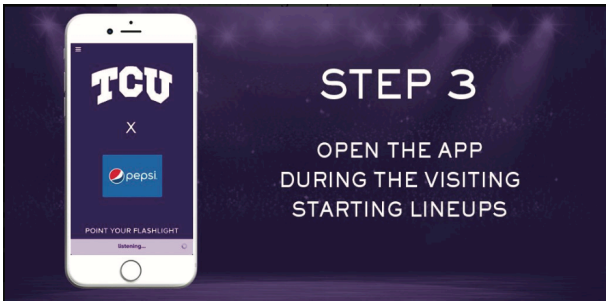
2:30 PM - 4 Jan 2019

13 Retweets **36** Likes

3 13 36





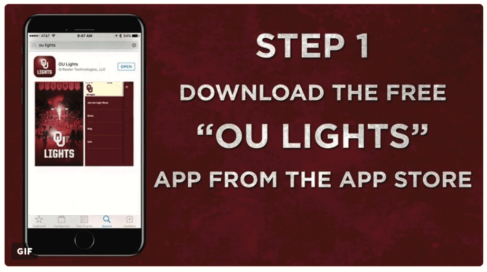


Oklahoma Basketball ✓
@OU_MBBall

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 32 69

Carolina Basketball ✓
@UNC_Basketball

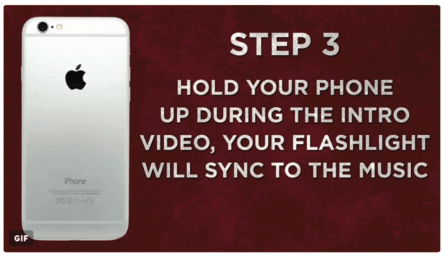
Following

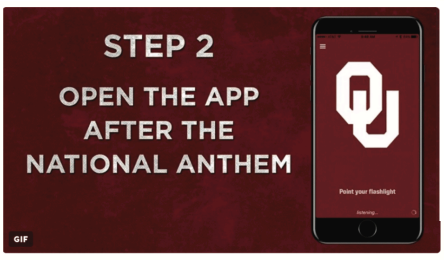
We need YOU for the intro video light show on Wednesday! Download the "Tar Heel Lights" app now

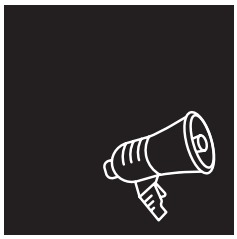
1:00 PM - 20 Feb 2017

110 Retweets **178** Likes

10 110 178







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 stuff it in cup holders around your venue:

> Ready to #LightUp<<Arena/Stadium name>>? It's easy.
>
> **STEP 1:** Download the <<your 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.

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

> Get Ready to #LightUp<<Arena/Stadium name>>
>
> Hey, <<Team**>>** fans! We need your help to #LightUp<<Arena/Stadium name>> at this/next week's game v. <<opponent>> on <<date>>. All you need to participate is your smartphone and the <<your 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.

- 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 made a sample press release available for download which can be found on our implementation website.
- Mention the light show in your **pep rallies** and/or **institutional announcements** giving fans instructions for downloading your app.
- Create a slide with light show instructions and add it to your rotating **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:

> 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 <<your 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 <<your app>> now from your Apple of 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 <<your app>>! Enjoy the show!"

CAPTURING THE EVENT

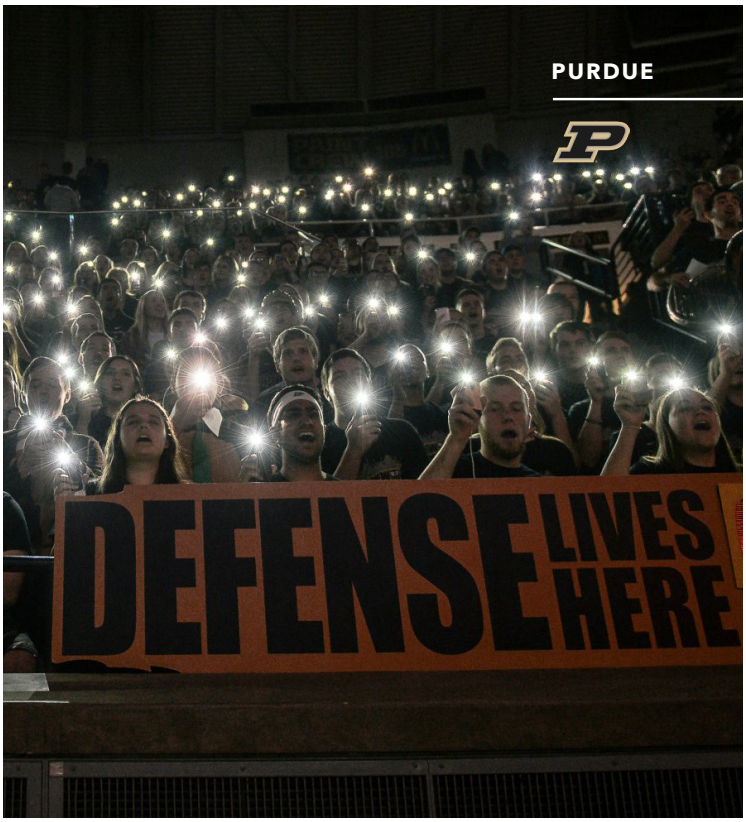
Here's what you should be prepared for: a gameday like no other your fans have ever experienced.

And, we suggest you capture it on video.

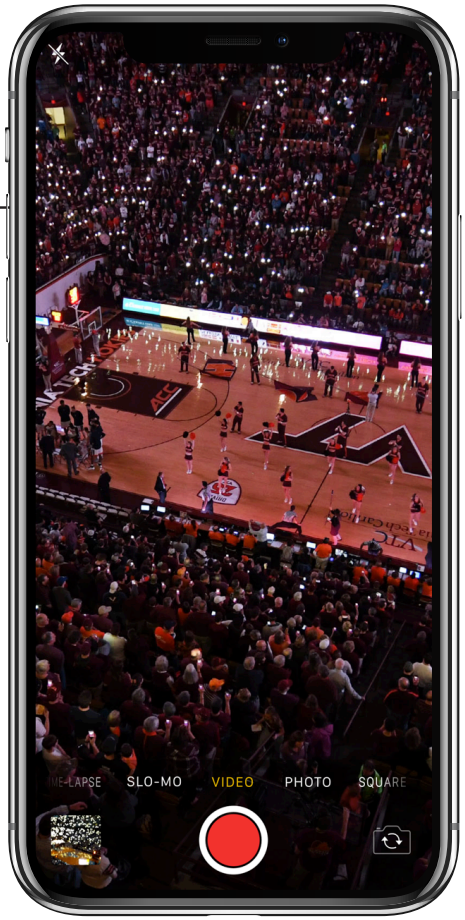
If you have a videographer on staff or the resources to hire one, that's awesome. If not, that's cool, too. The video camera in your smart phone is better than any of the camcorders that captured our childhoods. So, just hold your phone steady and press record.

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!



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.

5 DAYS OUT → **3 DAYS OUT** → **1 DAY OUT** → **0 DAYS OUT**

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 seats, etc.)! Don't forget to give your announcer(s) the information they need to push fans to download the your app and to cue fans when it's time for the light show.

*Is your light show part of a larger event (e.g., playoffs or televised event)? If so, we encourage you to begin informing fans about the light show in your pre-game 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:

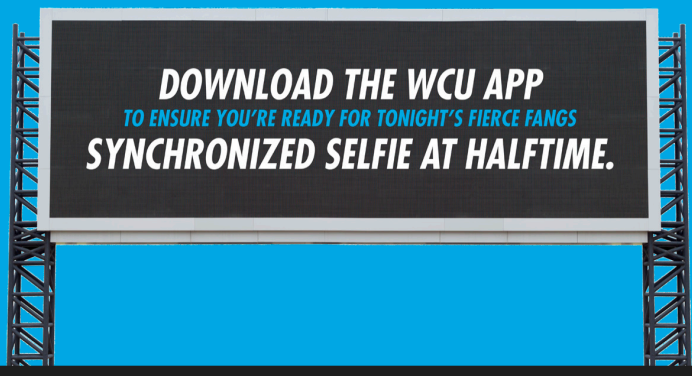
TWITTER 2h ago

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:



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:

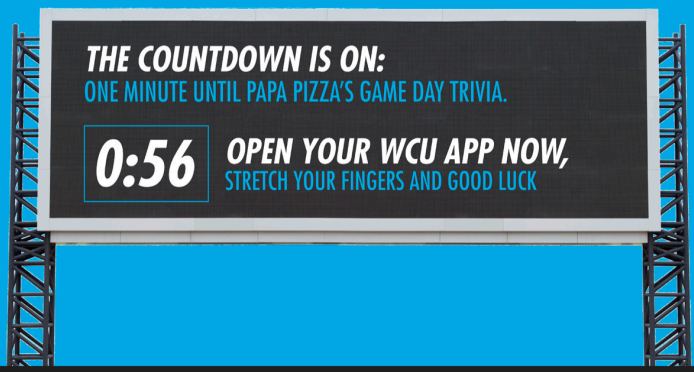
TWITTER 2h ago

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

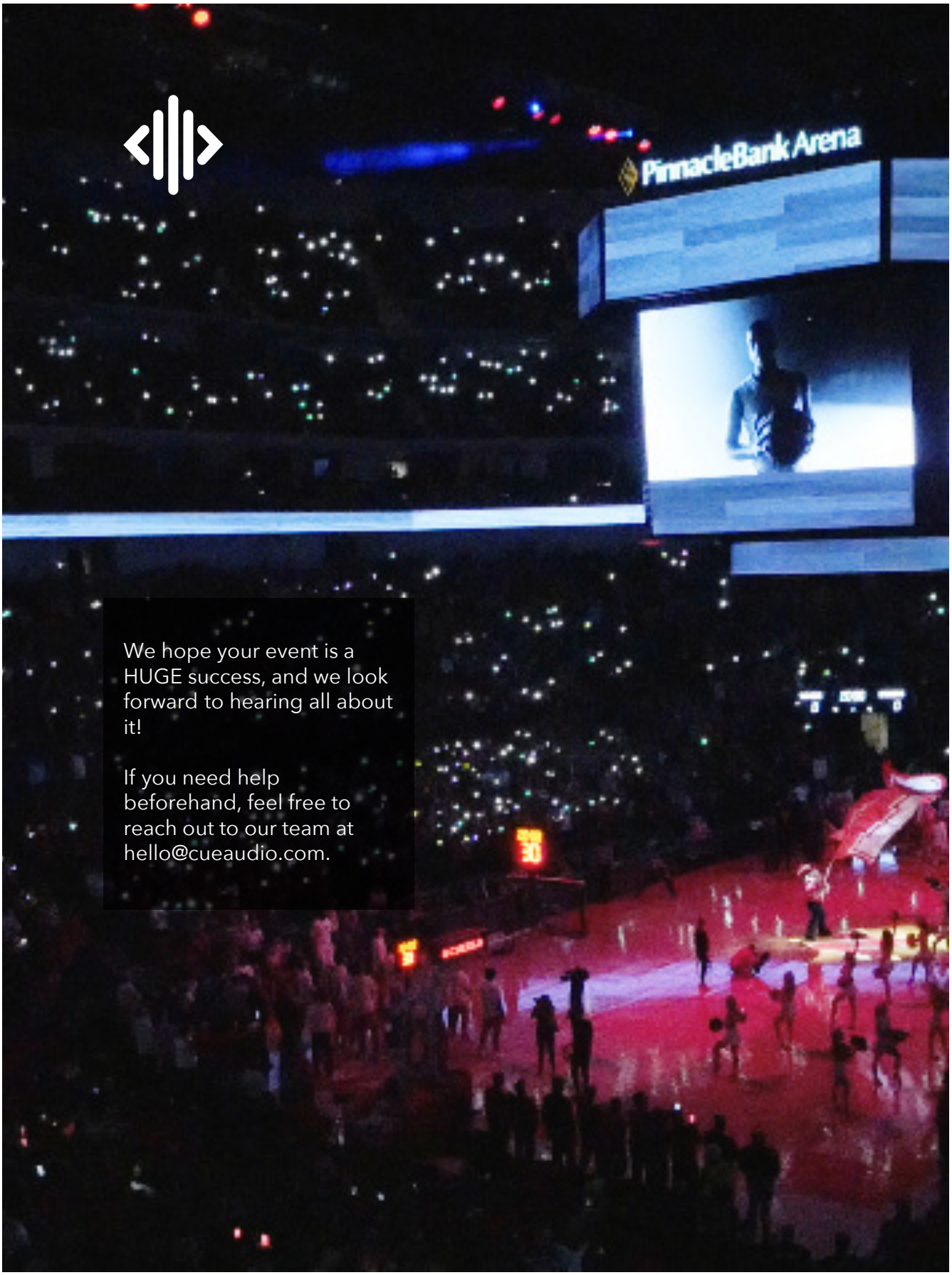
WCU Tweeted:
Winning is fun. Beating 4,000 other Tiger fans in Papa Pizza's Game Day Trivia is even more fun. Download the WCU app and prepare to play. Top five scores win a $200 visa gift card from Papa Pizza.

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.



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 hello@cueaudio.com.