



Gamified Sponsorships With Social Impact

generating new revenue models for athletes, teams & causes
by engaging loyal fans & communities

Fan Activations With a Purpose



Sports have the power to influence society, change lives and give hope. GRVTV combines our love for sports, heart for social change, and the power of technology.

- ✓ **Athletes & teams** raise awareness and resources for causes they care for by engaging their fans in challenges and partnering with social impact initiatives.
- ✓ **Brands** sponsor athletes, engage fans with gamified experiences, and provide for the local community.
- ✓ **Fans** participate in challenges, champion their favourite athletes and do good for the society while competing for prizes and having fun.

Organizations our team members have worked with



Case Study

A college team with 35K followers on Instagram

- ✓ Posts a challenge on socials to raise awareness and money for a cause they support. Time spent: 30 mins.
- ✓ 10% of fanbase join the challenge - 3.5K new users who invite their friends. Team attracts younger audiences and grows its fanbase.
- ✓ The team partners with GRVTV and receives:
 - New, relevant, and more engaging advertising and sponsorship opportunities
 - Opportunity to support a cause which is important for them and their fanbase
 - Complete data insight of fanbase, loyalty details, and ownership of the connection with their community of supporters

Brands that support this particular challenge



Join the Campaigns

Partnerships w. Athletes & Teams

GRVTY seeks to collaborate with athletes and teams that would launch challenges to raise awareness and funds for social initiatives.

Apart from the challenges, team GRVTY could improve the sponsorship deal making process by providing advisory and tech services.

LET'S TALK & PARTNER

USA: Natanail Stefanov
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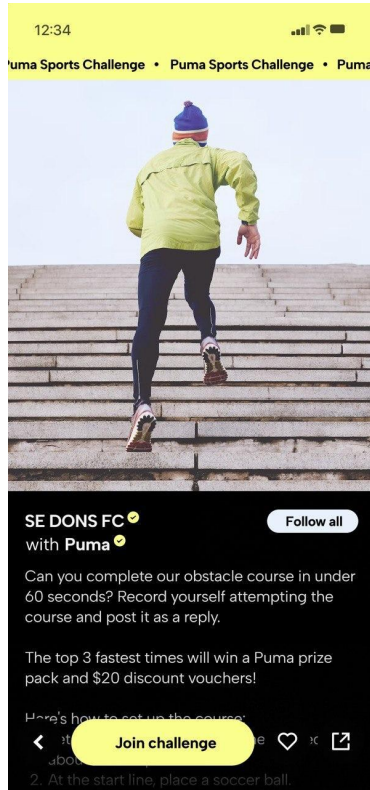
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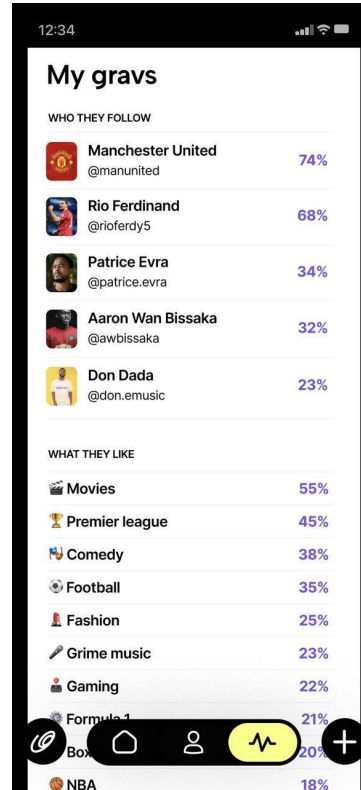


Products Overview

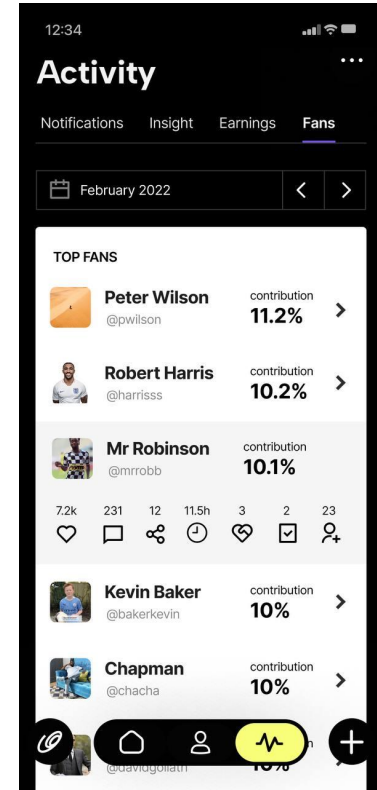
Athletes launch interactive challenges with fans



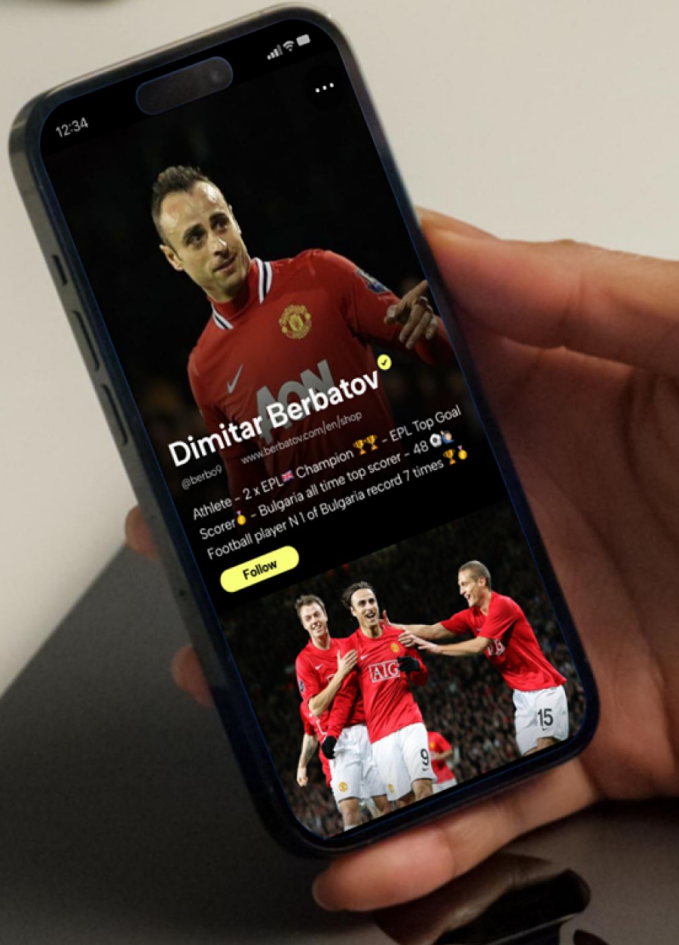
Brands sponsor activations and support social causes



Fans are rewarded for their loyalty and skills



Athletes Own Their Fan Connection



Athletes Monetise

- access to **granular audience data**
- new **sponsorship** opportunities

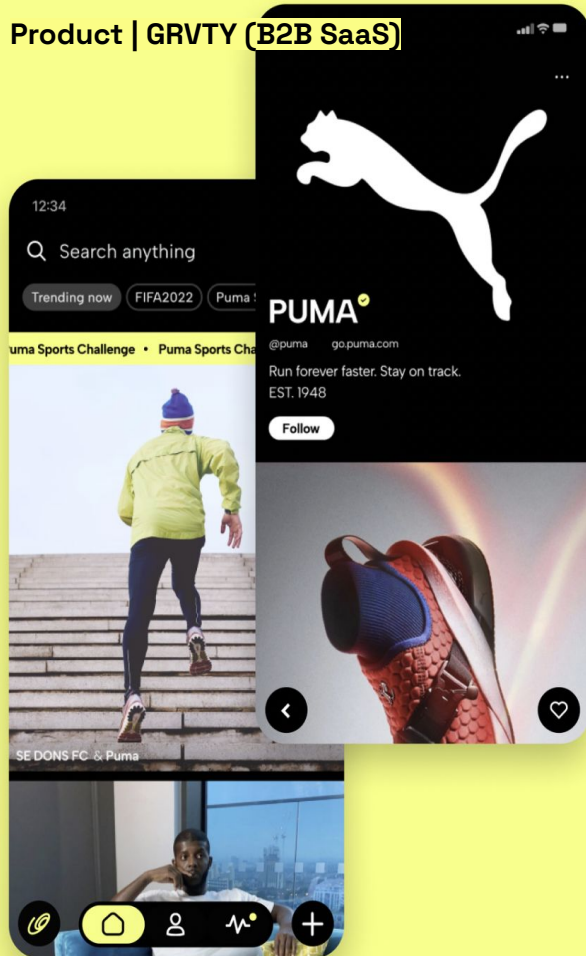


Athletes Access Data

GRVTY ID (digital identity*) enables

- **data ownership**
- granular **data anonymization**
- rankings & reputation
- loyalty status tracking of users

**Powered by Solana & NEAR*



AI Sponsorship Dealmaker



Relevant Sponsorships

- real-time data & marketing ROI measurement
- campaign match w. our AI dealmaker
- brand fit activations w. local communities - cheaper and more relevant eyeballs



Build Loyalty

- give-back to the **local community**
- **brand engagement** increase
- more **SALES**

Engagement & Games for Fans

WHAT

Authentic connections

Fun experiences

Rewards and status

HOW

Curated communities

AR & MR quests & games

Branded **social impact** challenges & playable ads

