

# FANZONE™

## GET INTO THE GAME

**MTP Software FanZone™** is the first fan experience app to bring the fans **INTO** the game.

With **REAL-TIME** integration with **SCORE CRM™**, and **SCORE CRM GameDay™**, **FanZone™** will interact with the fans from ticket scan to the end of the game and beyond.

### Bring your Fans INTO the Game

Unlike stand-alone apps, **FanZone™** runs on the **SCORE CRM™** platform and is seamlessly integrated with all major ticketing systems and **GameDay™** to maintain a history of customer seating, food and merchandise preferences.



### Sponsor-friendly promotions, messaging, and contests

**FanZone™** ties to the **SCORE CRM™** platform enables pre-game, post-game and in-game sponsored targeted pulse marketing opportunities. In-game and season-long **FanZone™** contests ensure longer stays and frequent returns.

## Advanced Marketing Opportunities

Quickly and easily target fans by buying patterns, past preferences in seating area, ticket type, day of week, opponent, games attended, and so much more.

Combine GameDay's™ in-game capabilities to keep fans engaged from beginning to end.



## In-Seat Ordering

Significantly increase concession sales by enabling on-demand in-seat ordering of a full menu of available options.

Extend this "premium" feature beyond just the luxury seats and season ticketholders.

**Call or Email MTP Software today for a FREE Demonstration**

**MTP**  
Software

**Toll Free: 1-855-MTP-SOFT (687-7638)**  
**[www.MTPSoftware.com](http://www.MTPSoftware.com)**