



The Best Way to Distribute Media Assets to Athletes

Expanding audience reach and boosting fan engagement are top digital priorities for sports brands. Forward-thinking marketers are leveraging the advocacy power of their athletes to carry their brand's message directly to fans in a way that's engaging, authentic, and drives more brand affinity.

Greenfly enables sports federations, teams and leagues to quickly distribute photos and videos to athletes - so they can share them on their own social profiles. Using Greenfly, you'll get more out of your game day highlights, engage more fans, and increase brand value - all at the same time.

- Leverage the enormous social reach and personal authenticity of athletes and staff
- Boost social engagement by 50% or more - without social ads
- Ensure quality content is always available for athletes when they want it
- Build authentic fan connections to the brand - and for each athlete and sponsor
- Drive brand value, loyalty and monetization opportunities with every social media post



LIGHT UP YOUR ADVOCATES

Distribute Media

Athletes are immediately notified on their mobile device when new content is available for them to browse, download, and post to their social profiles.

- **Galleries** - curated portfolios of photos and videos, shared with individuals or groups
- **Smart Galleries** - automated, personalized Galleries of media for single individuals
- **Share Requests** - specific time-bound requests to post content on social profiles; packaged with assets, suggested copy, hashtags, and instructions.

Source Original Media

Social media marketers can aggregate, organize curate and content from internal and external repositories, and can also send requests to gather content from advocates and fans.

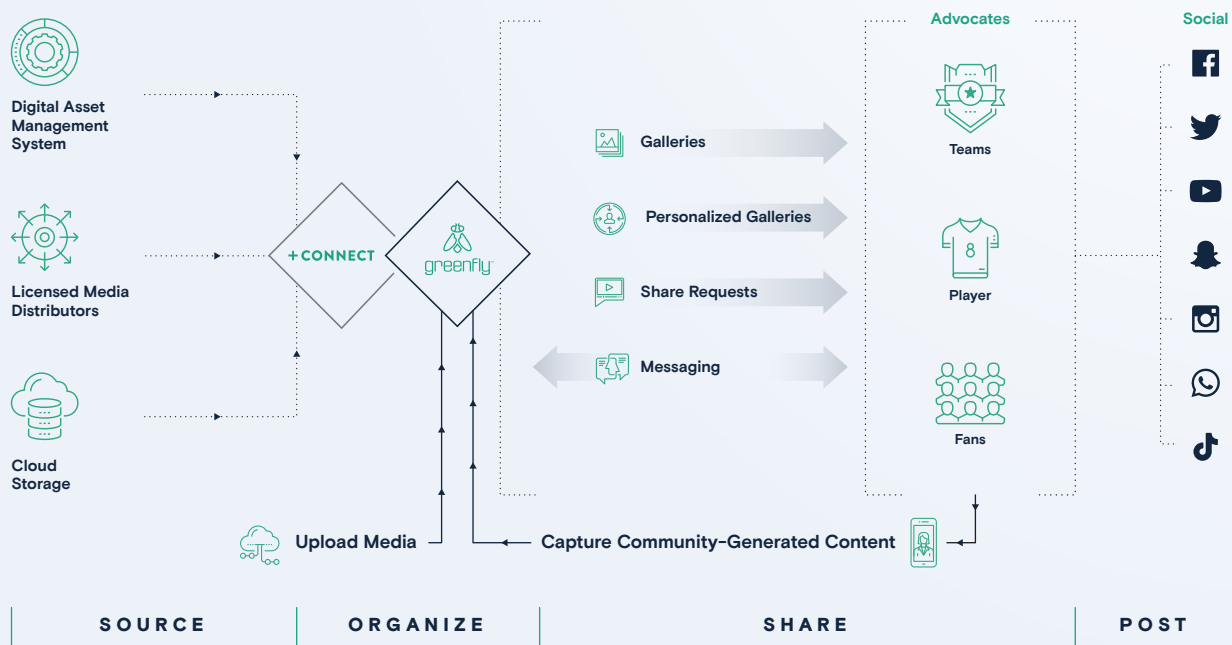
- **Desktop Upload** - drag and drop photos and videos from any source into Greenfly
- **Content Requests** - ask individuals or groups of advocates to create original content on their mobile device, guiding them with active instructions in their camera app

Get Up and Running Quickly

Onboarding athletes is fast and easy. Marketers are pleasantly surprised at how rapidly advocates adopt Greenfly and make their first post – typically in days or weeks. Your dedicated customer success team will train your staff and help you get all your advocates on board.

After this initial setup, we'll be there with you to provide regular guidance and introduce new, proven strategies to maximize your social impact and help you achieve your goals.

HOW GREENFLY WORKS



Aggregate and Organize Media Through Greenfly +Connect

- **Cloud Storage** – pull content directly from file systems like Box, Dropbox & Google Drive
- **File Drop** – photographers and videographers can drop media directly from wherever they are
- **Digital Asset Management Systems** – ingest large media collections, along with all metadata
- **Official Licensed Media Services** – automated transfer of media and metadata from Getty Images and WSC Sports

“Greenfly spawned out of my desire to technologically simplify social interactions and enable brands to scale their intake of great content from the right people at the right moments.”

Shawn Green | Co-Founder | Former MLB All-Star

About Greenfly

Founded in 2014 by MLB All-star Shawn Green, Greenfly is the world’s leading social content collaboration and distribution platform.