

Super.

Sponsorship
Opportunities
[Alpha]



SUPER TLDR:

- Super is an incubation from NPE at Facebook. We have run over 35 successful public tests of our new meet-and-greet platform.
 - Our goal is to create a platform that enables a digital version of in-person meet and greet experiences, and includes a number of monetization opportunities.
- We would like to learn how best to enable creators to monetize shows through sponsored media within a Super show.
- Who provides what:
 - Super will provide the show (and host if needed)
 - Content Creators will provide the sponsor
 - Sponsors will provide the necessary graphics/media
 - Content Creators keep all of the revenue from the sponsor
 - Super will provide a post-show metrics report for the sponsor

For more information, please contact

What Is Super?

Super is a Facebook-incubated platform which helps content creators connect with their fans digitally, and for super fans to meet and support their favorite creators. In the spirit of Late Night talk shows, we feature creators (“Superstars”), who are guests at a live, hosted conversation moderated by a Host.

Super is a web app and does not require any app downloads or software installation. Fans can watch for free on both mobile and desktop, as well as support Superstars with a variety of interactive, digital purchases.

For examples of previous super shows, please visit our homepage: <http://super.events>



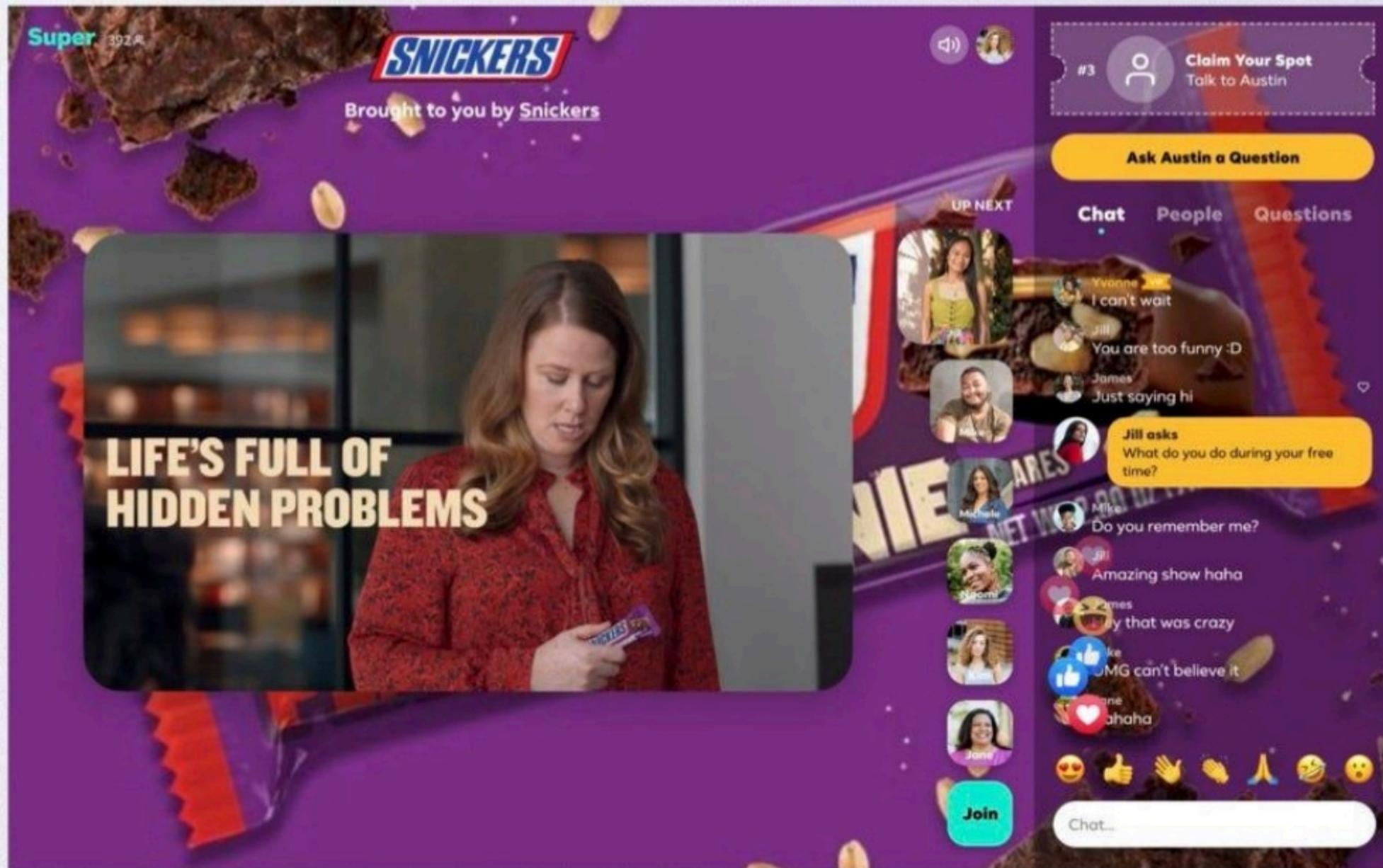
Super.

What Are We Exploring?

One of our theses is the idea that creators should benefit monetarily from their Super experiences, and we believe that offering a menu of different monetization strategies will enable the right experience for each creator.

Our current focus is exploring **sponsorship opportunities** for creators, to better understand what types of sponsor placements will facilitate the best experience for all Super customers (viewers, creators, and advertisers).

Our hypothesis is that certain creators will find sustainable financial benefit from this monetization strategy.



Who Owns What Responsibility?

Creator

- Provides sponsor engagement
- Provides content for the show
- Generates interest from fans
- Keeps 100% of the sponsorship revenue

Sponsor

- Provides logos, background images, relevant links for sponsorship enablement
- Provides pre-roll/post-event videos, as available
- Payment to Creator for placement

Super

- Provides an additional host for the show, as needed
- Integrates sponsor's logo and media into the event
- Provides technical and operational support as needed
- After the event, offers relevant analytics and survey results
- Charges no transaction fees, takes no percentage of sponsorship revenue

Sponsored Show Experience

Pre-Show

- Pre-Show pages enabled 30 min prior to start of show
- Displays Sponsor logo and link
- Sponsor branded background
- Viewers can also watch sponsor video while waiting for the event to start

The screenshot shows a pre-show interface for a Q&A session with Austin Evans. At the top left, the 'Super' logo is displayed with '392%' next to it. The 'SNICKERS' logo is prominently featured at the top center, with the text 'Brought to you by Snickers' below it. A circular profile picture of Austin Evans is centered on the screen. Below the profile picture, the text reads 'Q&A with Austin Evans' and 'Mon Feb 18 @ 3PM Pacific'. A large digital timer shows '00:29:50'. On the right side, there is a 'UP NEXT' list of user avatars, a 'Join' button, and a chat area. The chat area includes a 'Claim Your Spot' button, a 'Chat' tab, and several messages from users like Yvonne, Jill, James, and Mike. A 'Jill asks' question is highlighted in a yellow box: 'What do you do during your free time?'. The chat area also features a row of reaction emojis and a 'Chat...' input field.

Pre-Roll

- At the beginning of the event, play a 15-30 second promo video from sponsor
- Auto-plays a single time at start of the show

Super 392 #

SNICKERS

Brought to you by Snickers

UP NEXT

LIFE'S FULL OF HIDDEN PROBLEMS

Join

#3 **Claim Your Spot**
Talk to Austin

Ask Austin a Question

Chat People Questions

Yvonne
I can't wait

Jill
You are too funny :D

James
Just saying hi

Jill asks
What do you do during your free time?

Mike
Do you remember me?

Jill
Amazing show haha

James
That was crazy

Mike
OMG can't believe it

Jane
hahaha

Chat...

Meet and Greet

- Can be branded, e.g. "Meet & Greet brought to you by [Snickers]"
- Displays sponsor logo and link
- Sponsor branded background



Super Selfies

- Creators and fans receive a digital take away to be shared on social media.
- Can be branded, e.g. "The [Snickers] Moment"
- Displays sponsor background
- Includes sponsor branding in shareable selfies.



Post-Event

- Displays sponsor logo and link
- On-demand sponsor video (can be replayed repeatedly by audience)
- Opportunity to capture the after-show attention with sponsored messages/links



Metrics [Alpha]

- Creators will be able to view a limited amount of metrics post-show regarding attendance and engagement
- As product is in its early stages, we are continuing to build a robust analytics dashboard
 - If needed by sponsor, we can create one-off reports with additional depth

Event Stats

Event Page Views

3,201

Registered

392

Attended Event

2,192

Peak Concurrent

293

Meet & Greet Queue

29

Questions Asked

38

Reactions

30,302

Watch Time

290hrs

Additional Stages

Super Trivia

- Creator and their fans can play trivia together. Fans who answer correctly first can get a chance to talk to the creator.
- These trivia questions are flexible and can be sponsor centric.

Super Trivia
Brought to you by Traeger

UP NEXT

5

Which team was the first to win six Super Bowls?

New England Patriots	30
Pittsburgh Steelers	58
San Francisco 49ers	20

Join

Chat People Questions 15

James Hi Austin!
[Claim your spot now to talk to Austin Evans?](#)

Mike Do you remember me?
[Bring this question on stage for Austin Evans?](#)

Jill Amazing show haha

Jill Thanks for the shoutout!

James Hey that was crazy

Mike OMG can't believe it

Jill asks What do you do during your free time?

Jane Hahaha

Dana claimed a spot
2 spots left

Chat... Ask a Question

Merch / Products

- We can highlight sponsor products during an event.
- We can provide direct links to sponsor store as well

Super 392

TRAEEGER
Brought to you by Traeger Grills

UP NEXT

Shop Traeger Grills

Chat People Questions 15

James
Hi Austin!
[Claim your spot now to talk to Austin Evans?](#)

Mike
Do you remember me?
[Bring this question on stage for Austin Evans?](#)

Jill
Amazing show haha

Jill **Supports**
Thanks for the shoutout!

James
Hey that was crazy

Mike
OMG can't believe it

Jill asks
What do you do during your free time?

Jane
Hahaha

Dana claimed a spot 🏆
2 spots left

Join

Chat... **Ask a Question**