

VIRTUAL FANS AND FAN CUTOUTS

Attending live sporting events may be on hold for now, but the love of a sports fan never waivers. No matter where they are, they'll continue to support their favorite team donning their jerseys and cheering them on to victory.

However, generating revenue for your teams may be a challenging with ongoing limitations for in-person attendance. Your solution – Source One Digital's Virtual Fan Program. Virtual fans and custom fan cutouts are being adopted by all types of sporting events from youth sports to the major leagues. Our program effectively helps players, teams, and leagues engage with their fans, support charitable causes, or generate additional revenue from lost ticket sales.

Let's get the fans back in your team's stadium and arena!

POPULAR PROGRAM USES

- Generate revenue for teams or charitable fundraising initiatives
- Spark social media buzz
- Create sponsor inventory opportunities
- Act as unique social distancing spacers
- Inspire a fun atmosphere for players and viewers when attendance is limited



VIRTUAL FAN PROGRAM

- Turn-key system that will make your program an instant success, offering virtual fan styles that are designed to fit your seating types
- Variable seating options and pricing as determined by the team/league
- Back-office ordering portal that is customized to your team/league
- Management of all orders and collection of payments
- Setup and production of all images
- Product is packed by ticket group and shipped to the designated location
- Installation available, if needed

LAUNCHING YOUR PROGRAM

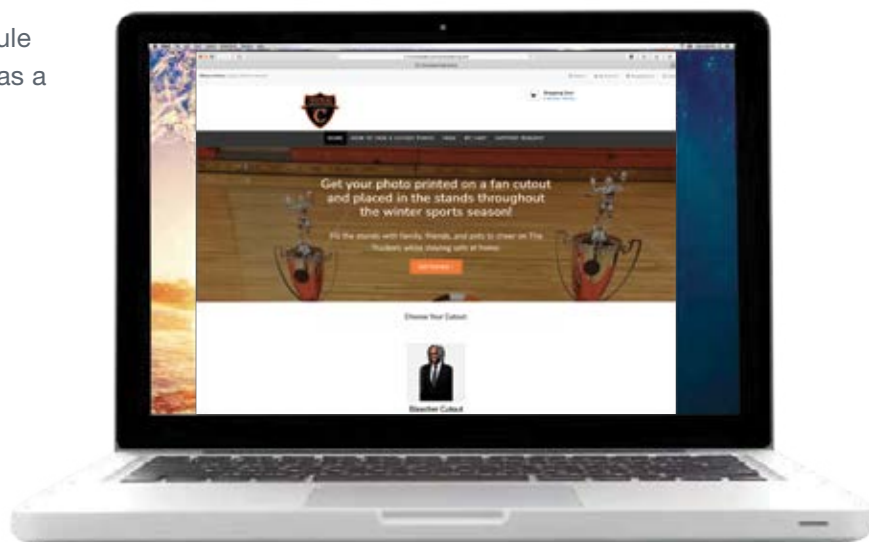
The following items should be considered and are required by Source One Digital prior to creating your hosted ordering site:

- ☐ Your logo
- ☐ Photos of your team or organization
- ☐ Photos of your mascot or a recognizable individual to use on cutout examples
- ☐ Potential ticket options/levels and corresponding prices
- ☐ Targeted dates for the site to go live
- ☐ Date of the actual event
- ☐ Shipping location and contact information

Source One Digital will provide a production schedule based on your dates and shipping location as well as a guideline for fans to properly take photos.

COLLECTING AND DISTRIBUTING FUNDS

1. The hosted website collects all the funds as cutouts are sold
2. You will be billed based on the number produced and agreed upon volume pricing grid
3. Source One Digital will provide an order report
4. Deductions will be made at the appropriate price for each cutout sold as well as the shipping and handling charges from the amount collected
5. A check for the funds will be sent from Source One Digital to the designated organization



HOW IT WORKS

Fans Purchase Virtual Cutouts	\$50 each
Quantity Sold	x 200
TOTAL	\$10,000
Website, Setup, and Production	- \$4,200 (\$21 each cutout)
Shipping Charge	- \$500
FINAL PAYMENT PROVIDED TO SCHOOL	\$5,300