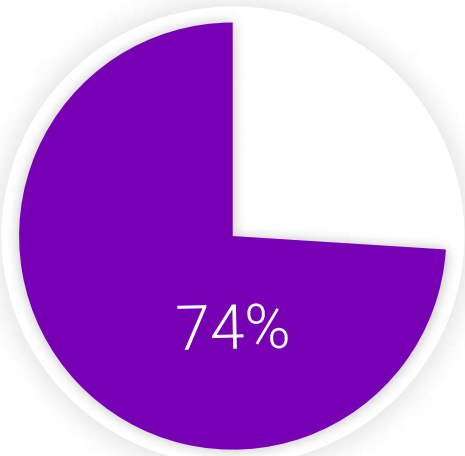
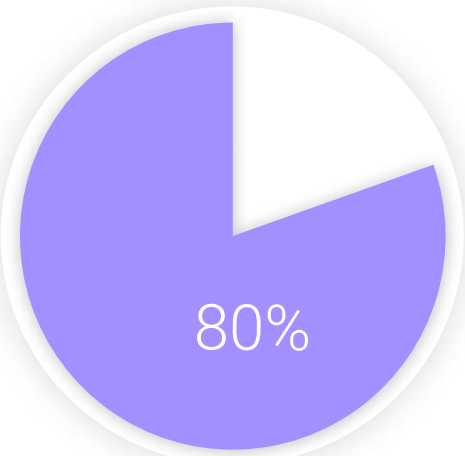
TRIVIA EVENTS PUT BUTTS IN BARSTOOLS...

...plus the demographic is exactly what you are looking for

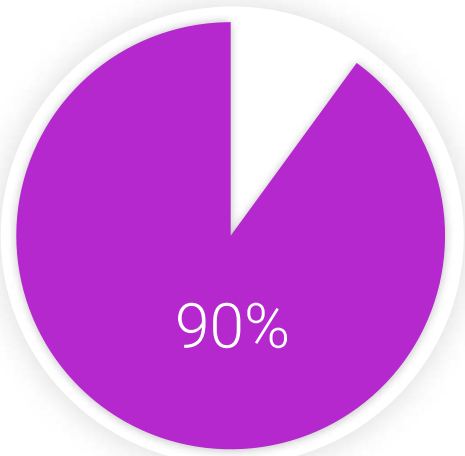
Demographics



College Educated



Young Adults



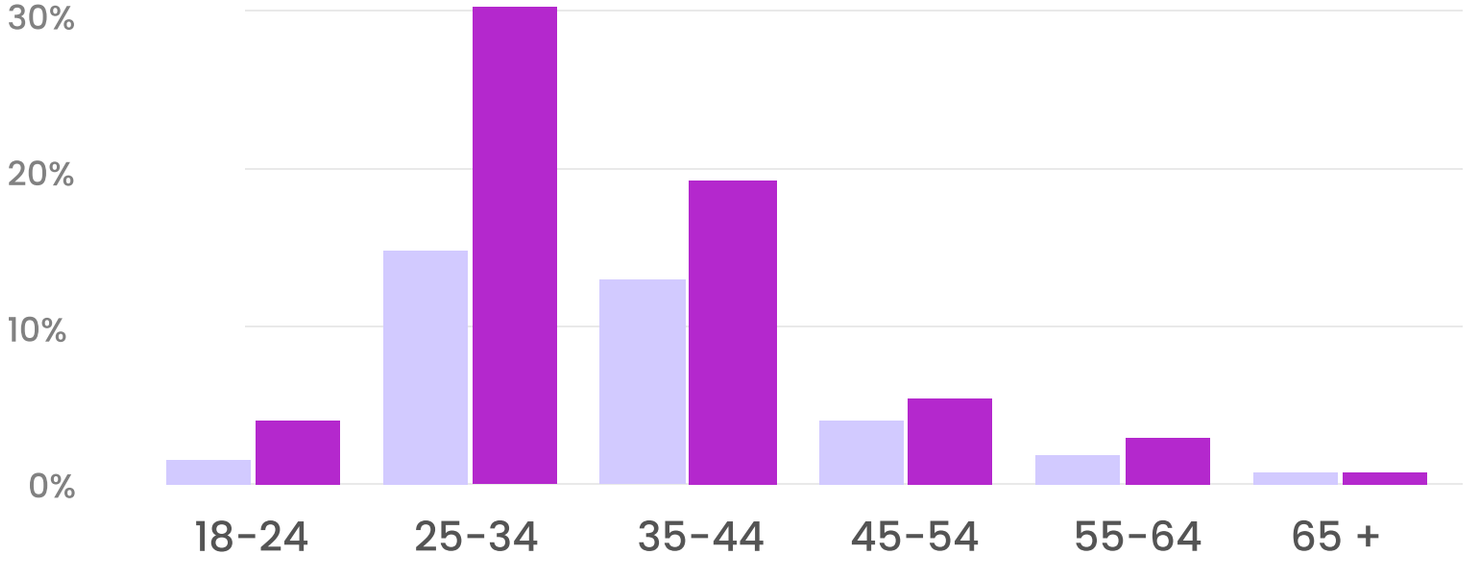
Beer Consumers

Gender

Men	**39.80%**
Women	**60.20%**

Age

40%



TRIVIAMATIC

BUTTS IN BARSTOOLS

Actual 2019 Numbers for Washington DC

186,022 Players

53.7 Avg Players Per Event
From 22 to 183 Player Per Event

3,467 Events

68 Locations
$1,375 - $2,100 Total Sales Per Trivia Event

$5,115,605 In Sales

$1,476 Per Event

TriviaMatic

BUTTS IN BARSTOOLS NUMBERS FOR SMALLER VENUES

20-30 Players Per TriviaMatic Night

$25-$30 Spend Per Player

$500-$900 Total Sales Per Triviamatic Event

52 Trivia Nights Per Year

$26,000 - $46,800 In Yearly Sales Per Location

50 Locations

$1,300,000 - $2,340,000 Sales Increase for small Clients

TRIVIAMATIC

BUTTS IN BARSTOOLS NUMBERS FOR LARGER VENUES

100-150 Players Per TriviaMatic Night
$25-$30 Spend Per Player

$2500 - $4500 Total Sales Per TriviaMatic Night

52 Trivia Nights Per Year

$130,000 - $234,000 Yearly Sales Per Location

50 Locations

$6,500,000 - $11,700,000 Sales Increase For Your Clients

TRIVIAMATIC

TRIVIAMATIC CAN DRIVE A $10 MILLION SALES INCREASE BASED ON AVERAGES OVER 100 LOCATIONS

Small Venues
50

Large Venues
50

100

$1.8M	$8.8M	$10.6M
36x	176x	100x

Return on Investment

TRIVIAMATIC

KPIs WITH MIND BLOWING RETURN ON INVESTMENTS

1. Attract

more people to bars and restaurants on slow nights

2. Boost

average sales per guest and on-premise consumption

3. Build

awareness with branded events and in-app advertising

4. Engage

directly with guest using mobile notifications and emails

5. Viralize

with social media integration and promotions

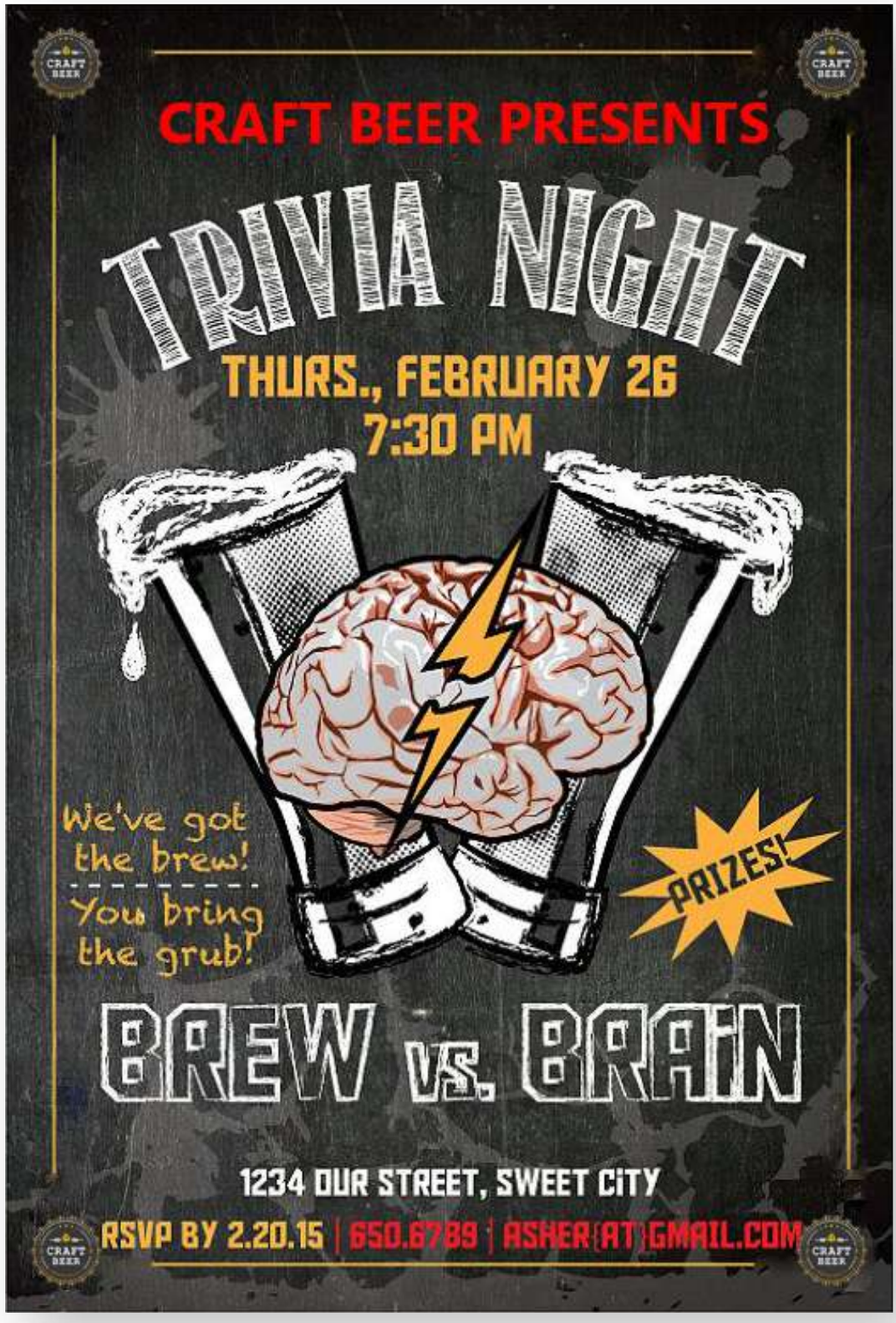
6. Retain

customers through gamification and weekly group play

TRIVIAMATIC

1. ATTRACT MORE PEOPLE TO BARS AND RESTAURANTS ON SLOW NIGHTS

Turn Your Slowest Day Into The Most Popular Day Of The Week!



Example Functionalities

- Trivia nights are destination events, bringing customers out to venues on the nights venues need those customers.

- Triviamatic brings butts to barstools any day of the week!

TRIVIAMATIC

2. BOOST AVERAGE SALES PER PERSON AND ON PREMISE SAMPLING

Real World Example From One Venue In Washington DC Market

Before Trivia Nights

- 106 kegs sold in a trivia year
- 103 Angry Orchard
- 2 Sam Adams
- 1 Winter Lager

$14k

Sold to the bar by the distibuter without trivia

After Trivia Nights

- 563 kegs sold in 12 months
- 343 Angry Orchard
- 115 Sam Adams
- 57 Winter Lager
- 48 various others

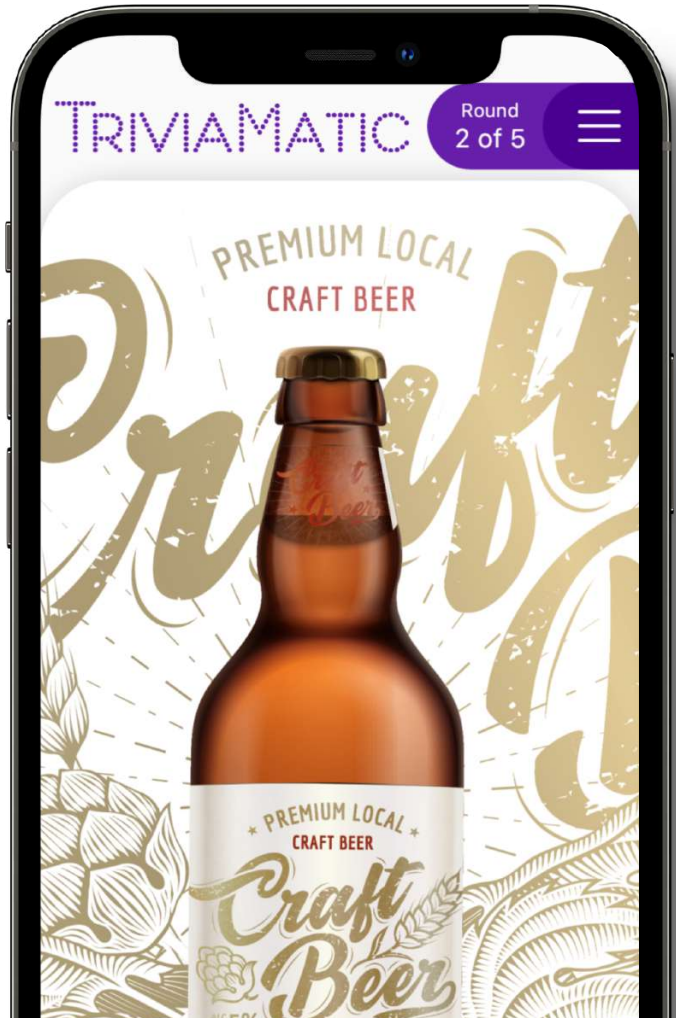
$73k

Sold to the same bar with trivia nights nights promotion promotion

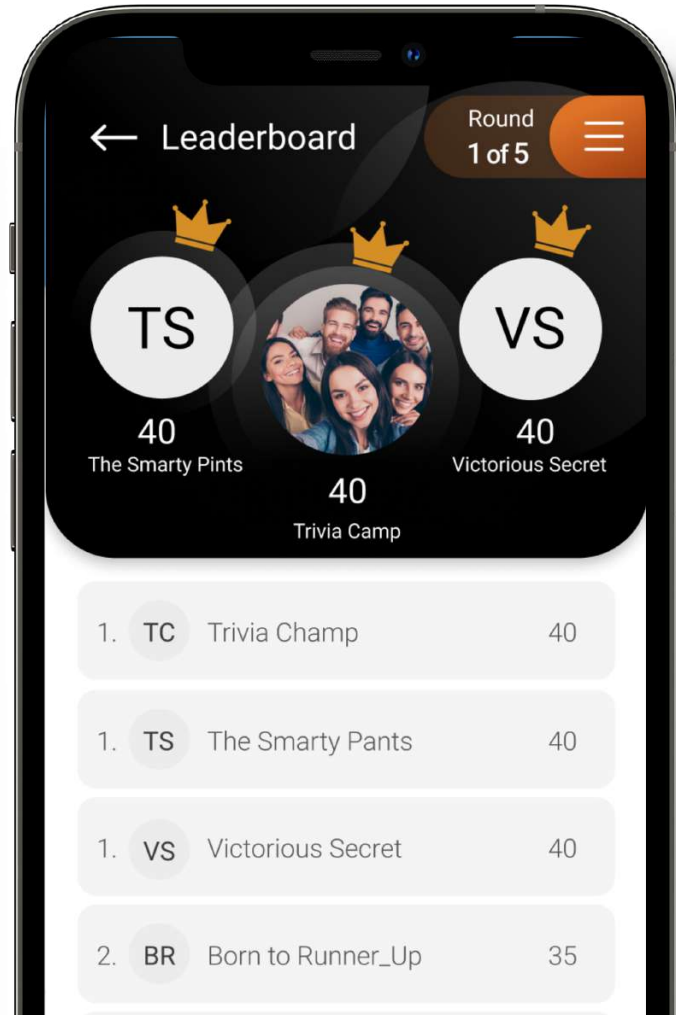
TRIVIAMATIC

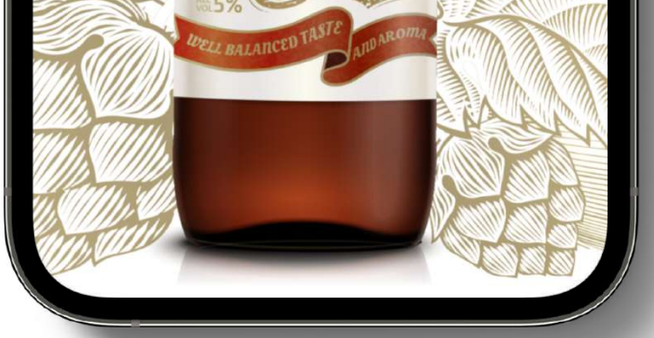
3. BUILD AWARENESS WITH BRANDED EVENTS AND IN-APP ADVERTISING

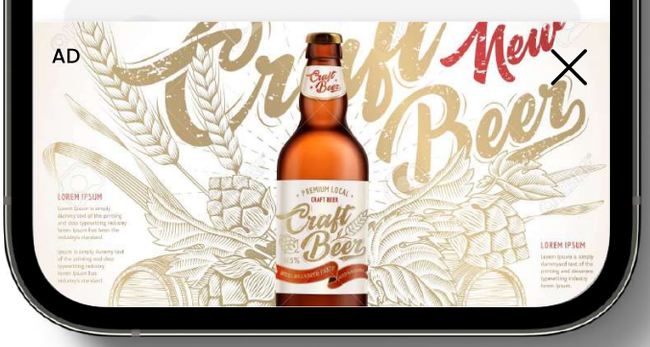
IN-APP ADVERTISING



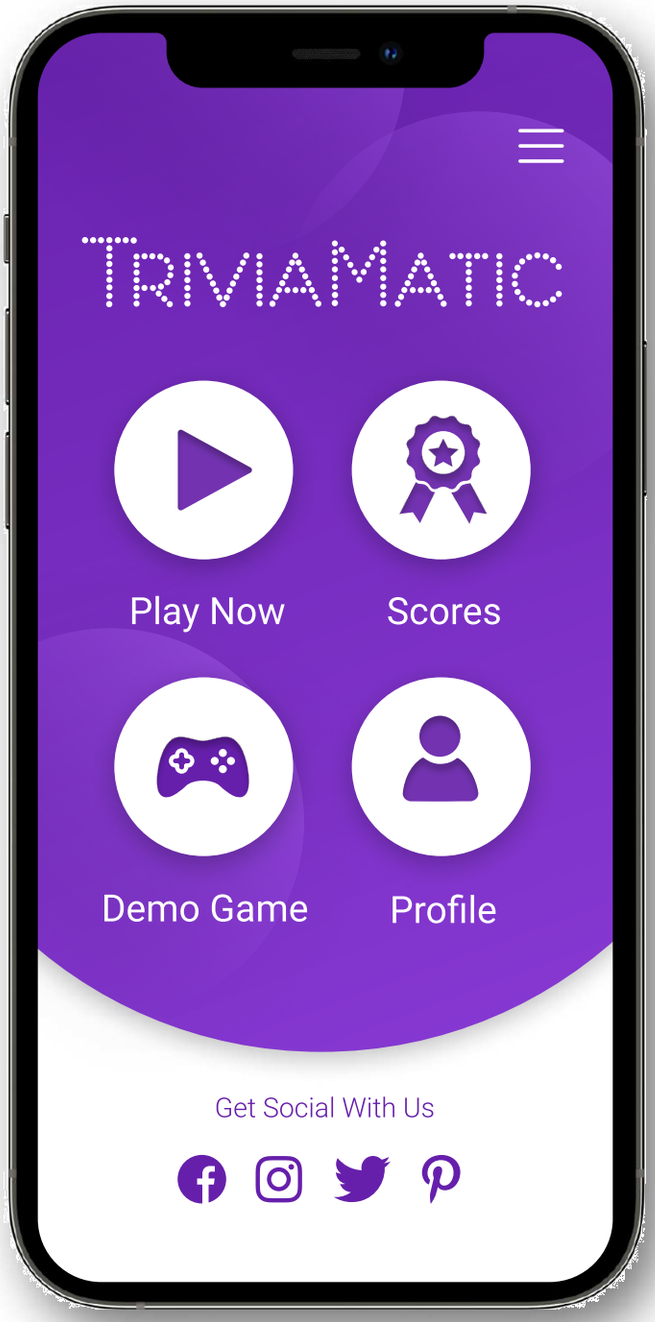
LEADERBOARD

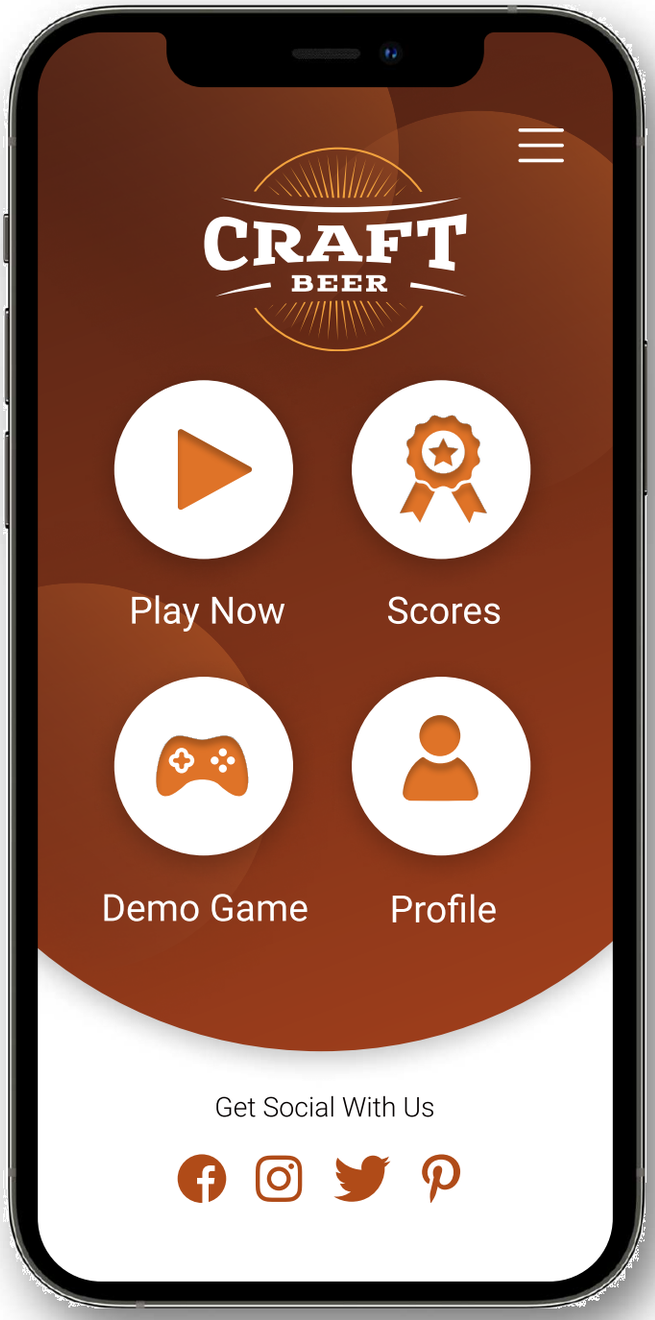



WELL BALANCED TASTE
AND AROMA


AD
New
Beer
Craft
Beer

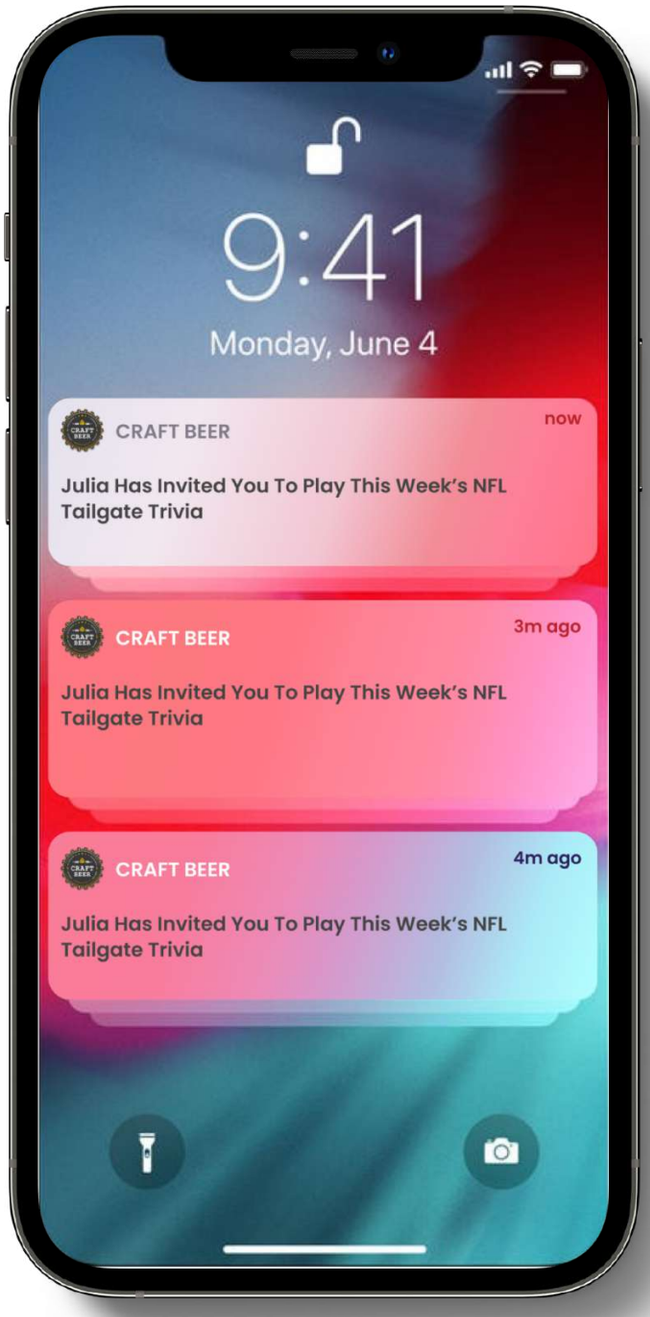
BRANDED APP


TRIVIAMATIC
Play Now
Scores
Demo Game
Profile
Get Social With Us

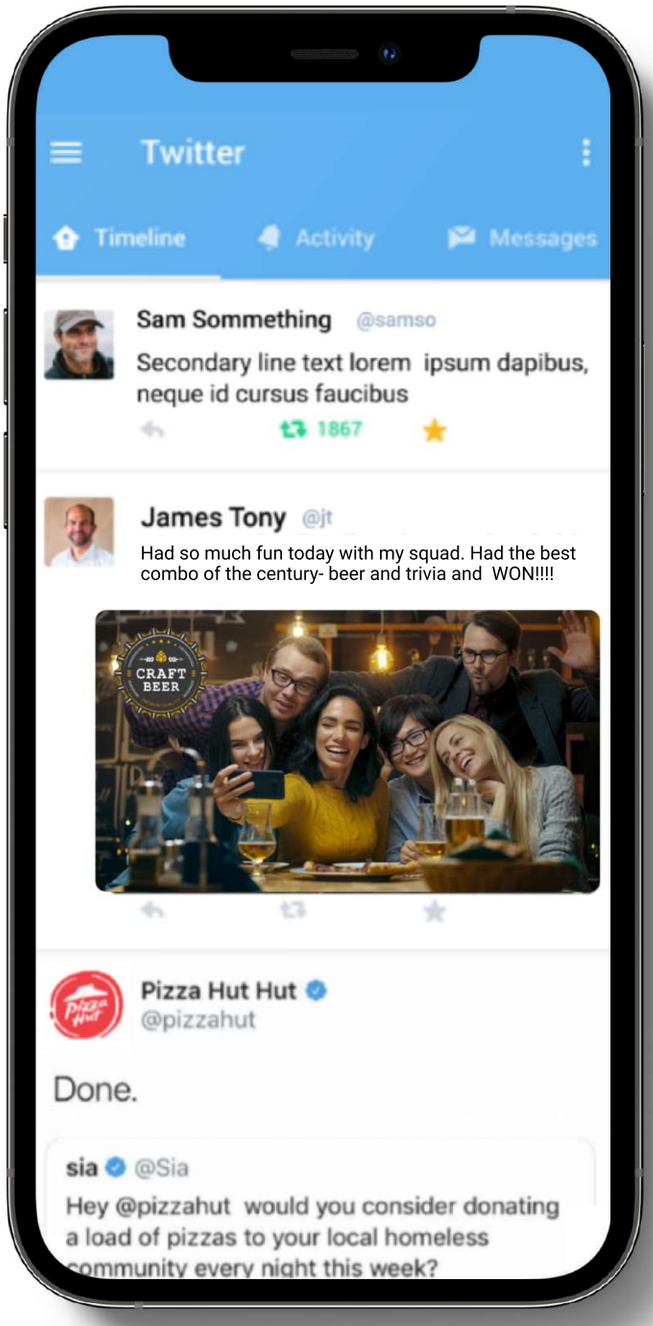

CRAFT
BEER
Play Now
Scores
Demo Game
Profile
Get Social With Us

4. ENGAGE DIRECTLY WITH GUESTS USING MOBILE NOTIFICATIONS AND EMAILS

PUSH NOTIFICATIONS



SOCIAL MEDIA POSTS



DIRECT EMAILS

Join Us for Beer and Trivia for the Weekend! Inbox ×

Craft Beer <craftbeer@info.com> Unsubscribe Mon, Sep 27, 6:24 PM (20 hours ago)
to me

Join us at BREW vs Brain on Friday for Beer and Trivia!

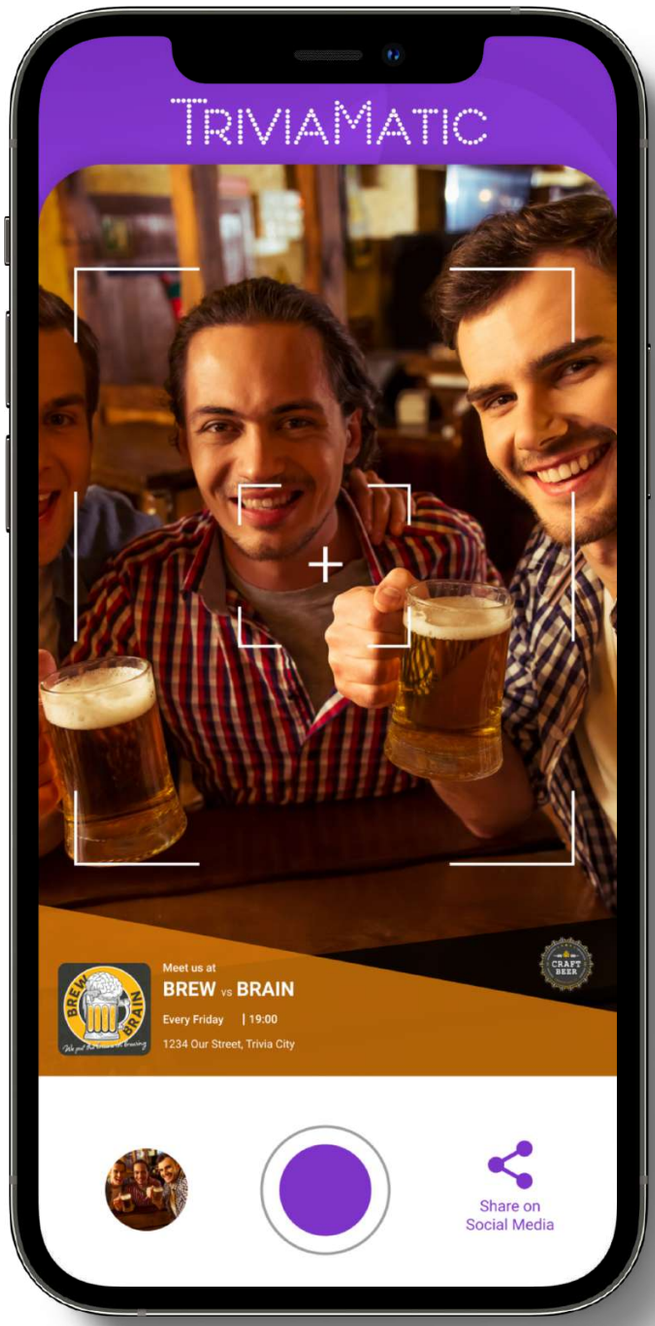
🔥 Hey our beloved City Trivia street meet 18th Street Brewery. NEW to our shelves, these stouts come from Gary Indiana, quite a ways from the cobblestones we call home. Founded in 2010, 18th street became official in 2013 with their heavy duty DIPAs 🍻, and quickly expanded to a larger space still in their home state of Indiana.

We can't imagine hunting, or what a hunter would drink for his/her hunt, but if we had to choose a beer, these creatures would do the trick. Warming through and through and nutritious, these Midwestern creations are loaded.

Pre-order

TRIVIAMATIC

5. VIRALIZE WITH SOCIAL MEDIA INTEGRATION AND PROMOTIONS



Today social media is ingrained in our daily lives and people want to share what they love...

- Food & Drinks
- Friends and Family
- Accomplishments

The more people get invited, the more games they play, the more food & drinks are ordered and the more people want to share.

Going viral on social media is FREE and the most effective marketing strategy for brands to increase awareness and sales.

TRIVIAMATIC

6. RETAIN CUSTOMERS THROUGH GAMIFICATION AND WEEKLY GROUP PLAY

TRIVIAMATIC

FULL KPI ADVERTISEMENT DASHBOARD

AD Value

$1,132,790.00

Clicks

2,774

Previous period

8%

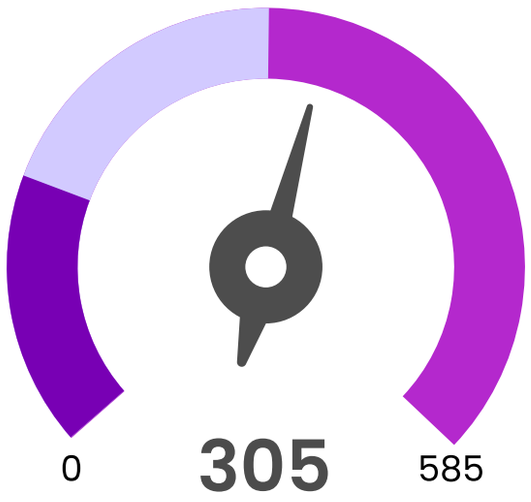
Previous year

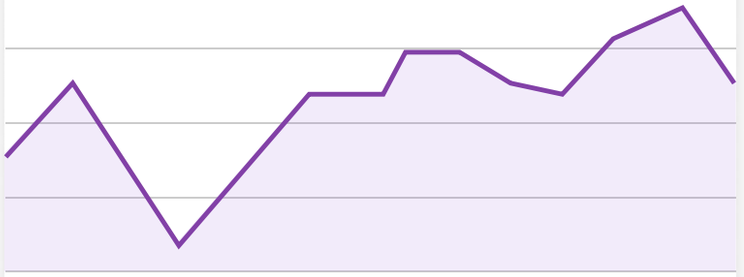
16%

Value Per Conversions

$39.78

Conversions





Previous period
10%

Previous year
13%

Impressions

130,214

Previous period
9%

Previous year
16%

Conversation Rate

10.99%

Previous period
1%

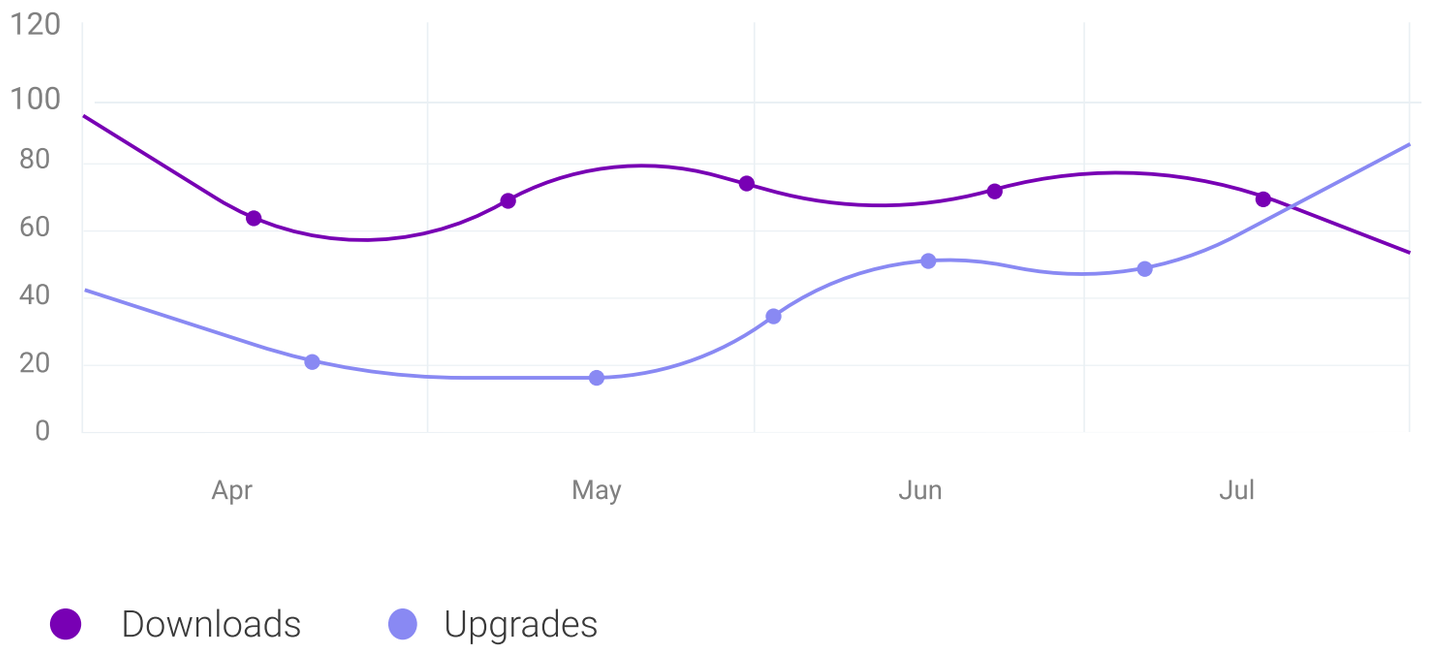
Previous year
14%

Click-Through Rate (CTR)

2.13%

Previous period
10%

Previous year
20%



Cost Per Thousand Impressio...

$93.18

Previous period

Previous year

Click-Through Rate (CTR)

$4.37

Previous period

Previous year

8% 14% -11% 16%

TRIVIAMATIC

How easy is it to introduce a new product to a venue?

- A weekly trivia night is the perfect opportunity to introduce your product you want to sell to a captive audience

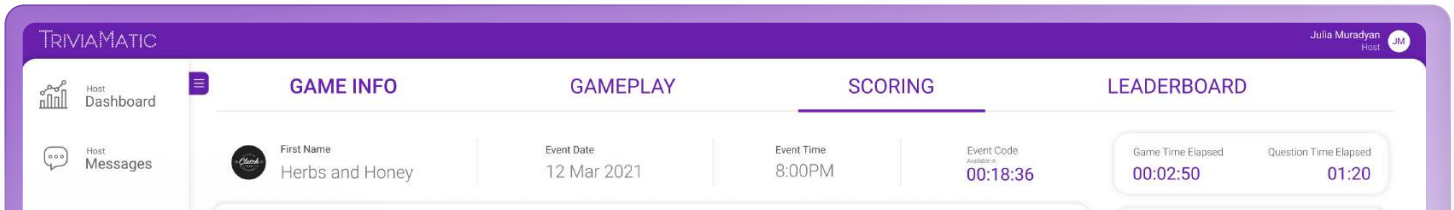
- A single brand can sponsor the entire year's trivia nights, so that you can negotiate with the venue to add that product for the entire year

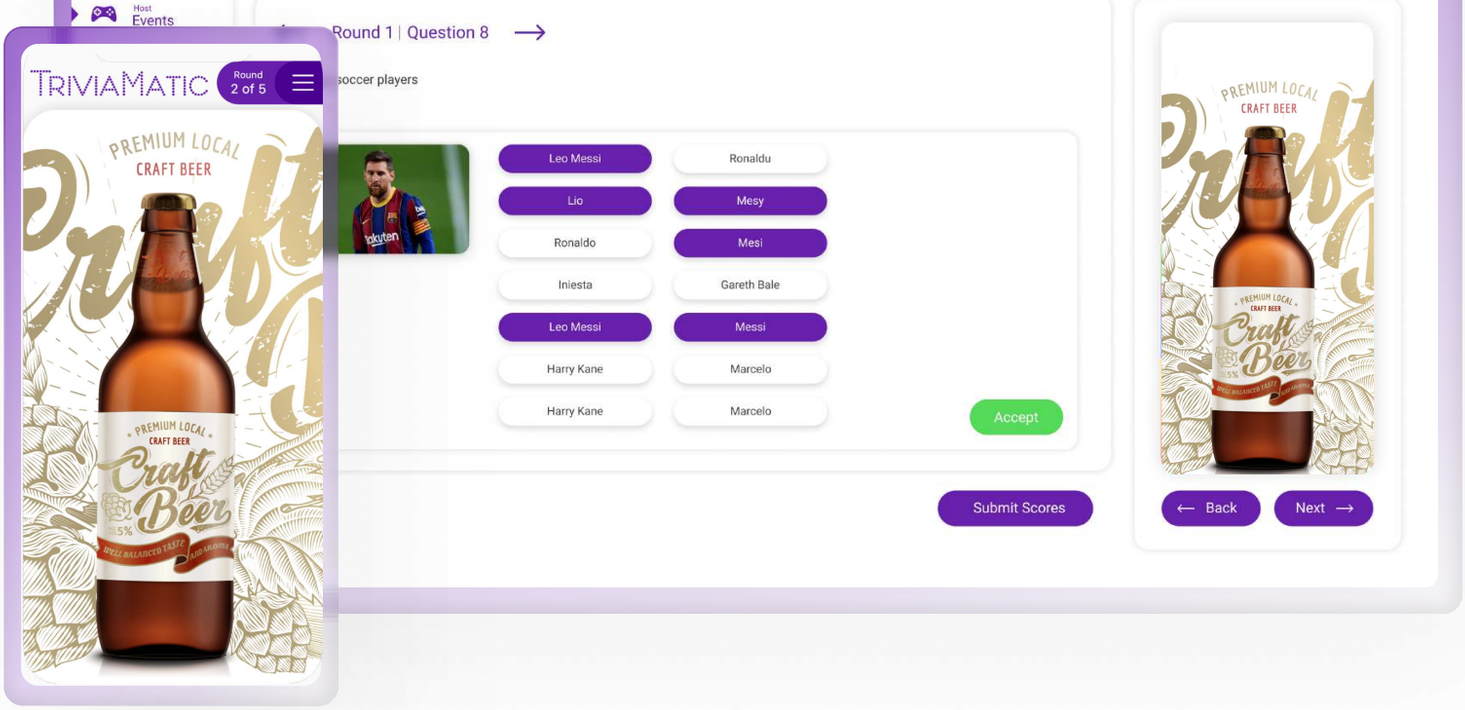
- Each weekly trivia night can have specials for your product

- In game/app advertising also promotes your products so sales of that product increase and the venue sees a positive return on their purchases from your business

- Venues will be more willing to add your new products since you are providing an opportunity for them to make money on other items during trivia night. Ex: food sales

How easy is it to adjust on-site marketing?





- Triviamatic in-game ads can be changed anytime so you can promote whatever product you wish to promote
- Individual rounds can be sponsored by different products that can be changed anytime
- Social media, online, and in-game campaigns can be designed to focus attention on whatever product you want to push in the moment
- On-site leaderboards, prizes, and giveaways are all up to you, you have 52 chances in a year to put product in people's hands
- Branded image frame, with in-app photo which is shared to social media.

How easy is it for you to schedule on-site promotional teams?

- Since you will be sponsoring a weekly event at a venue, you will have access to how that event is presented:
- Have promotional teams on location every week as a "show of support" for those venues
- Negotiate a special with the venue and provide swag, special prizes, etc.

- You have your brand exposed to a captive audience for 2 hours at EACH venue EVERY week located at the point of consumption. Imagine the value of that!

- We can train trivia hosts so that every week your branding, marketing messages, and products are at the forefront of each event

How easy is it for you to survey large groups of customers?

- Increase chances to learn directly from your customer base what their opinions are of your products by adding surveys in-between rounds to be filled out [which will give players a booster in the next round]

- Have survey results and player demographics sent to the online dashboard daily

- **Negotiate sales of products to the venues using data from their own customers!

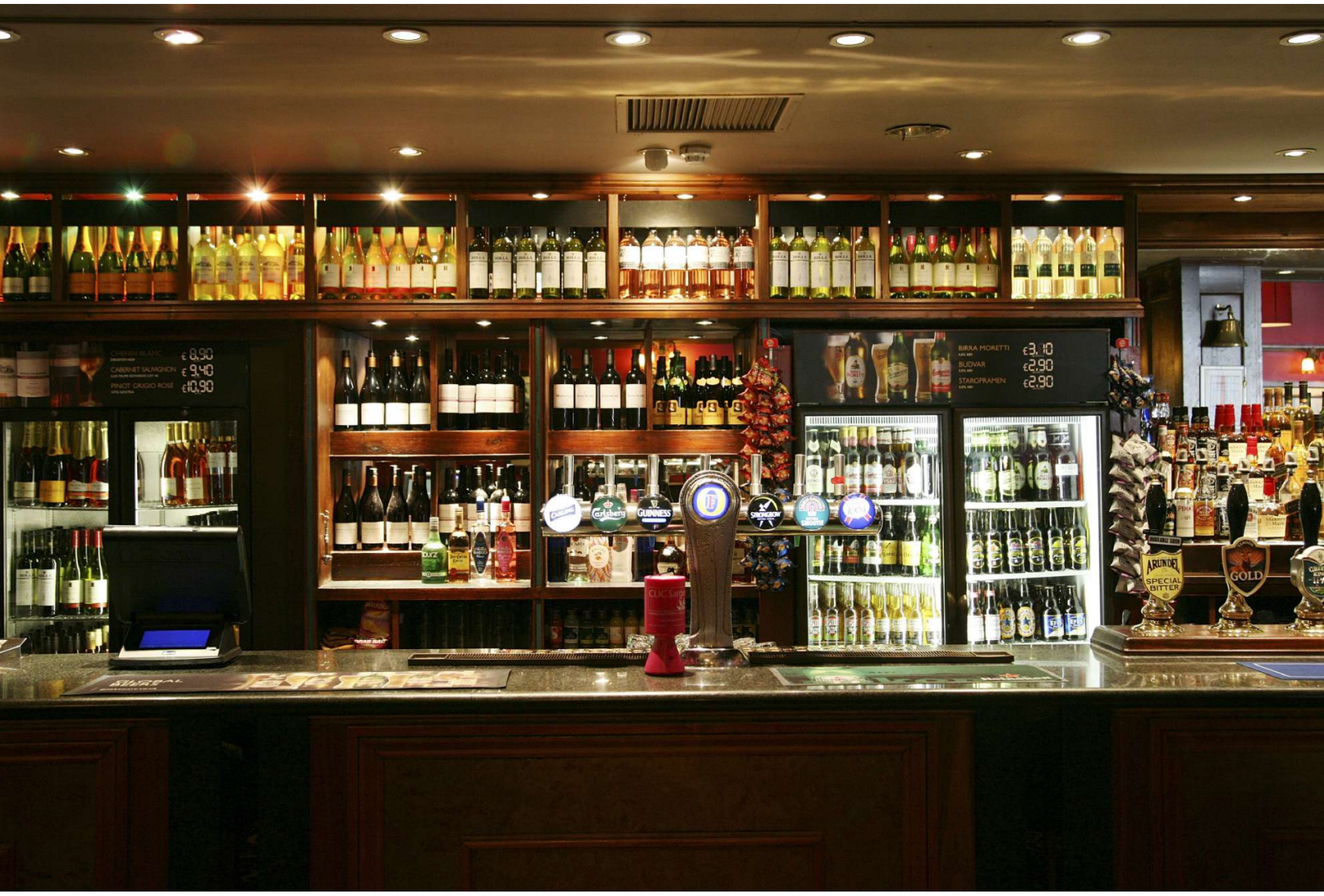
How easy is it for you to develop positive working relationships with your venues?

- **Save venues $6000-$12,000 a year.** A venue currently pays anywhere from $125-$250 a NIGHT for trivia. We are allowing you to offer them this service for FREE [the cost of providing a host is their decision].

- **Boost venue revenue by $35,000- $45,000 a year.** Average trivia player's bar tab is between $25-$30 dollars. If that venue averages 30 players (low estimate) a night, that venue will be making $600-$900 per trivia night.

- **Open up venues to your sales team.** Promote, stock, and/or add your product lines by showing your clients that you want to help them stay in business, and that your relationship is not just about buying your product.

What is the bottom line for your business?



- On average trivia nights cost between $125-$250 a night for a venue.
- We are offering you everything needed to host a live, fun, and exciting trivia night event for only $25 a night.
- That boils down to roughly $1300 annually per venue.
- Is $1300 a year per venue worth:
  Being able to negotiate your product(s) being served at that location for 1 year
  Being able to have access to a live crowd at that venue each and every week
  Having your brand's marketing campaigns delivered to customers' phones and literally in front of their eyes for at least 2 hours a week.
  Having the ability to survey actual customers each and every week with demographics included

Boosting overall sales at your clients venues so they stay in business and credit you for helping them make money
Being greeted with a smile when you visit your venue.

- Now take all of the above and multiply it times the total number of venues you serve.

THE SPECIALIST IN TRIVIA + TECH

TRIVIAMATIC

Combined 35 years of experience in Technology and Trivia

DIGITAL POMEGRANATE

Tech solutions for businesses around the world

20 years of experience designing and producing mobile and web apps across the world

20+ countries, including the **USA, Brazil, UK, Australia, Japan, China, Germany** and etc.

Offices in New York, Armenia and China

City Trivia is a multifaceted live entertainment company, specializing in creating innovative, exciting, and fun trivia events.

15 years of experience writing trivia for

20,000+ public and private events all over the USA with **300,000+** people attending destination events **per year**

750 Global events at U.S. Embassies, Consulates, and

Military Bases in **65+** countries on 6 continents

Published the trivia book: *We Don't Know Either*

Todd Fabacher

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