



CONNECT YOUR BUSINESS  
WITH LOYAL REDMEN FANS

ON-THE-GO

WITH THE NEWMARKET REDMEN  
FANPASS LOYALTY PROGRAM

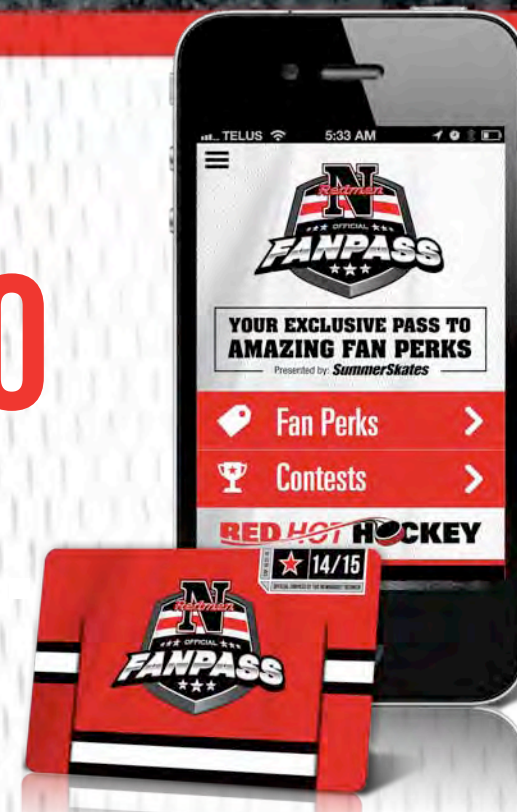






DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

# ENGAGE REDMEN FANS **ON-THE-GO** WITH THE *New* **REDMEN FANPASS**



- ★ BEING MOBILE GIVES YOUR BUSINESS THE EXTRA VISIBILITY THAT TODAY'S ECONOMIC ENVIRONMENT DEMANDS.
- ★ THE **ALWAYS-ON** AND **ALWAYS-AWARE** NATURE OF SMARTPHONES PROVIDES MORE TIMELY COMMUNICATIONS THAN ANY OTHER CHANNEL.
- ★ SMARTPHONES PROVIDE THE OPPORTUNITY FOR SPONSORS TO ENGAGE FANS ANYTIME, ANYWHERE - **SURELY TODAY'S MOST PERSUASIVE MEDIA PLATFORM.**





DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

# HOW IT WORKS...

...easy as 1, 2, 3

1

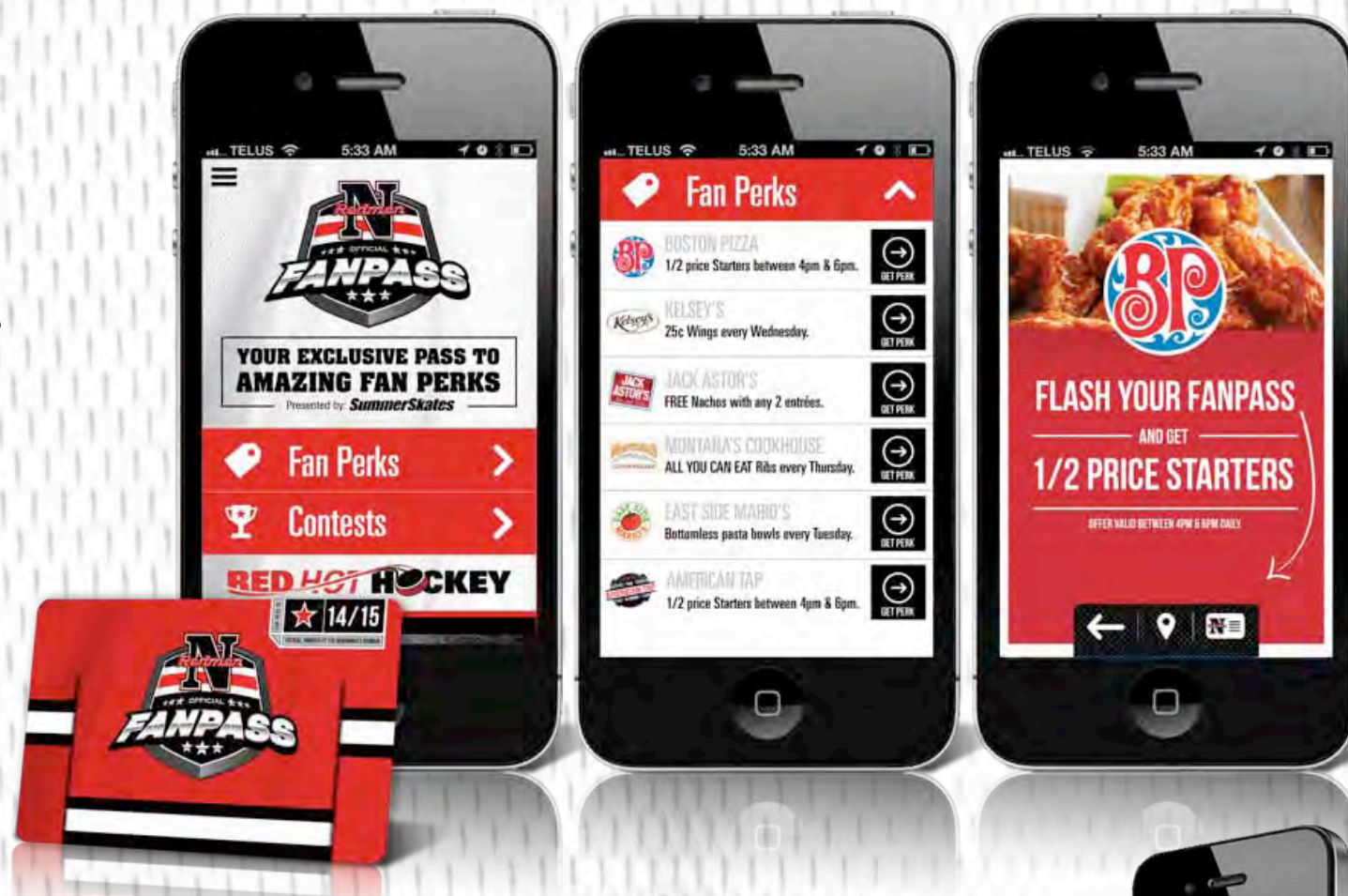
LOYAL REDMEN FANS PURCHASE A REDMEN FANPASS THAT IS VALID FOR A FULL SEASON.

2

FANS, REGISTER THEIR REDMEN FANPASS CARD NUMBER ONLINE AND BROWSE THE DIRECTORY OF AMAZING FAN PERKS OFFERED EXCLUSIVELY TO REDMEN FANPASS MEMBERS.

3

TO RECEIVE THE EXCLUSIVE PERKS, MEMBERS VISIT PARTICIPATING LOCATIONS AND FLASH THEIR REDMEN FANPASS CARD OR THEIR MOBILE FANPASS AT TIME OF PURCHASE...IT'S THAT SIMPLE!



THE REDMEN FANPASS FEATURES TECHNOLOGY WHICH ALLOWS FANS TO CREATE A PERSONALIZED MOBILE VERSION OF THEIR FANPASS.







DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

# MOBILE VISIBILITY

**CATEGORIES** — SPONSORS CAN CHOOSE WHICH CATEGORY THEY WISH TO BE LISTED UNDER. MEMBERS SIMPLY TAP A CATEGORY AND BROWSE THROUGH THE DETAILED DIRECTORY OF SPONSORS AND THEIR EXCLUSIVE PERKS.



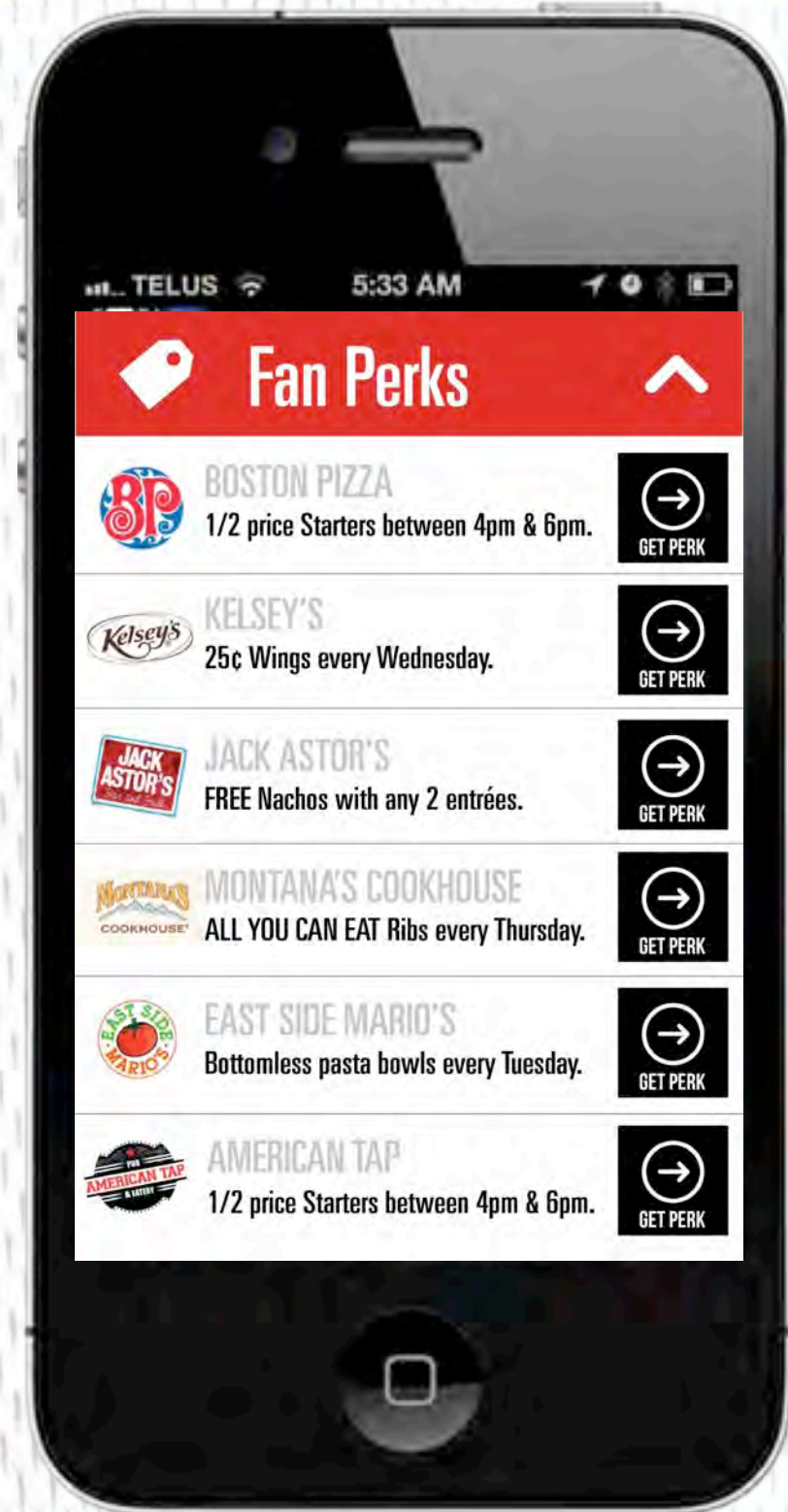




DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

# MOBILE VISIBILITY

**DIRECTORY** — ONCE MEMBERS SELECT A CATEGORY THEY CAN SCROLL THROUGH A LIST OF SPONSORS AND THEIR EXCLUSIVE PERKS.



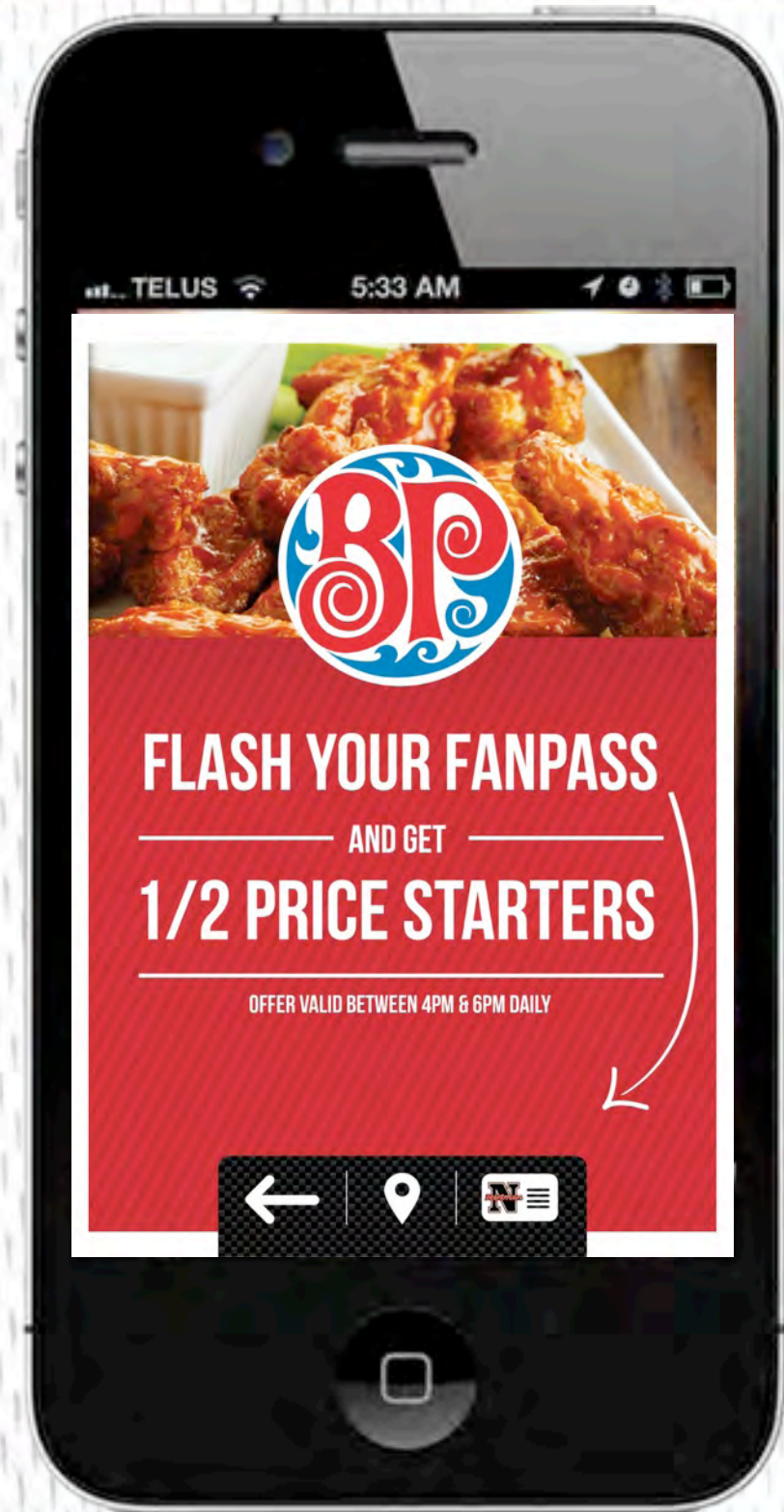




DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

# MOBILE VISIBILITY

**PERK SCREEN** — WHEN ON THE DIRECTORY PAGE, MEMBERS SIMPLY TAP ON THE “GET PERK” ICON TO VIEW A SPONSOR’S FULL SCREEN AD OUTLINING THE PERK DETAILS.



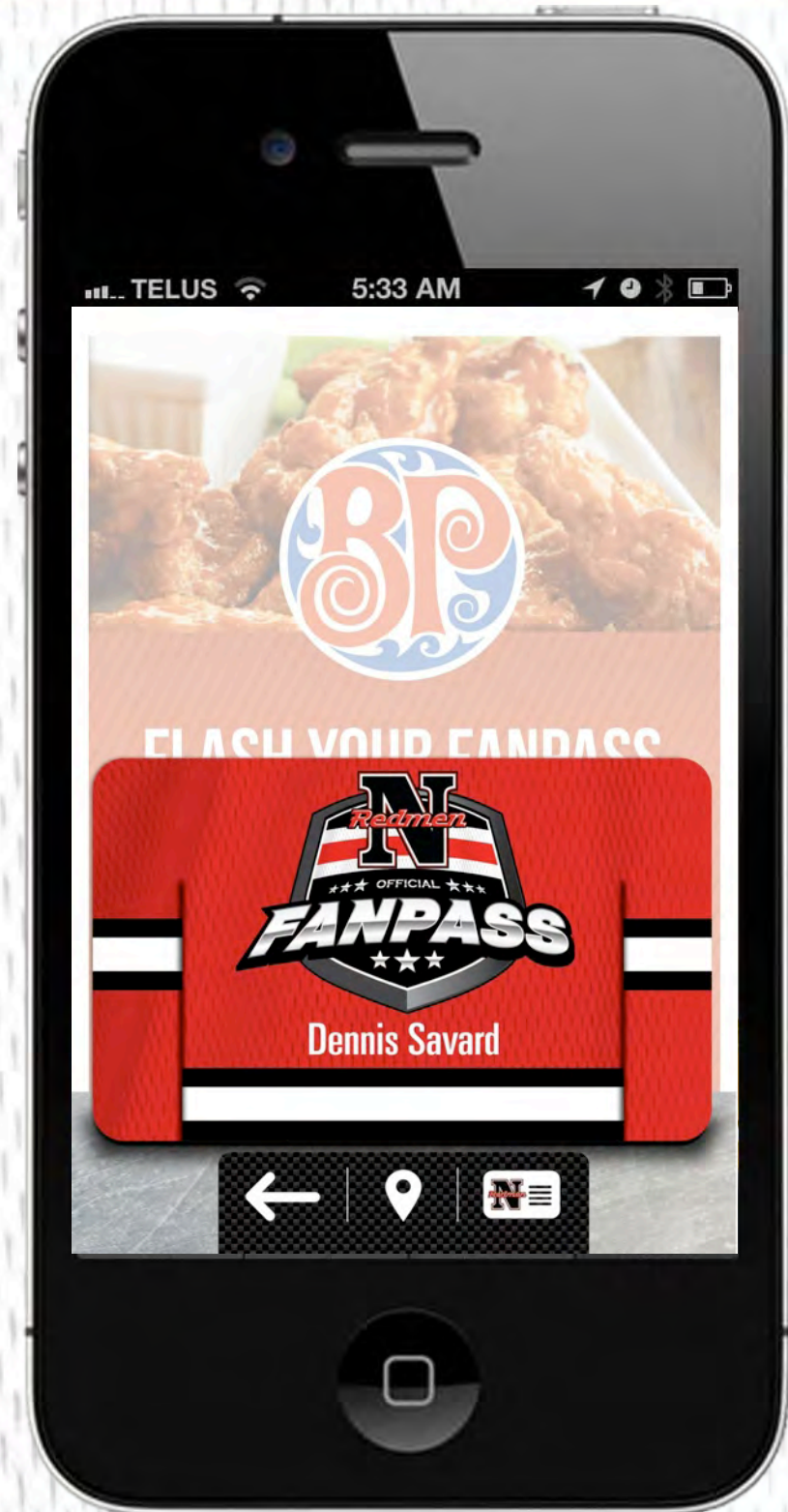




DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

# MOBILE VISIBILITY

**MOBILE FANPASS** — TO RECEIVE THE EXCLUSIVE PERK, MEMBERS SIMPLY SHOW THEIR MOBILE FANPASS AT TIME OF PURCHASE BY TAPPING THE REDMEN LOGO IN THE NAVIGATION TAB.





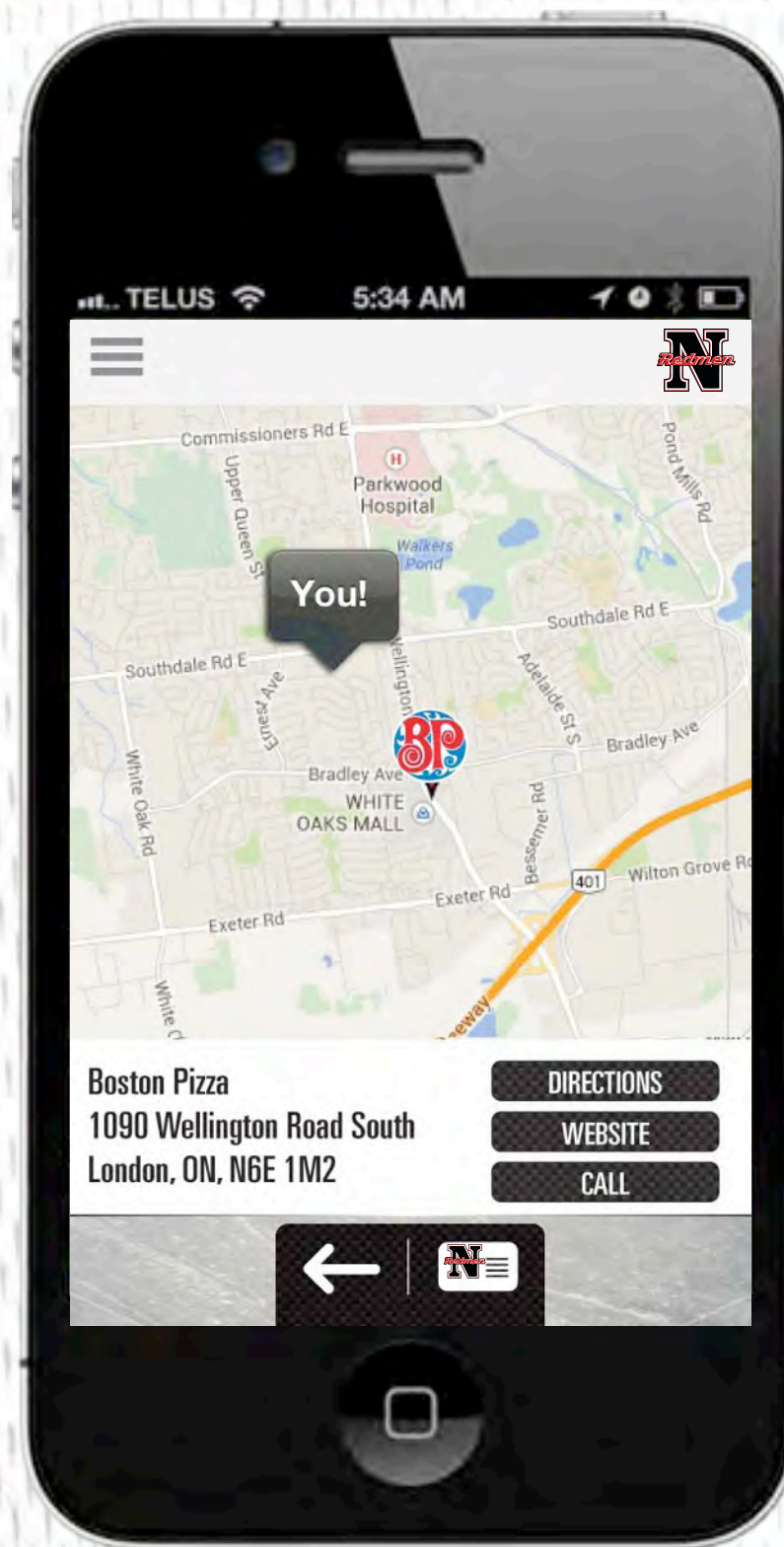


DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

# MOBILE VISIBILITY



**MAP** — WHEN ON THE PERK SCREEN, MEMBERS CAN ALSO TAP ON THE MAP ICON TO GET DIRECTIONS TO THE SELECTED LOCATION AND THE EXCLUSIVE PERK DETAILS.







DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

# NO SMARTPHONE? NO PROBLEM.

**THE CLASSIC LOYALTY CARD** —  
FOR THE FANS THAT WANT TO  
PARTICIPATE BUT DO NOT OWN  
A SMARTPHONE, WE OFFER A  
CLASSIC LOYALTY CARD THAT  
GIVES MEMBERS ACCESS TO THE  
SAME GREAT PERKS AS THE  
MOBILE VERSION.





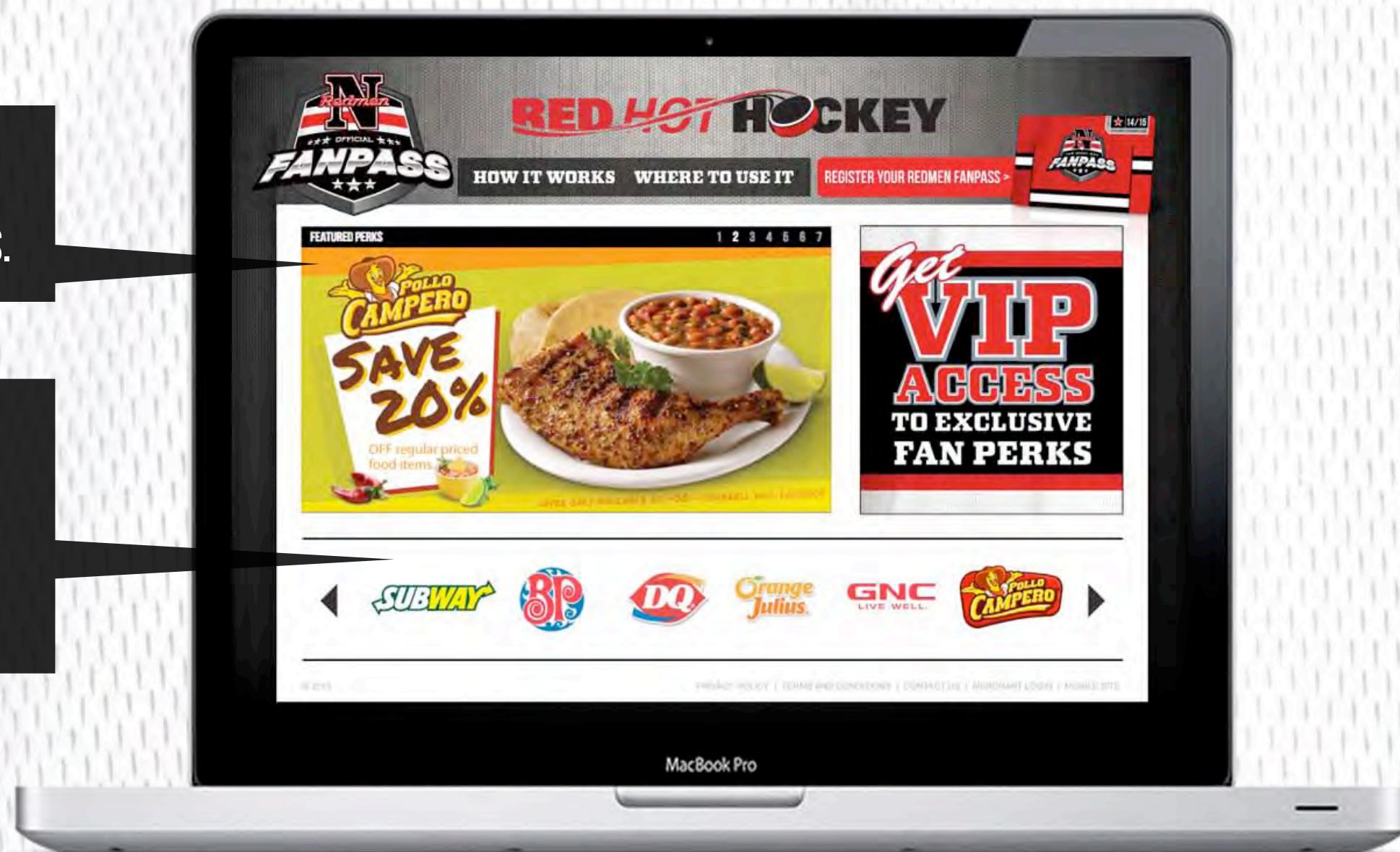


DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

# WEB SITE VISIBILITY | HOME PAGE

600 X 300 BIG BOX ADS ARE AVAILABLE EXCLUSIVELY TO REDMEN FANPASS SPONSORS.

LOGO PLACEMENT IN THE SCROLL BAR WITH A LINK TO SPONSORS PERK DETAILS IS AVAILABLE FOR REDMEN FANPASS SPONSORS.





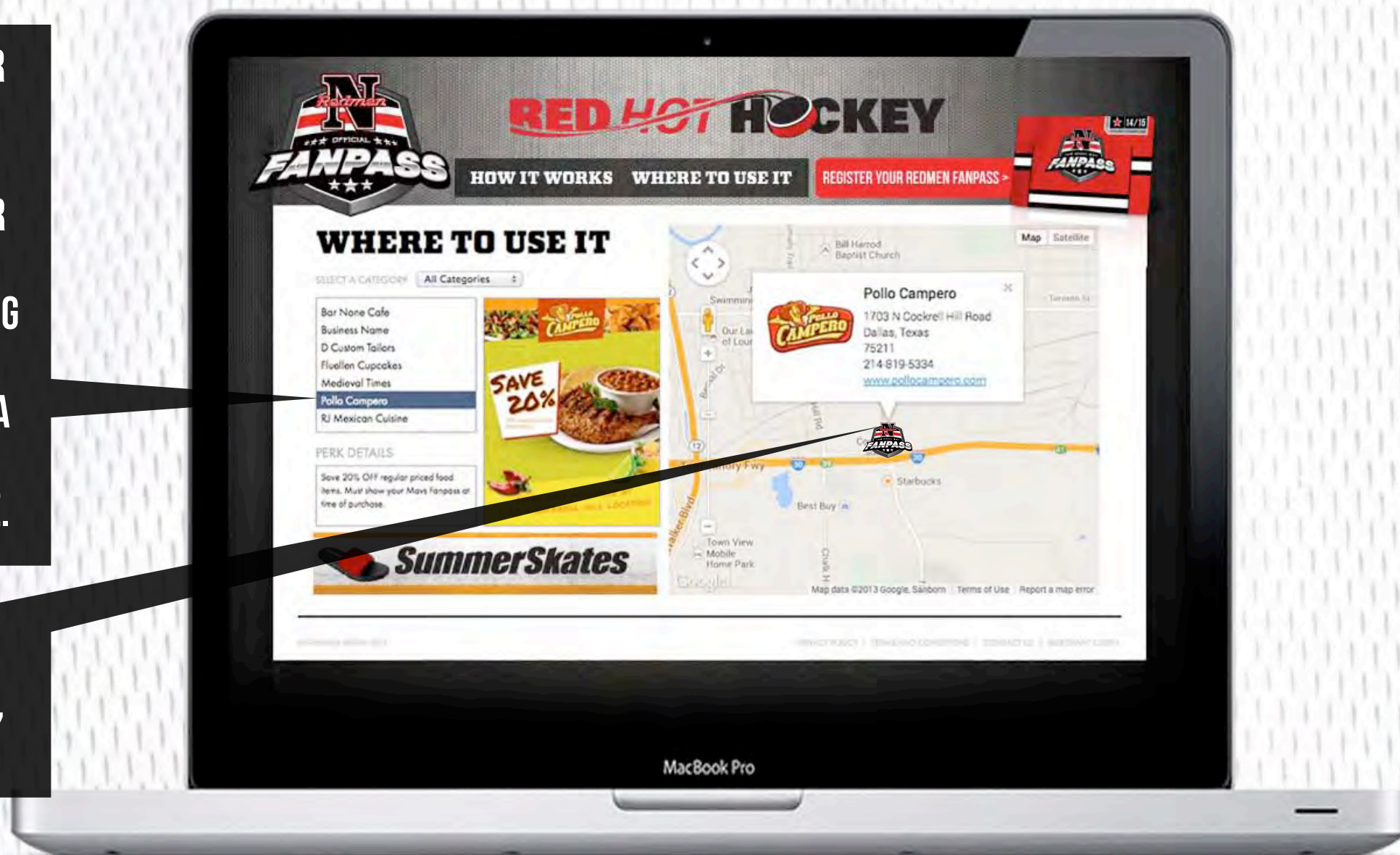


DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

# WEB SITE VISIBILITY | WHERE TO USE IT

SPONSORS ARE LISTED UNDER THEIR CHOSEN CATEGORY IN THE PERK DIRECTORY. WHEN MEMBERS SELECT A SPONSOR FROM THE DIRECTORY THEY SEE AN AD OF THE PERK ALONG WITH THE PERK DETAILS. MEMBERS ARE ALSO SHOWN A MAP PINPOINTING LOCATIONS THAT THE PERK IS AVAILABLE.

MEMBERS ROLL OVER THE PINPOINTS TO VIEW ADDRESS, PHONE NUMBER AND URL.







DRIVE TRAFFIC | CAPTURE CUSTOMERS | BUILD LOYALTY

GET IN THE GAME TODAY.

