THE FUTURE OF MEMBERSHIP

Tough times for marketing?

What are the challenges for events?

We have been talking to a ton of event organisers. This is what we learned:
Customer lifetime value is becoming a crucial success factor in marketing. However, for live events, marketing is mostly focused on brand placement, and often, there is no driver for digital activity that could extend the analog experience. It is getting also more difficult to track users in the digital space with cookies becoming increasingly regulated.

Strong brands command a large following, but often struggle to convert that into measurable value, for themselves, for their partners and sponsors.

Without a digital component, Gen-Z, A and more future fans are at risk of being lost to purely virtual experiences, digital events and uprising brands.

How will that change?

At Kollektor.io, we believe the future doesn't have to be one in which real-world events are becoming obsolete and humans only meet in virtual spaces. We want to enable a different future, placing brands in a position to maintain and grow their fanbase, and build communities that partners and sponsors can tap into.

We are building collector.io, a white-label web3 solution enabling them to create their own loyalty system and community, connecting real-world events with digital assets, rewards and privacy-first, user-driven profiles to enable the digital fan community of the future.

The most valuable NFTs will be free

The future is in extended reality – XR, and the future is already happening now. While sports events can attract huge sponsoring budgets, traditional marketing is getting more and more expensive, and there is a risk this will decrease event sponsoring budgets

Successful events will have to have a digital strategy, and strategically extend their brand into the digital world. They will need a different kind of memberships.

We want brands to succeed

How does that work?

We all love events where fans and brands connect. Let's build engagement – and create experiences that enrich the real-world, catered to personal preferences and interests.

You can use kollektor.io as a service, or within your own app to add

- Gamification
- Charity
- Collectibles – digital authenticity twins
- Ticketing
- Tokengating and Digital Participation
- Vouchers and Offers

With these building blocks, you can enhance the event experience and create more engagement before, during and after the event.

As you are providing value, fun and excitement to your followers and fans, they can choose which future digital and analog experiences they want to connect to. You can provide them with a token as a membership card, and as they experience your event, take part in real-world and digital challenges, they can collect further tokens that document their experience, or enable exclusive experiences for them.

Their membership token becomes a connector to their experiences, and enables them to connect with brands during your events, and in turn, brands to compete for their most loyal fans. It also allows you to provide a digital layer of value to diverse audiences.

ROI based on user value

Case Study

Based on data from previous events, the numbers show its worth to build your own loyalty. For your **first event**, they could look like this – they will keep increasing if you keep building.

| Visitors	Installs	Cost per User	Engaged Participants
30.000	7.000	<1€ ???	5.600

A sports event with 30k visitors can – for a cost of around 20k – generate digital value for the organisers and their sponsors and partners.

Customer Touchpoints 17.920	Value per touchpont: 5€ (1-10€)	Generated Value: 89.600€
Innovators and young gamers 2.000	Average cost of digital item: 15€	Digital Collectibles revenue: 30.000€
Charity participants – up to 25% 7.500	Up to 4% donations ø 25€	Charity Donations: 46.875€
Participants 5.600	Increase of offline purchases 40%: 10€ -> 14€	Added offline purchase volume: 22.400€

A flywheel that starts analog and accelerates digitally

But this is only a beginning. As you start building your community by bringing in live event visitors, you will quickly build momentum. And each new event pulls new users into your community, increases the rate of participation, and drives down acquisition cost.

Continuing the fan journey in the digital space means that you are no longer limited to your live audience and can expand your brand beyond, further improving the value you can create for sponsors and partners, and for your own eco-system. And as we are building on web3, the possibilities of extending your eco-system are endless.

Events

— Active Users   ■ Revenue
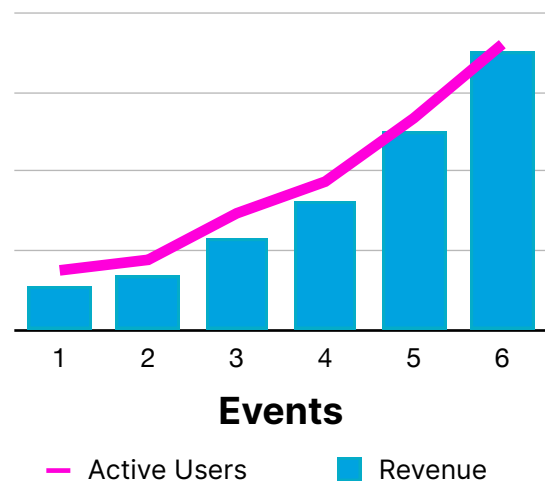
What can we do for you?

Every project with us starts with a proof-of-value. Because it is important to us to implement the loyalty system that is right for you and the community you want to build.

Build-your-own marketing flywheel

We have seen that live events are a great starting point to build a digital community as you first add a digital layer to delight your existing fans, and create great experiences that help you to extend your fan base and address new target groups.

As you are providing your fans with tokens that let them feel rewarded, and create connections for your own brand and your partners and sponsors, you are already building a digital community.

This will allow you to further extend your reach, and keep alive connections that would be lost otherwise. And because each token you send can be measured, your growth can be based on Data.
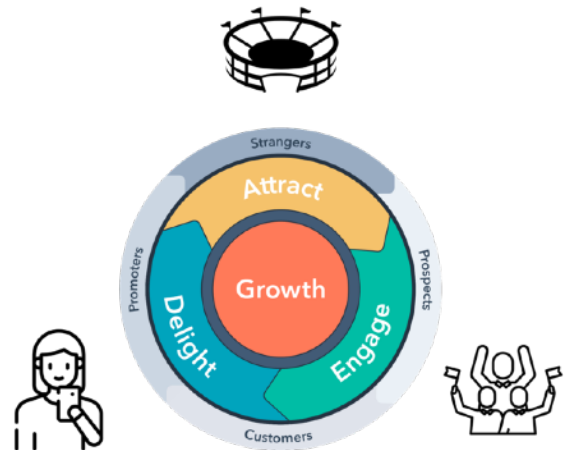
Pick your package

Based on your focus, you can start with a small pilot, extend your toolbox to engage customers, or build your own fan-centric loyalty system.

Pilot Cockpit	Customer Engagement Toolkit	Hybrid Marketing Suite
• Quickstart toolbox • Support for implementing a pilot	• Whitelabel-App & API • Quick start toolbox for a pilot • Gamification • NFT-Loyalty and rewards • Multimedia-Collectibles and -Memories • AR/Edutainment for events • Charity with AI generated pictures • Ticketing	• All the functionality of the Toolkit plus • User Behaviour & Analytics • Offline-Performance-Tracking
3000€	**on request**	**on request**

Thoughts and ideas? We are happy to discuss!

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