



# Increase Engagement & Revenue With Non-live Digital Media



Fan engagement is now digital-first. Sports leagues, teams, and associations need to capture and collect non-live digital media that fans crave and distribute it quickly to their best marketing partners: athletes, broadcasters and sponsors. Greenfly's powerful digital media flow management software centralizes the collection and organization of your property's digital media inventory and automates delivery to the partners that need this content to share on game day. Original photos and videos engage younger fans and can increase your sponsor and media rights revenue.

- ✓ Tap into the collective social media reach, engagement and authenticity of partners
- ✓ Deliver more value for media rights holders and sponsors
- ✓ Attract younger audiences and increase social reach by 2,000% — or more

Over 30 sports leagues, teams and competitions around the world use Greenfly.



2x

Sponsor Value

2,000%

Increase In Social Reach

5x

Social Engagement

## Authentic Media Will Amplify Programs and Drive New Revenue

The Greenfly platform empowers you to capture and deliver non-live media to advocates and partners to promote their brand — and yours. When partners have photos and videos, their fan engagement builds loyalty for your team and sport.

**Athlete Social:** easily share media assets with players so they can post their authentic stories

**Matchday Content:** collect and distribute real-time media to broadcasters and media partners

**Sponsor Activation:** extend partner exposure by showcasing brands and providing access to digital assets

Greenfly has been incredible. It's so easy for the players to use, it's become part of their everyday routine. The players are now our marketing partners, and they're helping us extend the excitement of PSG to our fans and partners in all corners of the world.

**Anthony Baca**  
Deputy Digital Director, Paris Saint-Germain

# Collect, Organize and Deliver Digital Media To Boost Revenue

## Amplify Reach and Engagement

When athletes, broadcasters and sponsors share photos and images on social media, they're promoting and endorsing your organization. They can help you drive more broadcast tune-in, build loyalty, increase brand value, and engage digital-first fans worldwide.

## Distribute Media Quickly and Easily

Eliminate texts, email chains and links to cloud storage. Keep track of every request to share on social or create original content.

## Aggregate Media From Any Source

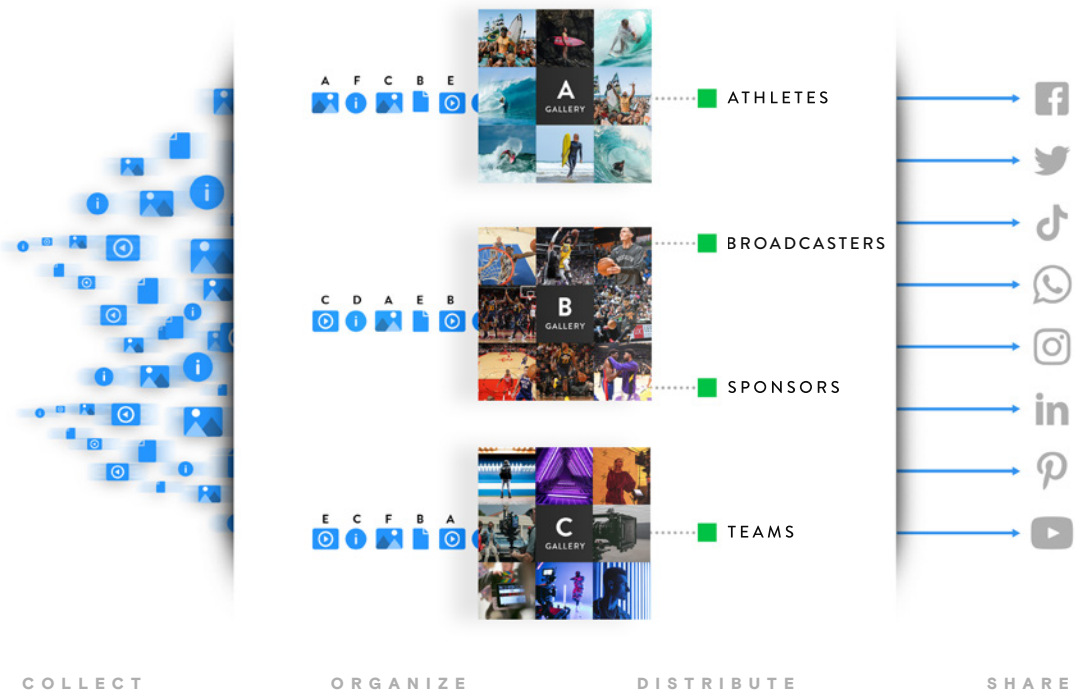
Collect content from storage, production systems and live content creators to create compelling social campaigns. Request original media from athletes and gather UGC crowdsourced from fans.

## Enjoy Extremely High Player Adoption

Athletes (and other partners) need photos and videos for social media. Greenfly's simplicity and our Customer Success team's expertise make player activation quick and easy.

The Greenfly app has meant that I always have a great selection of images and videos customized for me and available immediately after my matches and training sessions.

Ivana Andrés  
Real Madrid Feminino



## About Greenfly

Greenfly's software platform enables sports teams and leagues to collect, organize and distribute non-live digital media and transform their partners and athletes into their biggest promoters. Contact us:  
[hello@greenfly.com](mailto:hello@greenfly.com) | +1 (310) 620-8565 | [www.greenfly.com](http://www.greenfly.com)