

# GEODROPS

<https://app.geo-drops.com>

## The Deal

### *You Get:*

- A fully managed loyalty membership dropsite branded with your logo and colours.
- Features include:
  - Competition giveaways and exclusive drops (Geo-Drops funded)
  - Ticketing platform
  - Link-in-bio e.g. like Linktree
  - Influencer style revenues when tied in with brands
- We invest in buying merchandise and assets used as competition giveaways in drops.
- This is fully administered by our staff with little or no effort from you.
- Access to the wider Geo-Drops fan base and potential brand collaborations.
- This membership platform and technology usually costs brands over £500 per month.

### *You Provide:*

- Access to use your branding in campaigns promoting drops on your dropsite.
- Post and other activity to your fans on your social media and other platforms.

## Lead Time Required for Launch: 1 week

- It takes us under half a day to set up all the ads/marketing e.g. Spotify Ads, Instagram Ads, posts, influencer activities.
- We fund the advertising for these campaigns.
- We can also provide merch stands/stores with Geo-Drops branded bags and some select goodies e.g. Beats headphones, CDs, etc from the EGA Distro roster to hand out any competition giveaways in.
- We also have influencers on our roster with whom we could selectively arrange posts.

## Outstanding Dropsite Setup Steps

- Uploading images and logo.
- Adding the drop competition and/or discount offer text.

## Competition Suggestions

- Win a ticket to a show - register and download a wallet pass to enter (different show tickets on each drop).
- Treasure Hunt or Collector's Hunt, e.g. The first 5 fans to visit these 10 stores win a prize.

## How the Competitions Work

- Fans download the wallet pass and are automatically entered into the draw.
- If the drop includes a discount offer the fan can claim that e.g. at a merch store or online.
- The Geo-Drops platform automatically and randomly selects winners via email address.
- Winners are notified and must respond within 7 days to claim their prize, sending an address if posting is required.

Join the Geo-Drops network at <https://app.geo-drops.com>

# GEODROPS

<https://app.geo-drops.com>

- User email contact data can be shared directly with you; Geo-Drops does not store any GDPR-infringing data.

## **What The Stores Need to Do**

- Aside from honouring fan discounts when the wallet pass is shown at the counter, nothing.
- We handle all the voucher and wallet generation as well as the competition validation.
- If you want additional tracking e.g. at a merch stand/store, the fan just needs to click on wallet pass voucher link and the store attendant types in a PIN to verify their attendance (but this is optional).
- We will provide you with the tracking reports.