

The background features a photograph of a university building with a clock tower, partially obscured by trees. A solid blue overlay covers the entire image. Two large, dashed white circles are centered on the page, intersecting at two points marked with small yellow dots. The letters 'KU' are prominently displayed in the center-left area.

KU

Engagement, ***Evolved***

A Complete Ecosystem
Designed for Major Universities,
Teams, and Brands.

TIMES HAVE CHANGED

Universities are no longer able to rely on traditional methods to stay connected with their community and fans.

- Facebook Limits Your Reach to Less Than 5% of Your Followers
- Alumni Are Changing Emails, Hometowns and Jobs More Than Ever
- Students, Staff, Fans and Alumni Have no Single Destination for News They Care About
- Universities Are Required To Innovate and Find New Sources of Revenue



A college education is the **second-largest** expense a person will likely ever make, right after buying a house.



RECOGNIZE & **REWARD**

We make it easy to recognize
and reward your Alumni,
Students, Staff and Fans.



RECOGNIZE & REWARD

We make it easy to recognize and reward your Alumni, Students, Staff and Fans.



SIGNING UP IS EASY

We help you promote your program via Social, Email, and Web to your fans and followers who can easily join using their social media accounts or email.


Our system can be skinned and customized to match your brand's look and feel.

Welcome to Jayhawk Plus


The official loyalty program of Kansas. Get exclusive perks, content and rewards from KU.

GET STARTED!

What you can win:




Redeem your Feathers to win this epic sign!



Earn Feathers


The **more you earn** the more you can win!



Take the KU Quiz of the week 🧐

TAKE A QUIZ NOW


© 1439d 7h



+250 Relive the Jayhawks' 2022 National Title Victory

WATCH NOW

© 1439d 7h



+1000 Did you find the secret phrase of the week?

TAKE A QUIZ NOW

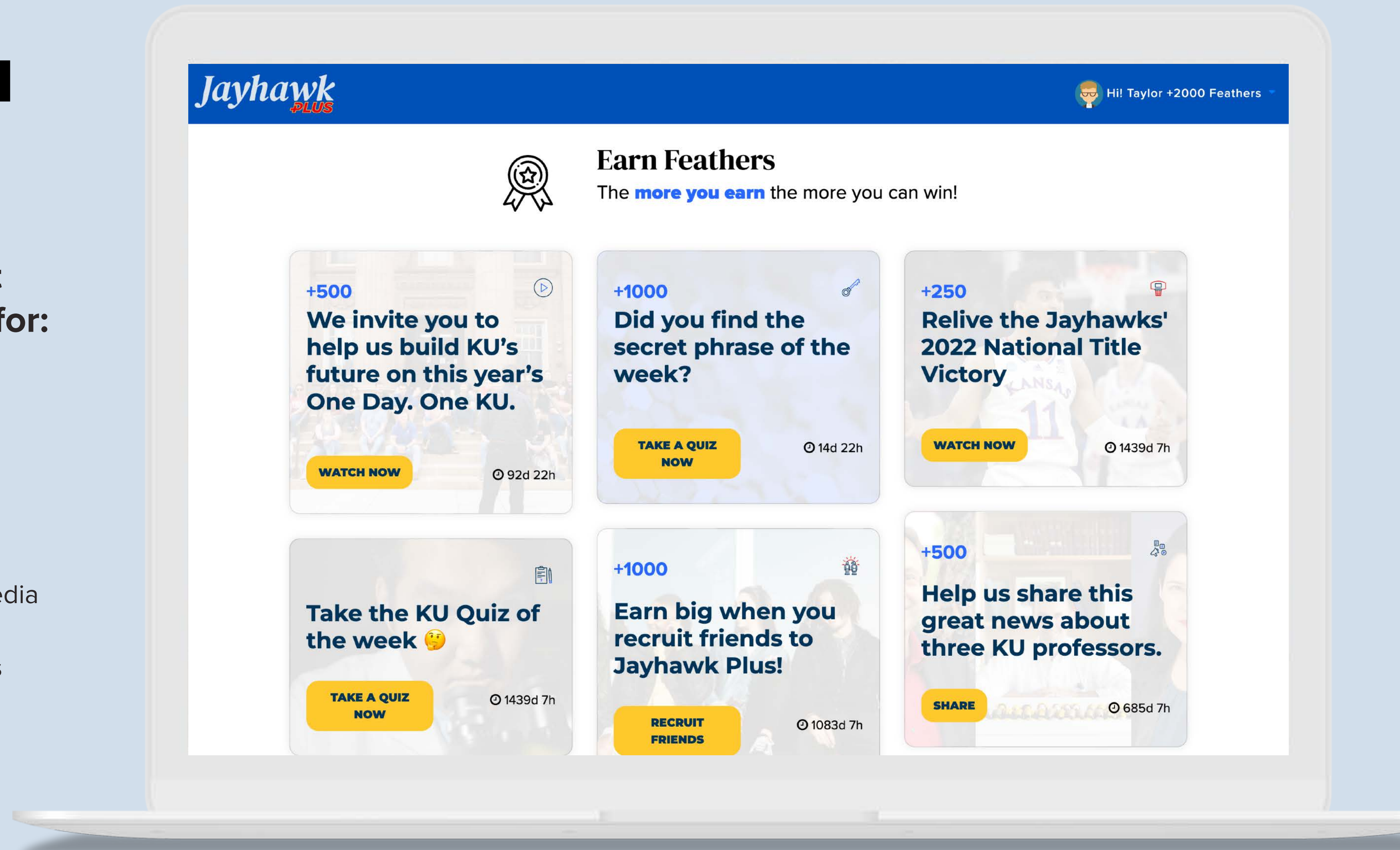
© 14d 22h

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PARTICIPATION IS REWARDING

We allow you to set up and customize 'Challenges' that engage and rewards users for:

- Sharing Social Content
- Watching Videos
- Viewing Articles / Content
- Visiting Websites
- Taking Surveys / Quizzes
- Engaging With Your Brand's Social Media Profiles
- Following / Subscribing Social Profiles
- Visiting Physical Locations
- Opening Emails
- + More



OUR MAJOR ADVANTAGE

DYNAMIC GAMIFICATION

We drive incredible results and success simply by making engaging with brands a fun, rewarding experience. Brands and institutions are searching for new ways to embrace their customers to keep up with a more demanding and digital customer.

BETTER BY DESIGN

Our technology allows our clients to intelligently reward customers for **staying engaged**, not only for purchasing items. We've automated rewarding digital and social activity, keeping our clients' customers active and loyal.

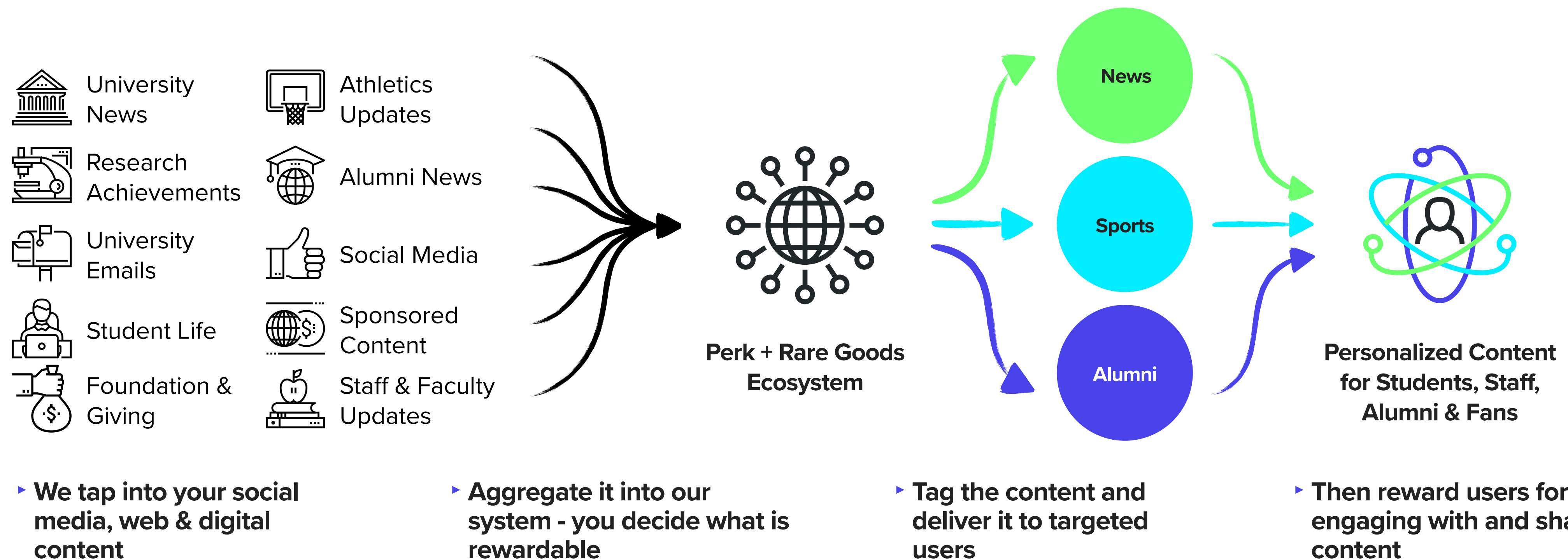


REWARDABLE MOMENTS	Typical	Us
Join the Program	✓	✓
Make a Purchase	✓	✓
Recruit Friends To Join	✓	✓
Connect Social Profiles		✓
Answer a Survey		✓
Share Your Content to Social		✓
Donating to University		✓
Submitting User Generated Content		✓
Checking Into Events & Games		✓
Registering Products		✓
Completing Courses		✓
Attending Games		✓
Selling NFTs		✓
Donating or Volunteering		✓
Watch Your YouTube Videos		✓
Complete Quizzes and Trivia		✓
Visiting Websites		✓
Liking Your Social Posts		✓
Visiting Your Stores and Events		✓
Downloading Your App		✓
+ Much, Much More		✓

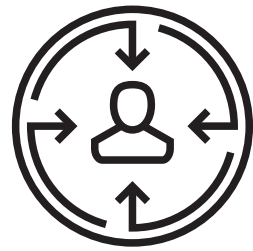
The Only Place for Everyone

Rare Goods Perks provides Universities and their sponsors with innovative new ways to engage your community and fans while maintaining a simple and seamless experience for everyone.

We creatively integrate content from both the University and your sponsors into a fun, “gamified” program that rewards the users for staying connected and up-to-date while participating.

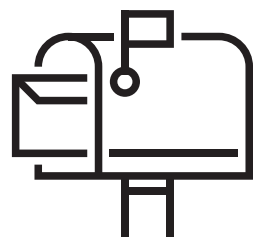


WHY USERS LOVE IT



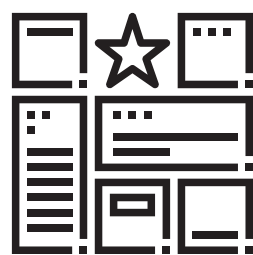
UNIFIED EXPERIENCE

Perk Social provides a new “Hub” that delivers personalized content from the University in a fun and convenient way. Before users had to check your website, social media and email to get all of your news and updates.



LESS UNWANTED EMAIL

Because content is aggregated and personalized, Universities are able to cutdown on their emails coming from various groups and departments so users get consolidated communicates and stop wanting to ignoring emails.



PERSONALITATION

Unlike Social Media or your Website, content from the University and sponsors is processed, personalized and targeted so users are seeing updates and content that relates to them making it relevant and informative.

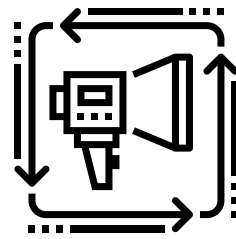


REWARDING

To sweeten the deal, all of the content and engagement in the platform is gamified and rewarding to increase affinity and loyalty from the University and show the love back to the most loyal fans and supporters.

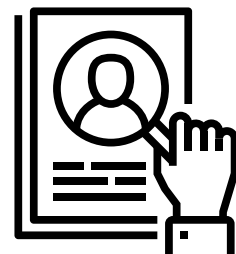


WHY UNIVERSITIES LOVE IT



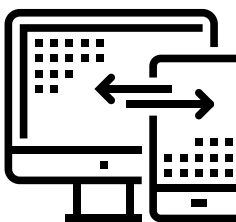
NEW ENGAGEMENT TOOL

Perk Social provides Universities with a new destination to send their community that is both fun and rewarding. Our format improves retention and awareness to ensure your messaging is making an impact and reaching your whole audience.



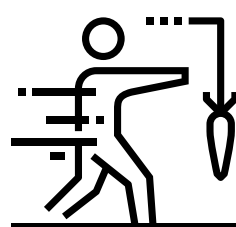
DATA AND INSIGHTS

As users signup and participate in the program, we help you refresh and update the data on your users so you get the most recent email address and other information allowing you to start in better contact with your alumni and fans.



VERSATILITY

Perk Social allows you to not only engage your users in new ways, but also elevate your current systems and initiatives. Our platform can stand alone or tie into your existing apps, website and social media to make for a seamless user experience.



GAMIFICATION

Love for your University is strong, but it's helpful to show a little love back! We make all of the participation in our platform rewarding so users have even more reasons to connect, engage and participate.




Robust, Accurate Data

By incorporating social connect, we capture existing user data - then track every survey, quiz, challenge, and engagement. Using the system, we are then able to build a robust collection of insights and data without imposing on users.

We Can Capture:

- Full Name
- Age Range
- Gender
- Ethnicity
- Location & Hometown
- Profile Photos
- Likes and Interests
- Birthday
- Email Address(s)
- Actions in System
- User Influence
- Social Impressions
- Segment Tags
- System Standing
- Shares in System
- Post Engagement
- Sales Conversions
- Program Referrals
- + Custom Insights



social profiles:

[f](#) [t](#) [i](#)

Chase Walker

Current Student (Class of 2020)

walker.06@buckeyemail.osu.edu

Engagement Score: **92**

Influencer Score: **87**

Male

6,487 friends

05/06/2016

03/16/1996 (21 years old)

Upper Arlington, OH

05/23/2017

Student

2020

Sports Fan

Joined 2017

+

15,200
83,950 lifetime

Current Points

258

Challenges Completed

174

Shares Made

6,953

Clicks Generated

Activity Feed

Rewards

Insights

Notes

ACTION	POINTS	DATE
Shared challenge " Last day to buy 2017 presa ... "	200	05/23/2017
Took quiz " How well do you know Kelly Kova ... "	250	05/23/2017
Signed in	N/A	05/23/2017
Click back from " I just bought my 2017 presa ... "	150	05/20/2017

Peer-to-Peer Promotions

Perk Social rewards users for sharing content to their personal social networks allowing you to amplify your messaging through advocacy.



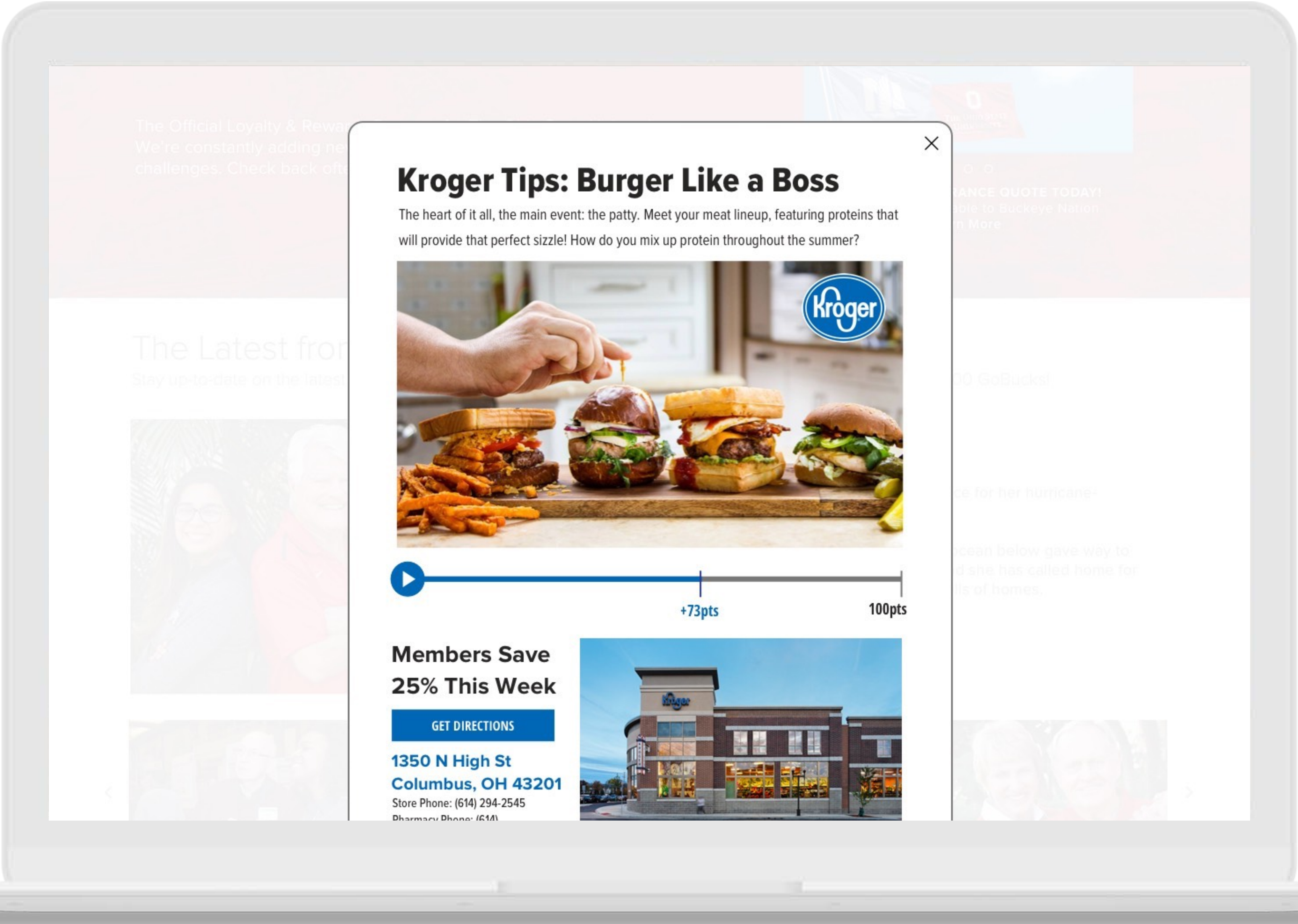
“**84%** of consumers trust word-of-mouth recommendations from friends and family, making it the leading form of advertising.

- Nielsen

SPONSORSHIP DRIVES REVENUE

Not only can you promote your initiatives, but also those of your sponsors.

Our platform provides unprecedented new ways to drive new revenue through sponsored content that drive incredible results for everyone and is fun and easy for users.



NEW REVENUE

CREATIVE SPONSORSHIP OPPORTUNITIES

Perk Social allows you to drive new revenue with sponsored content that is **fun and rewarding**

PERK SOCIAL PLATFORM

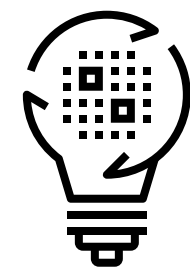
WHY SPONSORS LOVE IT

15



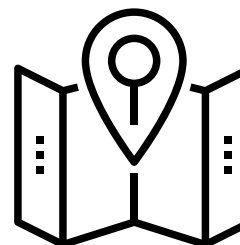
INCREASED PARTICIPATION

The improved format and users experience will be embraced by your top users, re-engage your previously casual users and encourage new users to participate improving sponsorship results.



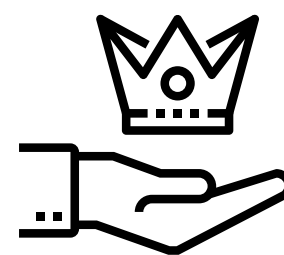
VALUABLE NEW INSIGHTS

Our platform provides a simple solution to digest and understand highly enriched social data, delivering just the intelligence you need for better business decisions, messaging and content strategy.



KEY MARKET EXPANSION

By pairing geographic data with the social insights we capture, you'll be able to expand your partnerships opportunities to new markets with large user populations all through the our platform.



IMPROVED MONETIZATION

Track and monetize not only content, but social insights, engagement and traction, though verifiable earned media values to maximize sponsorship budgets and opportunity.

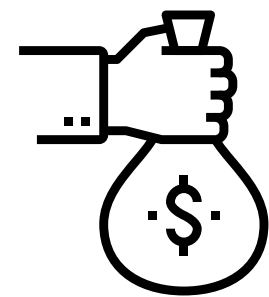
Sponsorship Opportunities

We creatively integrate content from both the University and your sponsors into a fun, “gamified” content that rewards the users for staying connected and up-to-date while participating. This increases the number of fans participating to drive valuable new results for sponsors.

- **Existing Data** - Access to specific user data with actionable insights for your activations
- **Ad Network** - Standard display ads with targeting
- **Content** - Featured articles, content, social feed
- **Email** - Promotional email to gain awareness
- **Challenges** - Having a specific challenges tailored around your brands goals
 - With Email Blast OR Without Email Blast
 - Custom Challenges - skinned or programmed to achieve a specific goal for your brand
- **Offers** - Available to everyone (or specific segments) - that group will be sent the offer via: text, email, push notification, on-site content
- **Rewards** - Sponsored Prize / Reward - Members will complete challenges and earn points towards winning your prize
- **3rd Party** - Custom integrations with your existing systems - API links
- **User Generated Content** - Asking members to sharing content around your brand
- **Site Take-over** - Custom Skin / Site Wrap

Approach Advantages

Better engage and monetize your community.



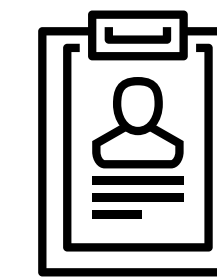
New Revenue Source

Ability to drive revenue from sponsors who pay to have their content integrated into the system and showing to the Universities community.



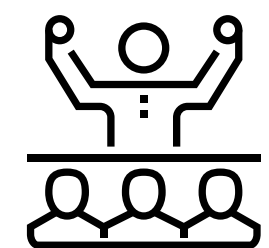
Data Privacy and Security

The University owns 100% of the insights and data to do with as they choose. You choose which data points the system collects and users are provided with clear use of data.



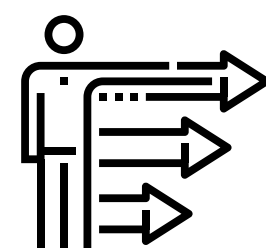
New, Accurate User Data

Ability to correct or enrich existing data on Alumni and Fans. Most Graduates switch emails multiple times after graduating and fall out of touch with the University.



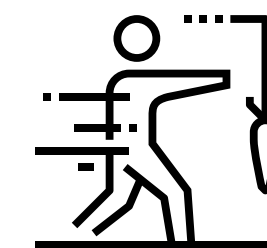
Independence & Control

New ways to engage your community without being dependent on e-mail or social media (Facebook, Instagram, Twitter) where you have to pay to boost and reach your own fans/followers now.



Improved Outreach

Perk Social provided you with a new medium to connect with and reward members of your community. Our system provides you with new, effective mechanisms to connect with your community.



Incentivized Participation

To make it worth while for users to participate, we make all of the time and engagement in the platform rewarding to members. This allows you to count on more than just loyalty when it comes to staying connected with your loyal base.

Technology Advantages

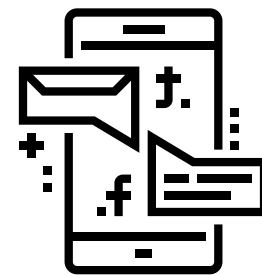
Our system is designed to be reliable, accurate and simple.

Verifiable Social Actions



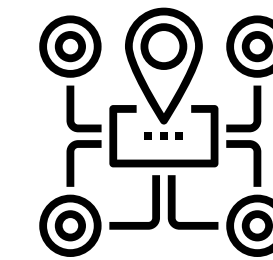
Unlike our competitors, we track and verify every action to ensure you're not getting empty entries to keep your brand expanding and the program fair.

Segmented Social Posts



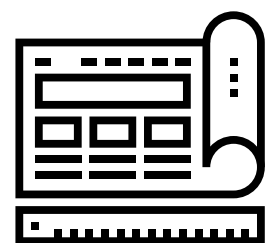
By creating copy and post variations on social share entries, you'll gain traction and credibility from the friends and followers of the contestant sharing the post.

Geolocation control



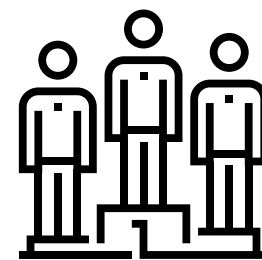
Geo targeting allows you to specify which countries are eligible for opt-ins for your promotion and optionally block entries from users who do not qualify.

Flexible Design



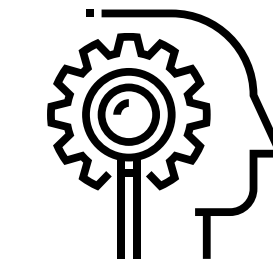
Our template and CMS based systems allow us to update campaign platforms in minutes. As your campaigns, styles and content changes, so can our technology so we constantly and consistently look like a seamless extension of your brand.

Winner Management



No matter your contesting format, our system allows you to select, verify and contact contestants. Then, you can utilize the additional tools in our platform to re-engage your contestants in incredible ways.

Advanced Insights

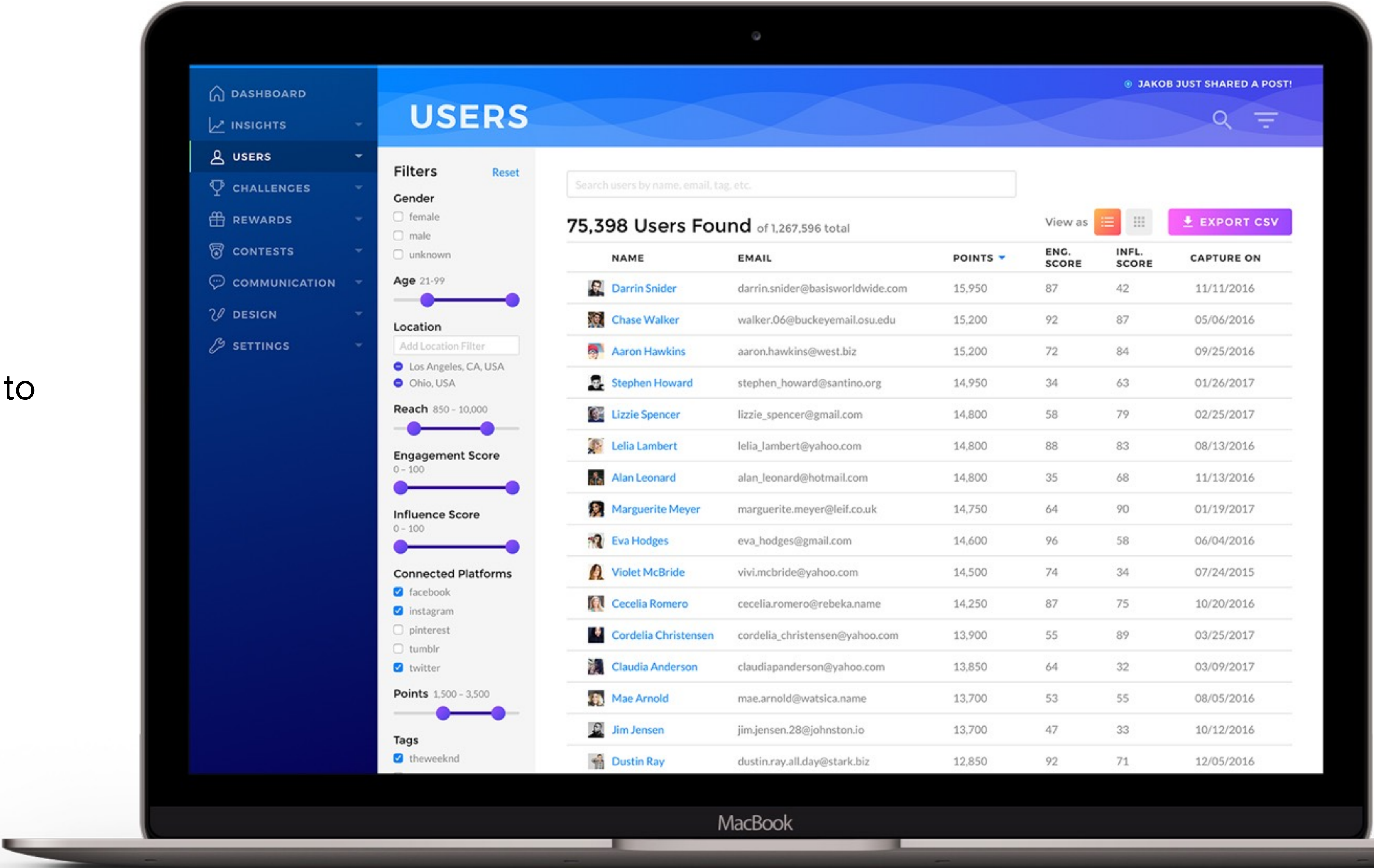


We go beyond basic insights to help you better understand your users allowing you to make strategic marketing decisions & retarget your contestants on their preferred channels.

Live Data Dashboard

Your team will have access to every fan, insight and audience online through a secure, role-based login.

We will host, maintain and validate the data on your behalf.



Case Studies.





**THE OFFICIAL
LOYALTY PROGRAM
OF THE OHIO STATE
UNIVERSITY**

Case Study





BNR STATS SNAPSHOT

CURRENT MEMBERS

117,344

SOCIAL SHARES

11,128

9.5% of users share to FB

CLICKS ON BNR USER'S SHARES

131,510

shares + recruiting links

CHALLENGES COMPLETED

746,681

6.36 avg / member

MEMBER DRIVEN IMPRESSIONS EST.

2.25M

on social media

ENGAGEMENTS ON SHARED POSTS

94,588

8.5 average per post



7,422

members recruited by prior members

13,254,206

visits to program

01-21-23

Highest App Engagement Day in Jan.

16,990

users with our app

6.34 min

avg time spent in BNR / user monthly



MEMBER AFFILIATION



FRIEND

52,178



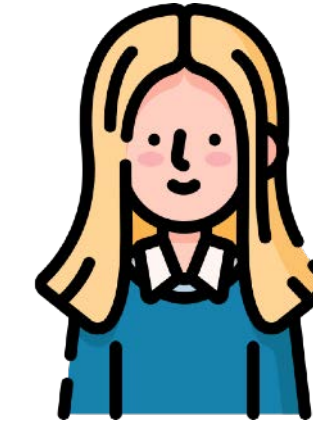
STAFF

28,911



ALUMNI

19,498



STUDENT

14,245



PARENT/GUARDIAN

2,512



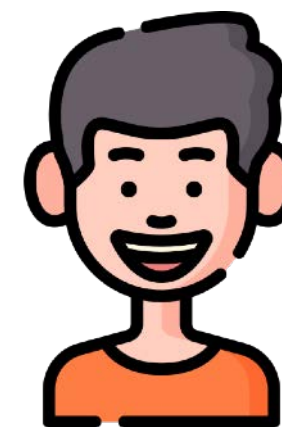
GRADUATE

1,034



SENIOR

385



JUNIOR

437



SOPHOMORE

454



FRESHMAN

1,327



BNR STATS AND FACTS

Every 4 minutes

A new member joins BNR

6.4 minutes

Time in BNR per user a month

274% growth

In BNR Social Follows last 6mo

All 50 States

Have BNR Members

47,000 new users

Added to TAS database

Low Acquisition

2022 numbers \$0.19 per

1,180 challenges daily

Average completion in the last 100 days

22% member growth

In the last 100 days

32% email open rate

4-5 times the university average

COLUMBUS CREW

Result Objective	Awareness, Traffic, & Ticket Sales
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ACTIVATION RESULTS:

\$16,000 sponsorship cost	\$53,751 Ticket sales generated
\$24,514 Total EMV	5x Activation ROI

MEMBER ENGAGEMENT:

145 shares to social	36,250 views on social
1,291 clicks from social	954 article reads
453 learn more clicks	73,362 views on BNR
96,600 email opens	

The Columbus Crew has been working with BNR for the past two seasons to bring some brand and new stadium awareness, increase ticket sales, and continue to foster a good relationship with the University.

The activation consisted of dedicated email blasts to BNR’s over 100,000 members, a social share challenge, and an article challenge. The partnership has been very fruitful for both BNR and for the Crew. The total investment from the Crew was a pair of season tickets at the new Lower.com stadium and activation costs of \$16,000. The return has been more than what they had expected.





KU

Contact

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