



The communications platform for the calendar  
**Sponsor Benefits**



# ECAL

## The communications platform for the calendar.

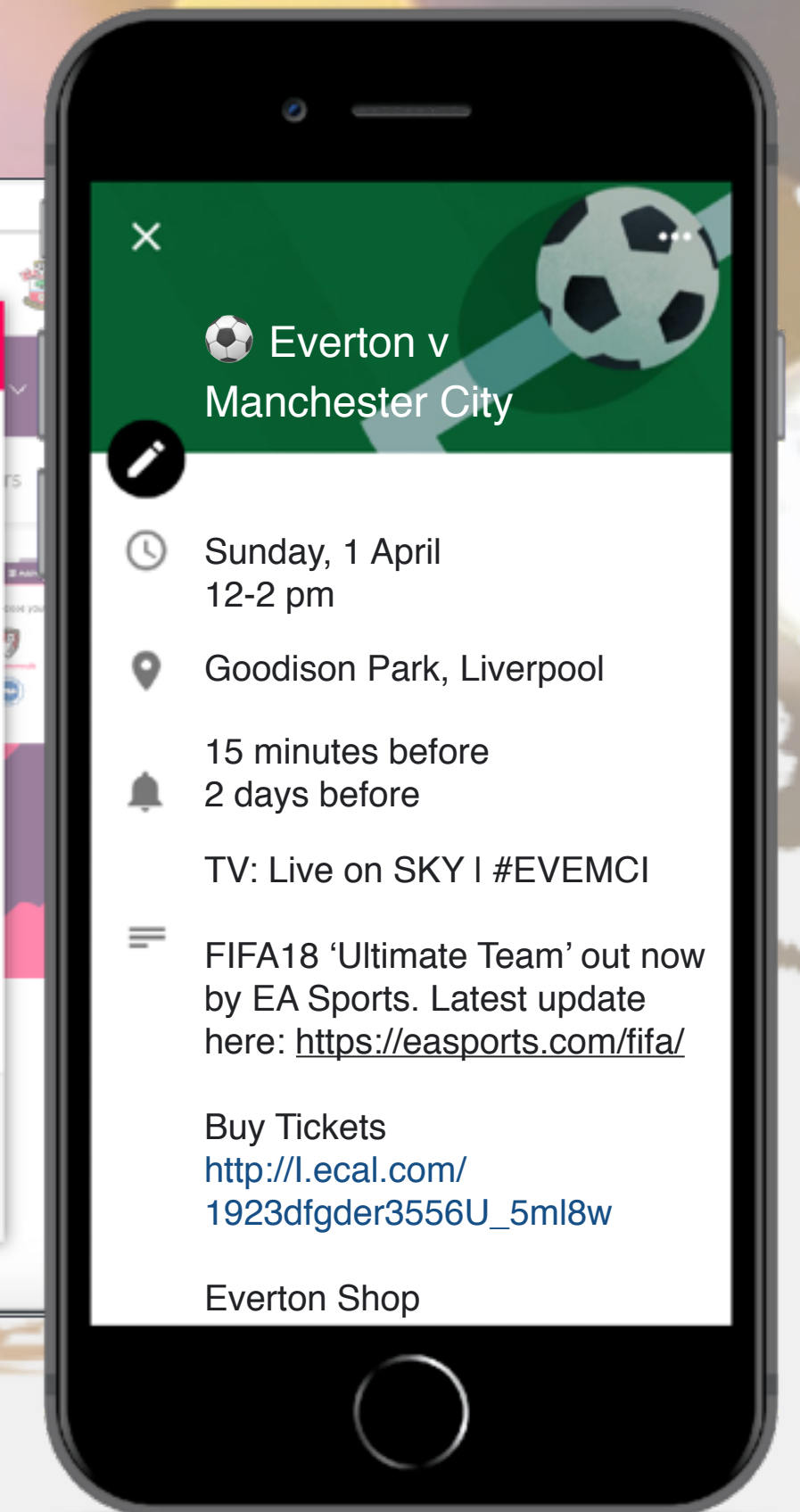
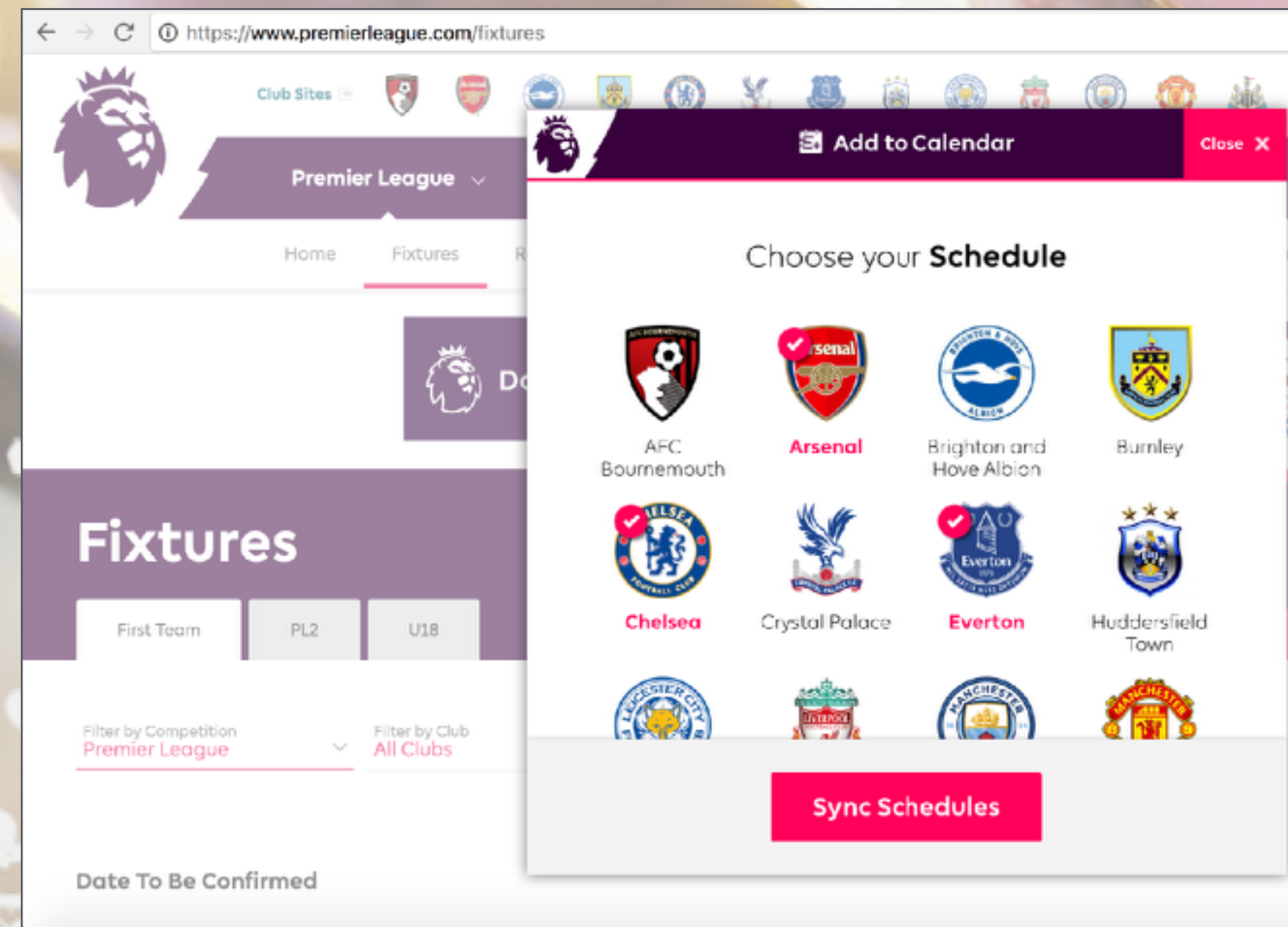
### Exclusive Sponsor Opportunity

ECAL is the world's leading calendar communications, marketing and data platform for major enterprise.

ECAL's 'Sync to Calendar' technology enables brands to connect directly with the personal calendar of customers, for communications at the 'right time', in the right place.

For **sponsors**, ECAL is an exciting new digital asset, offered exclusively to a single brand, with highly valuable benefits.

ECAL takes the sponsor brand, and products, into the digital life schedule of customers, enabling a **powerful** and **intimate** connection.

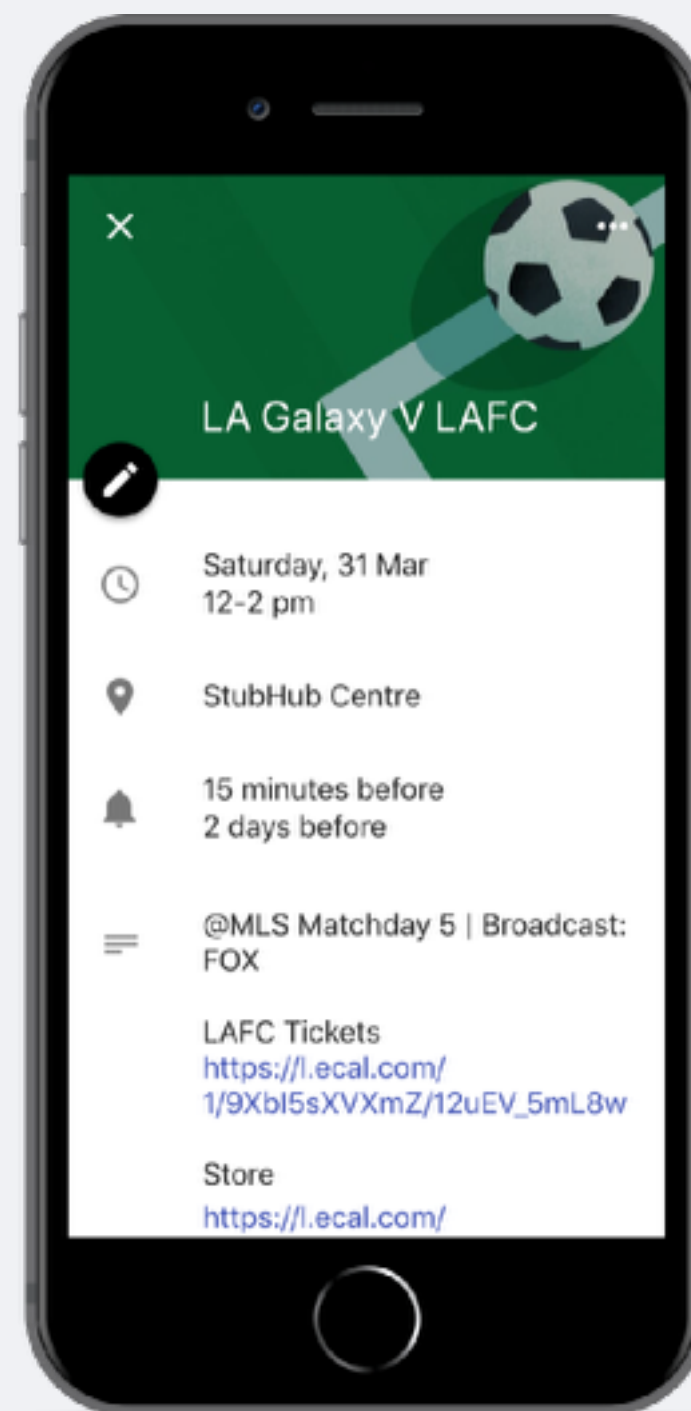


# ECAL

## Popular Use Cases

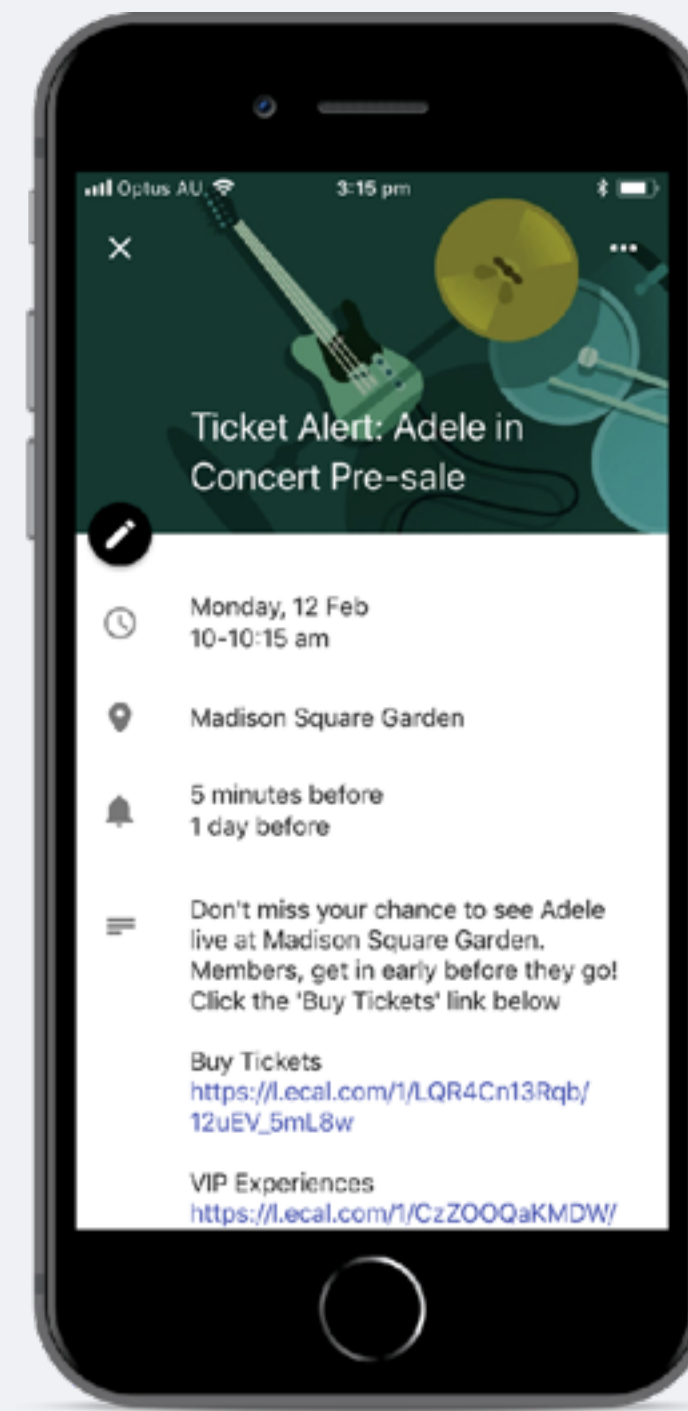
For Publisher Clients

### Sports



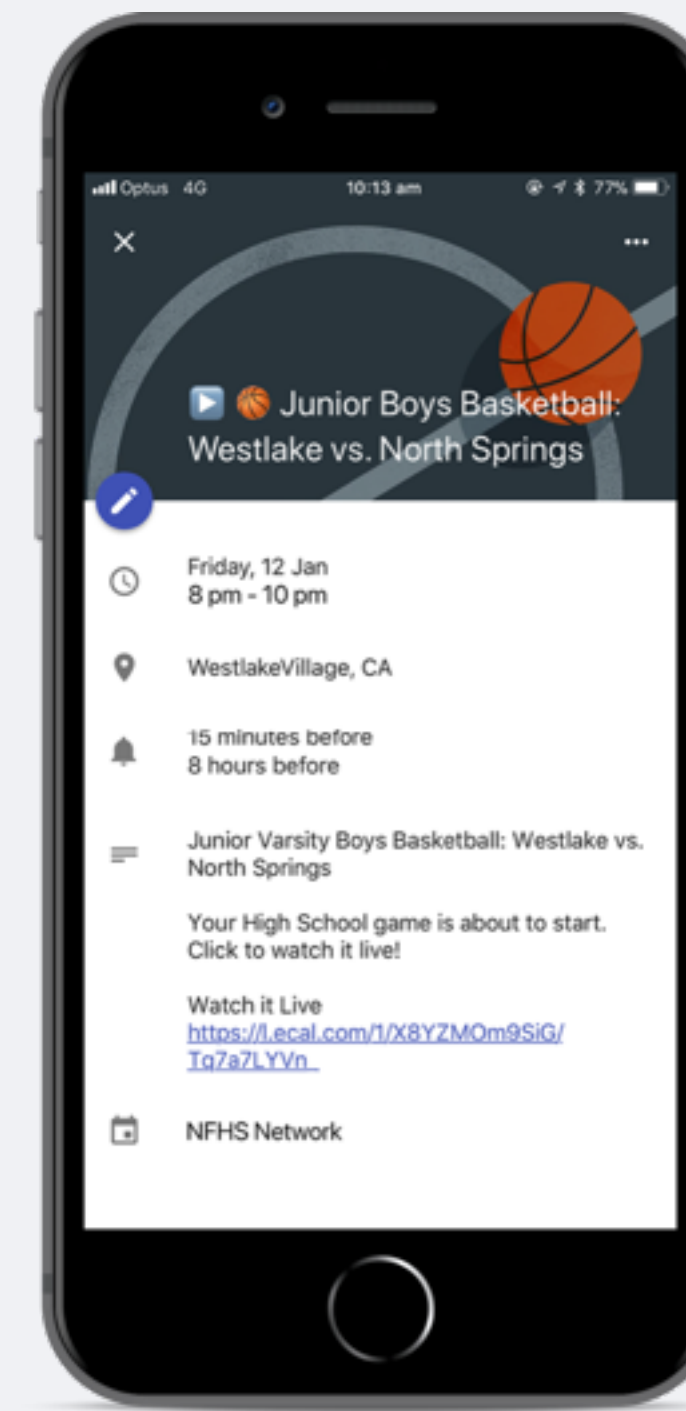
Drive sales, increase fan engagement and acquire highly valuable data.

### Ticketing



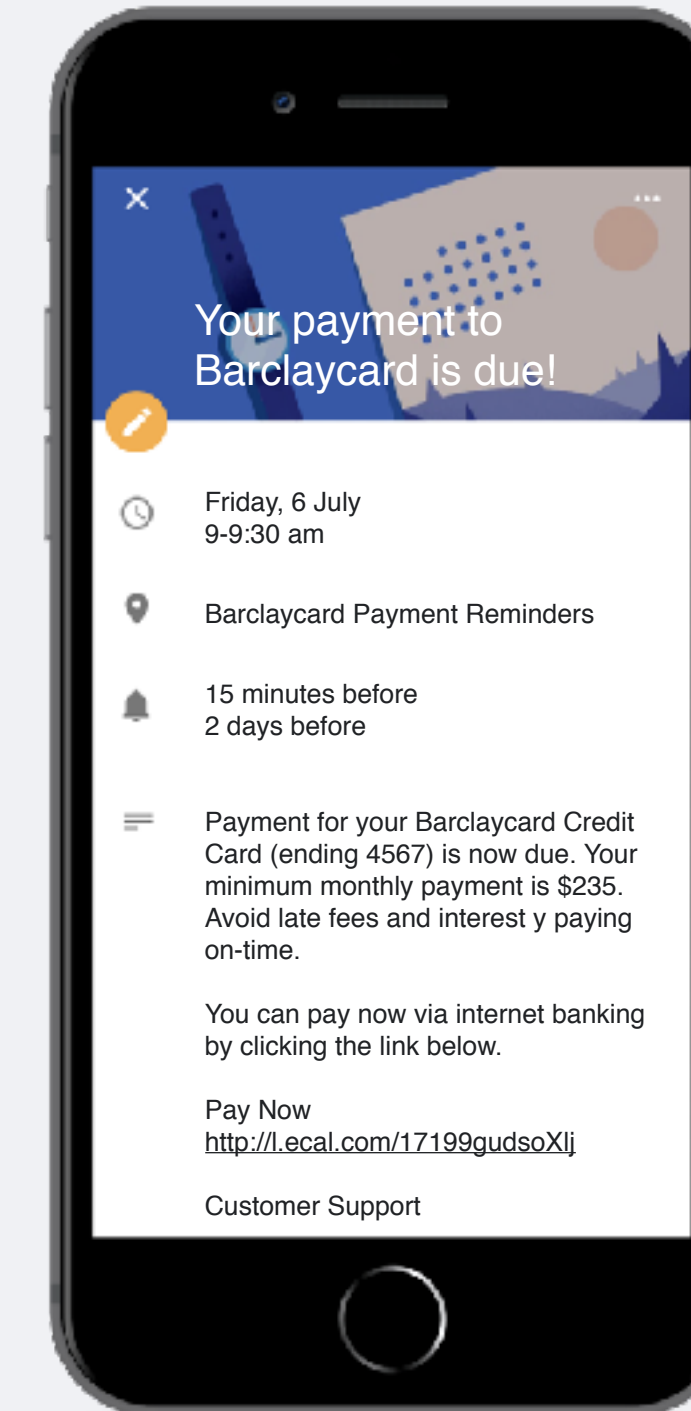
Double your normal 'purchase rate' to sell more tickets at a greater GMS.

### Media



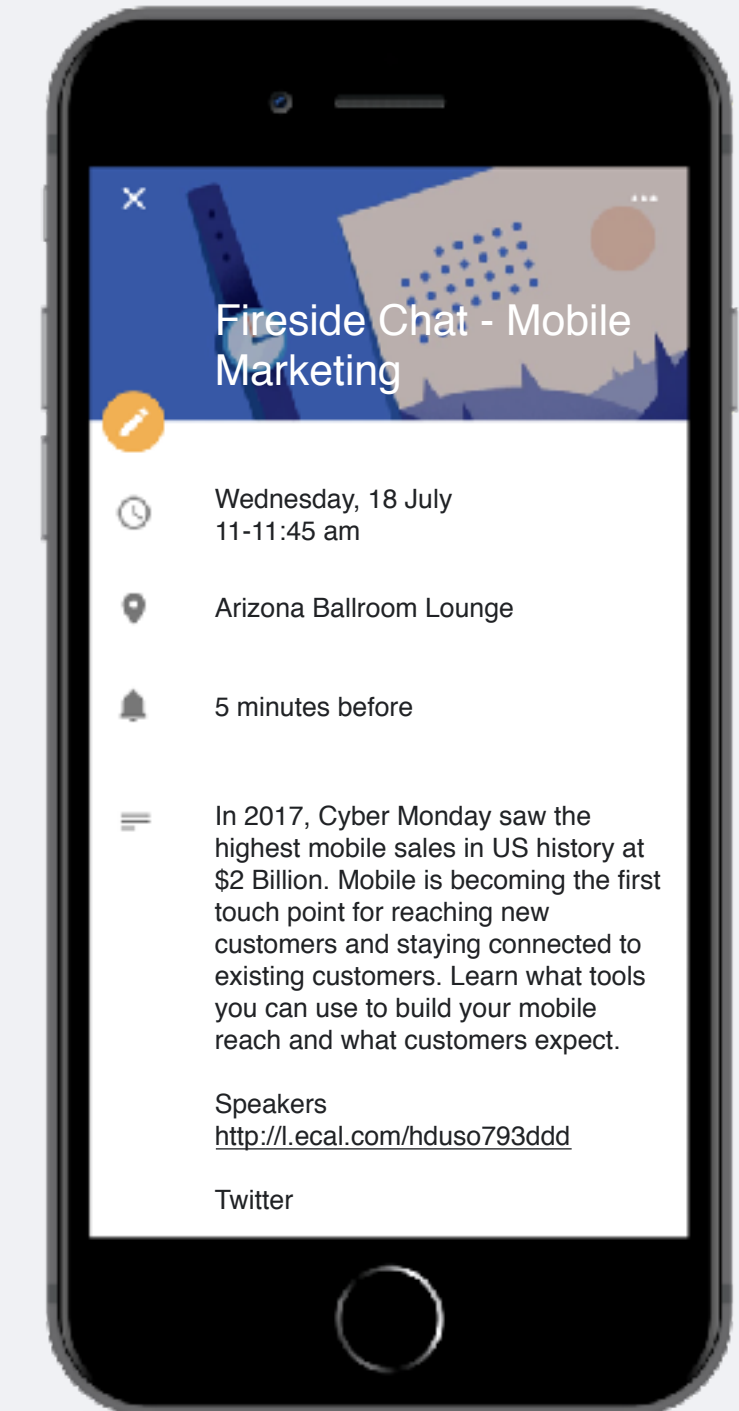
Drive 'tune-in' to sell more TV subscription revenue.

### Payments



Increase on-time payments (up to 12%), and reduce costs of collections and support.

### Conferences



Keep exhibitors and delegates informed, on-time, and satisfied.







# ECAL

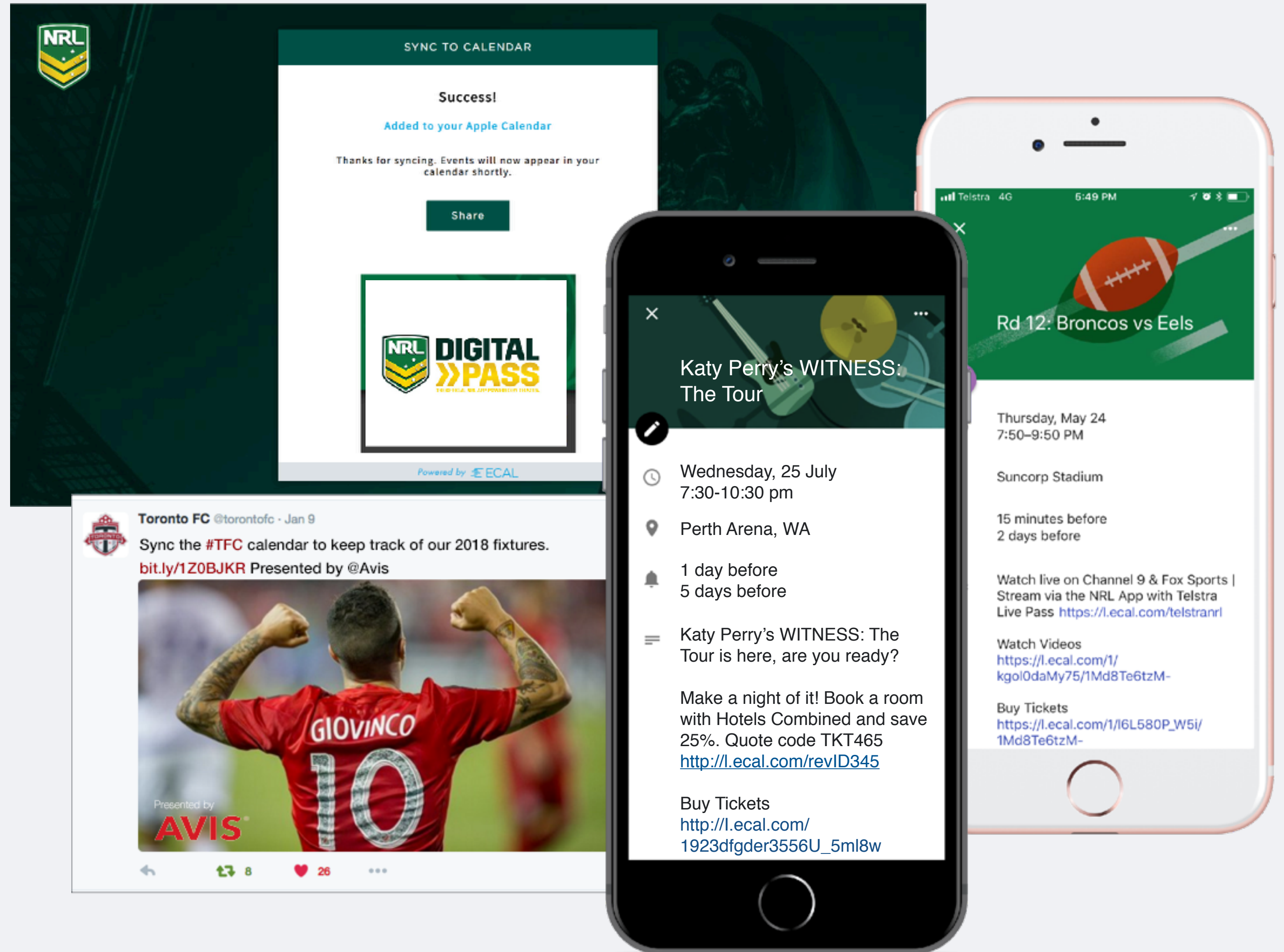
## Benefits Summary

### For Sponsors

#### Exclusive Sponsor Opportunity

ECAL offers a range of exclusive and intimate benefits for a sponsor incl.

-  Naming rights designation
-  Prominent branding
-  Exit advertising
-  Integrated sponsor message / link
-  Targeted calendar marketing campaigns
-  Marketing campaign to 'opt-in' database



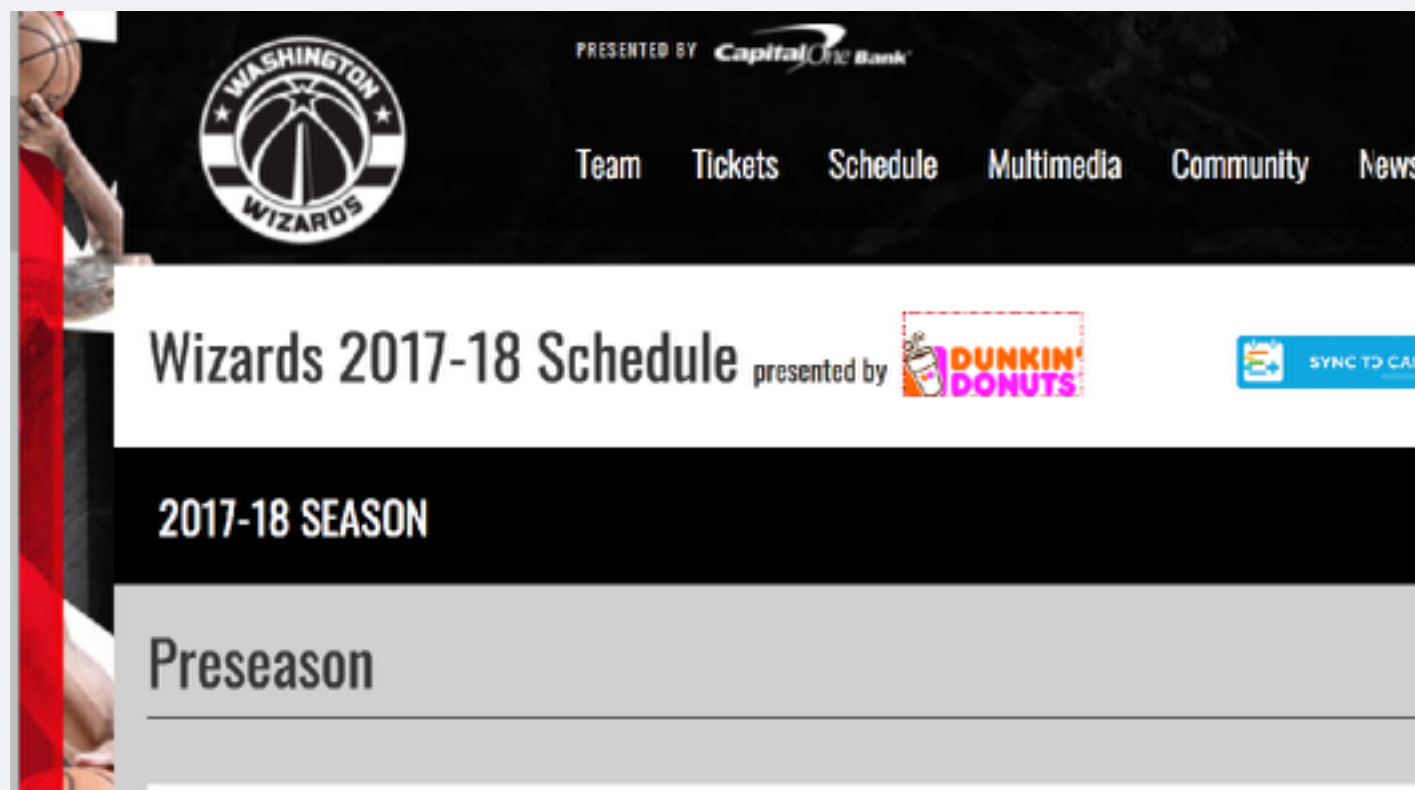
# ECAL

## Benefits Summary

### For Sponsors



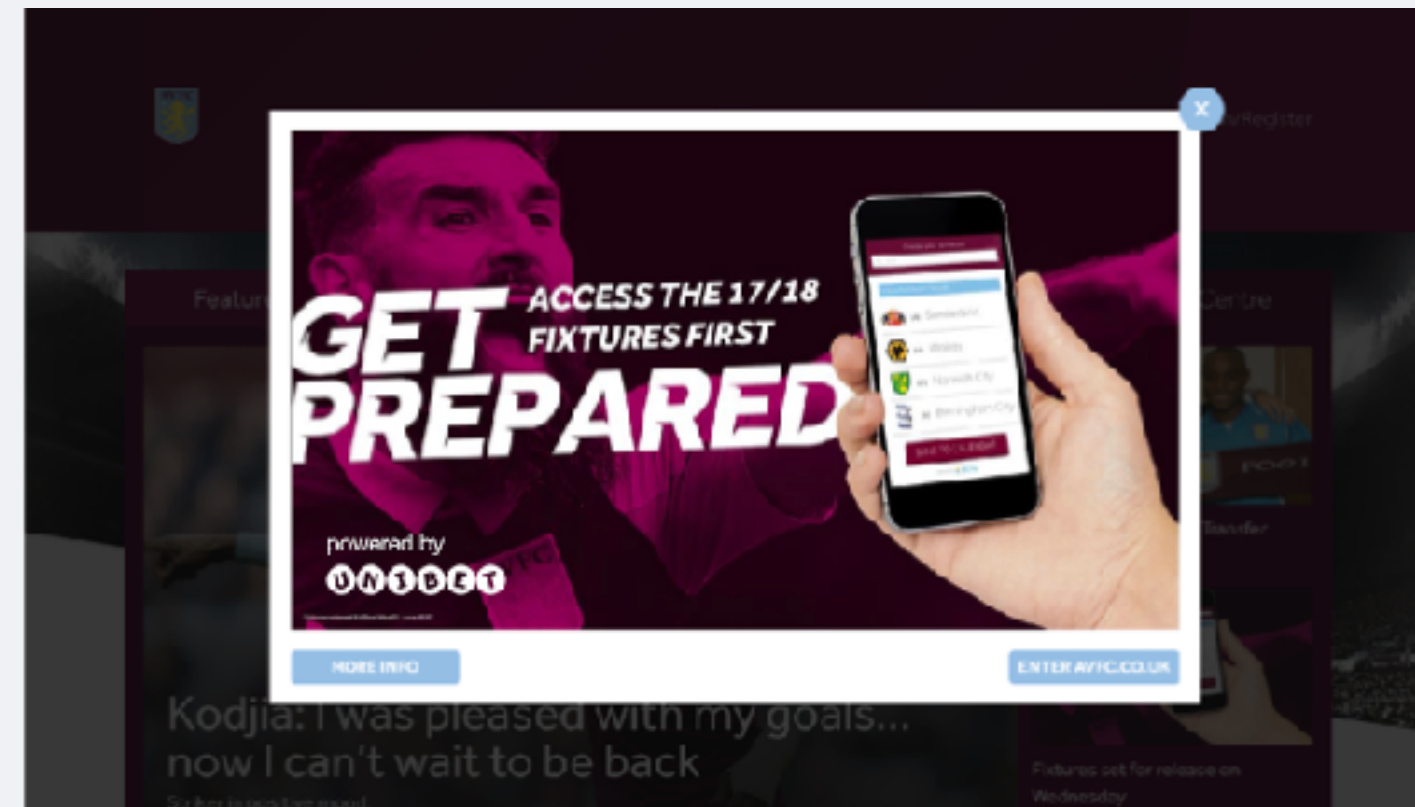
#### Naming rights designation



Sponsor receives name designation in all appropriate promotion, on an exclusive basis, to the ECAL 'sync to calendar' feature. E.g.: "powered by (sponsor)".



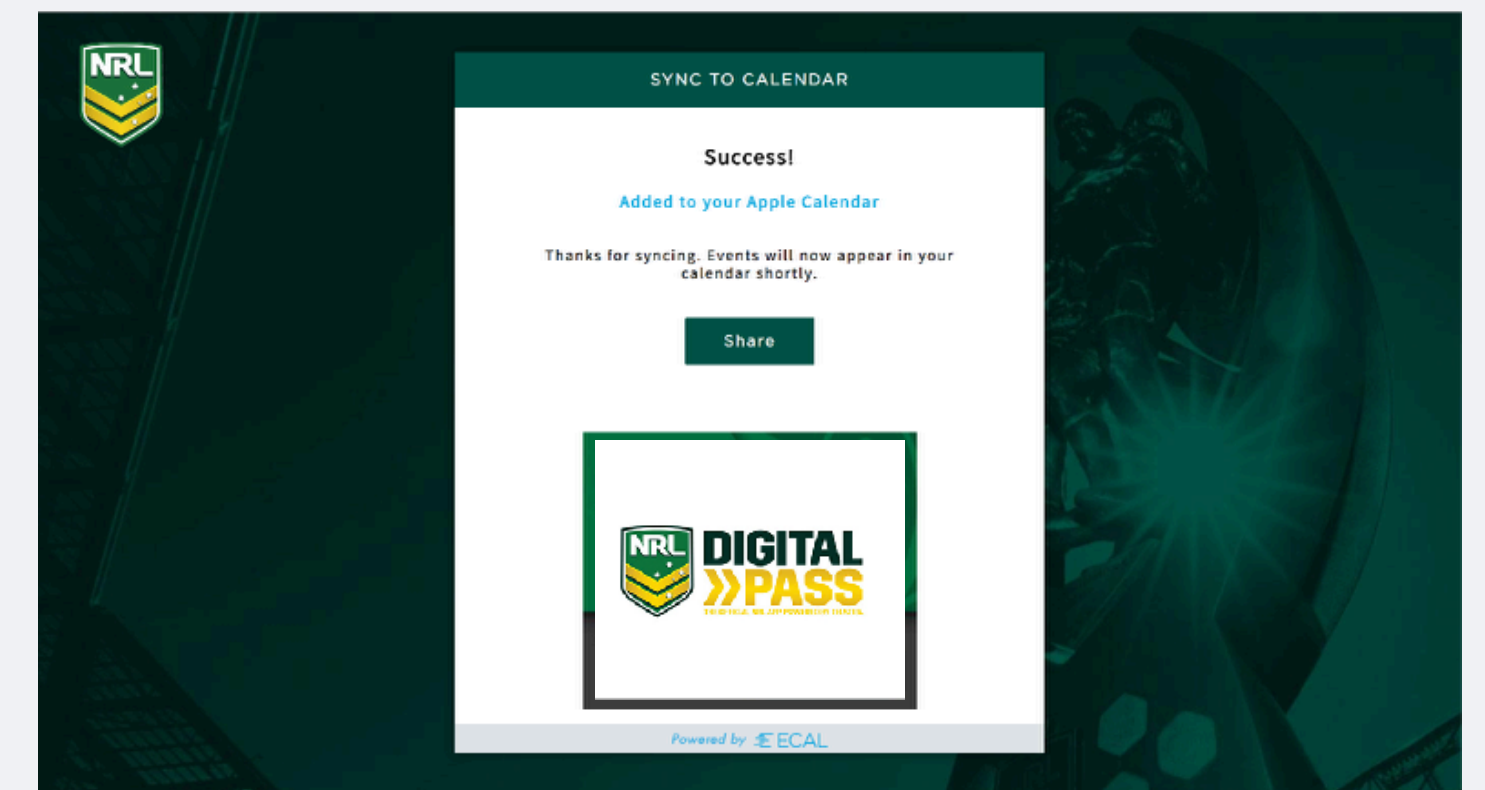
#### Prominent branding



Sponsor receives logo branding on all appropriate ECAL 'sync to calendar' buttons, ad displays, widgets, advertising and promotion, incl. site ads, dedicated emails, social posts etc.



#### Exit advertising



Sponsor receives a 300 x 250px clickable ad on the 'success' screen of the ECAL widget (100% viewable).

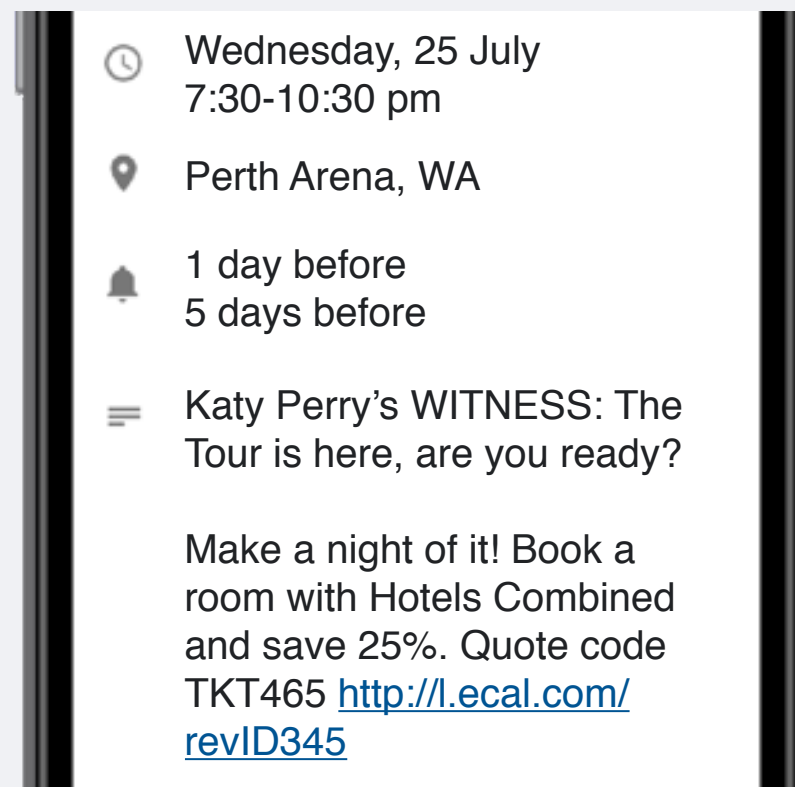
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## Benefits Summary

### For Sponsors



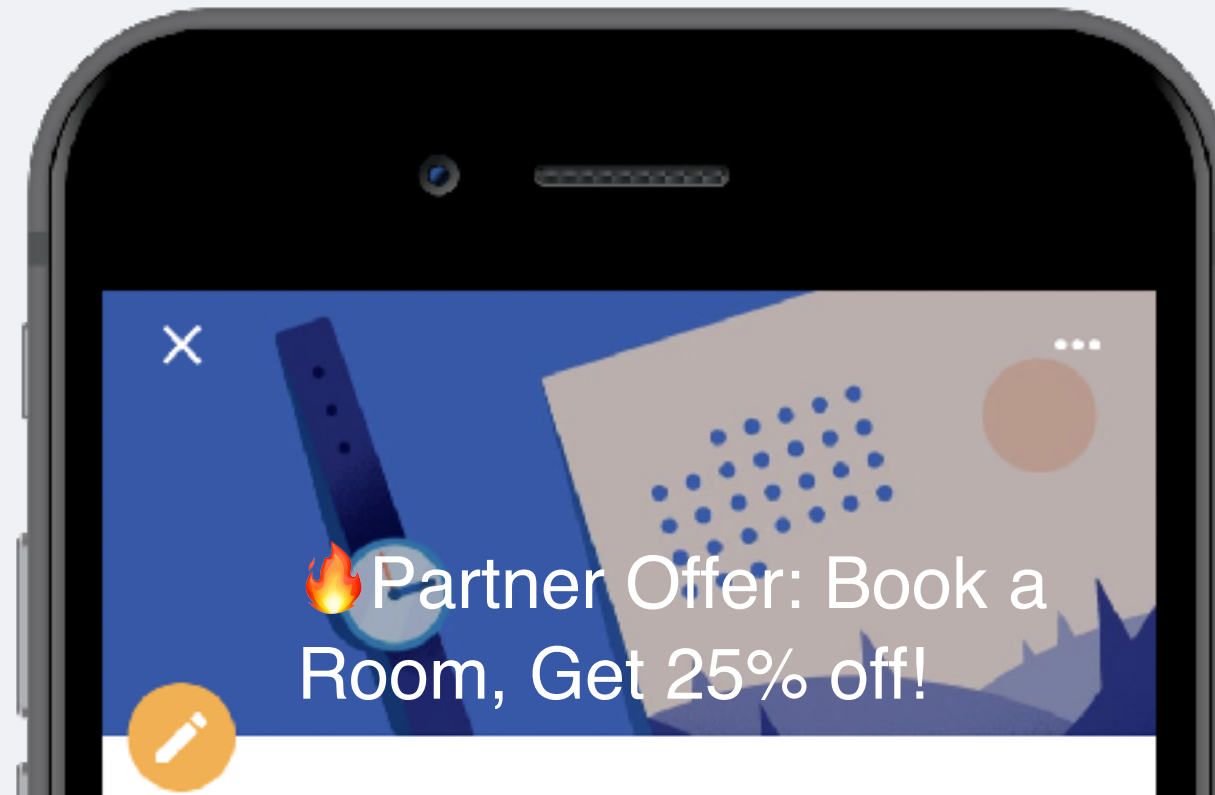
#### Integrated sponsor message / link



Sponsor receives a dedicated sponsor message and direct link in the event details section of every calendar entry.



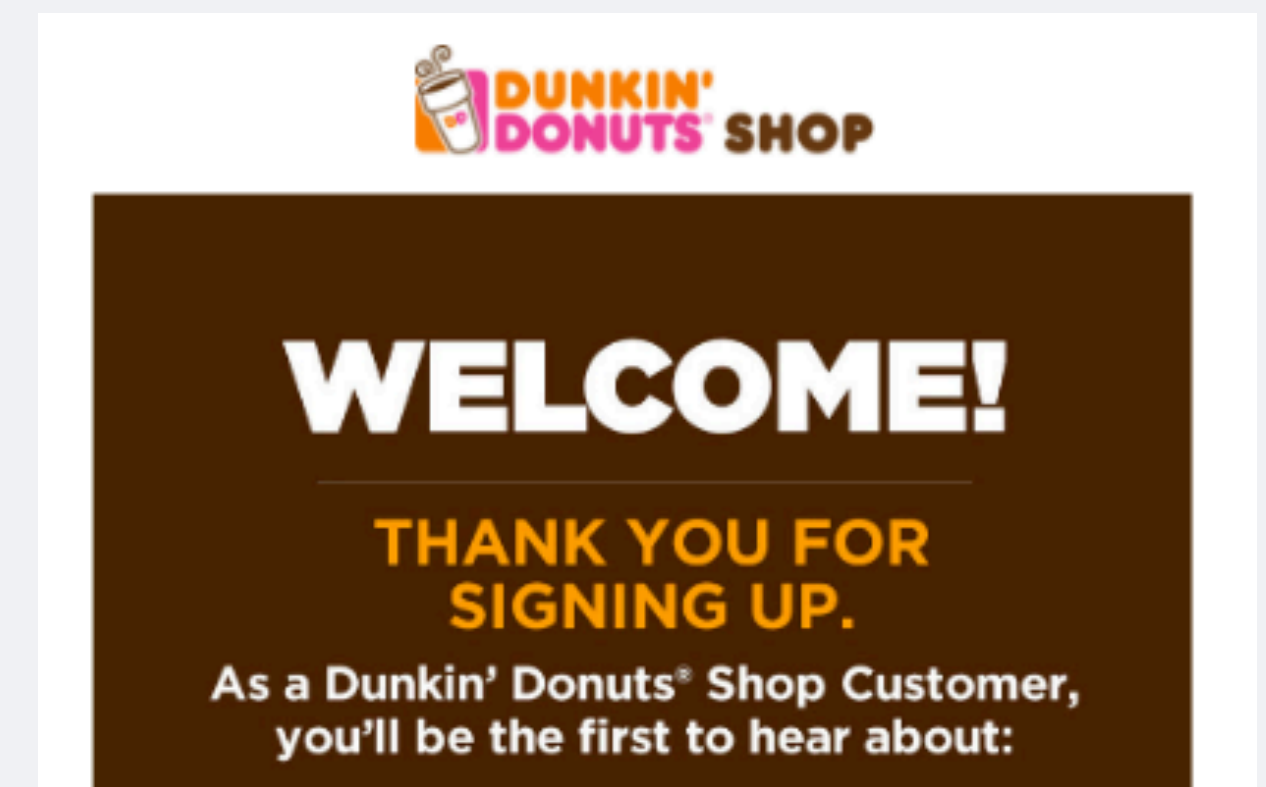
#### Targeted calendar marketing campaigns



Sponsor receives up to four (4) dedicated calendar marketing campaigns per year. These campaigns can be targeted to specific user groups (by attributes).



#### Marketing campaign to 'opt-in' database



Sponsor receives the opportunity to access the 'opt-in' customer database for a dedicated email (or SMS) marketing campaign.

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# ECAL

## Contacts



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Trusted by some of the world's very best brands:

