

Smart Community Sponsorship and Partnership Options

Sponsorship Options:

- 1) **Provide \$5.00 - \$10.00 per month to Smart Community Paying Customers.** FREE option for merchants, all in app advertising and promotion provided by Smart Community, free of charge. Merchant agrees to provide \$5.00 - \$10.00 of 'redeem now' credit when customers visit. This amount is a 'use it or lose it' benefit, (unless otherwise indicated), so if customers don't use the amount specified during the month, it falls off, and the same amount is auto-loaded for next month. Sponsorship benefits below enhance visitation, increase engagement, lead to higher spending, and avoid discounting to attract large numbers of customers.
- 2) **\$1995 Yearly Options** – Exclusivity Benefits for Pre-App Payment. Check the list below, those who pay before the app is completed, will be allowed to block other competitors in their space, with exclusive in app benefits to their website, vertical, or direct business deposits from app directly to their bank account.
- 3) **Revolutionary Mobile Strategies.** Contact Smart Community for clarity since many of these strategies have never existed for small business owners in the past, and we have ways to make products look free with special gamification credits, or in app rewards provided to customers at no charge to merchants.

Sample Ideas for Sponsorship Benefits:

- 1) Naming rights inside the app and outside the app. Ideas illustrated. Naming rights available free of charge for larger merchants who provide monthly value as illustrated in #1 above.
 - a. Verizon Geo Social Scavenger Hunt
 - b. Walmart Respite Care Center
 - c. Home Depot Digital Drawing Engine
 - d. Costco Auction Engine
 - e. MGM Smart Community Pre-Paid Balance
 - f. T-Mobile Auction Rewards
 - g. Lowe's Coupon of the Month
 - h. Race Track Gas Station Package of the month
 - i. Ford Augmented Reality Car. This car can capture sponsor logos in a virtual test drive which auto-populate prizes, entries to win the car, auction bucks, and items. Illustration here – 3 min video. The AR vehicle will be much more engaging (and real), than illustrated below.
<https://www.screencast.com/t/6IT06ssy>
 - j. Virtual test drives can take place in actual neighborhoods. Consumers might (virtually test drive) a Ford 2017 Mustang and visit their local Home Depot by going down actual streets in their neighborhood! Customers actually drive down the same streets, and park in the same areas, just as if they were actually driving in their neighborhood. We can even put actual floor plans of their local Home Depot, (in app), so they can virtually visit their local Home Depot store in an identical fashion as if they were there. When they buy items from this virtual store, or post to social media during the virtual test drive, using a branded picture frame, they receive actual rewards in app to win the car, win prizes from Home Depot, earn Auction Bucks, or any number of incentives.
 - k. We can create virtual races around local communities in the virtual car, and post these race times to social media, and reward consumers for the top 10 times during any designated period. We can also reward them for branded logos they can post to their own car which is then featured on social media. Think about a custom NASCAR branded car where consumers control logos and rewards.
 - l. Shell Social Media Rewards. Social Media sharing can auto-populate rewards such as entries to win vehicles, Auction Bucks to place in our eBay type auction engine, sponsor items such as a free pizza, donations (such as illustrated below with the receipt), instant draws in app or in store with a virtual wheel, or virtual deck of cards. No other solution offers so many engaging options auto-loaded in app for deposits or social shares.

- 2) Mobile Photo custom branding with active picture frames such as you see below with Sprite. These types of social media frames are 'live' frames, which means they can take consumers to any web based location, special offer, or other location when they are 'clicked'. These frames can also auto populate rewards, entries, items, and other benefits (listed above), directly into customers mobile account. This type of innovative marketing is provided at no cost to our small business partners for simply providing value which can be redeemed once per month at their location. See sample video of a few other strategies below using the 5 minute video from Cumming, GA.
- 3) <https://www.screencast.com/t/mlwl29XMdbK>



- 4) In app promotions and benefits for purchasing from brands. Using the Geo Social Scavenger Hunt idea above, here is how we move clients from Starbucks to Atlanta Bread and reward them for visiting Starbucks from Holiday Inn down the street.
 - a. Part 1 <https://www.screencast.com/t/eMq7Ux1c>
 - b. Part 2 <https://www.screencast.com/t/7JnU4CV3dn>
- 5) Banners and Videos which auto reward people for watching or engaging with the brand. We can also issue quizzes or survey's and reward consumers for providing feedback.
- 6) Sponsoring business will be Geo Social Scavenger Hunt stops (similar to Poke Stops) with Pokemon Go which drove 1000s of people to locations without any real value being added to their account like SC.
- 7) Pictures of receipts which auto reward donations, entries, or prizes for spending money. Similar to what you see here with what I call Tweet Receipt.

We have developed a proprietary Geo Social Media Security solution for events such as Hurricane Harvey, shootings at schools such as UCC in Oregon, or other floods such as those illustrated in South Carolina. Whether this be terrorist threats, riots, school shootings, or natural disasters, Smart Community will be ready to help. As recent as August 28, 2017, senior citizens were being saved from a nursing home because of a tweet sent from the daughter of one of the tenants. This should not happen by chance, we are developing custom GEO solutions with key word benefits, battery driven social media aggregator boards, in app donations, and more. <https://www.screencast.com/t/9VaaAHcCjEwX>



Other ideas include...

- a) Augmented Reality talking logos
- b) In store beacon placement where consumers can be directed, incentivized, and communicated with in aisle, with special offers based on location.
- c) Donations for dwell times in certain sections of any location for any period of time. We can also have customers check in with an invisible Geo Fence in store which will track their dwell times. We can move them around the store in virtual check in strategy with rewards for following the clues.
- d) Augmented Reality capture of logos with an AR car
- e) Geo Fence Protection with Reverse Geo Lasso's. These types of solutions will automatically track when consumers visit competitors and remind them with a special to leave the competitor and come back to the Smart Community merchant.
- f) Numerous branding opportunities in app
- g) Social Media Share rewards with auto hash tags to sponsor brands
- h) Entries, Rewards, and Auction prizes can be assigned to sponsor purchases to protect price points and increase customer engagement
- i) Packages of the Month, Coupons of the Month, Non-Profit of the Month. Package of the day, Coupon of the Day, etc.
- j) Geo Hot Spots with Social Share Hot Spots combined
- k) Business synergy stops and rewards
- l) Custom logos can be placed on the Augmented Reality car by the consumer and earn rewards from the brands on his car
- m) Smart Clothing which spells brands name like a virtual monopoly game when consumers get close to certain items of clothing such as back pack, hat, or shirt. The app will know when certain clothing is being worn and auto reward consumers for wearing clothes when penetrating Geo Fences.