



GAME DAY YOUR WAY

GAMEWAY FEATURES:

Exclusive access to coupons and deals for clothing stores, restaurants and bars

Map of clothing stores, restaurants and bars nearby

Browse available game day clothing to rent, purchase or buy

Hub for ticket exchange and sale

Hub for renting parking spaces around campus

Linked to Venmo and PayPal

Map of parking garages, info on cost/availability

GameWay announces the launch of a free app that aims to offer users, particularly UW-Madison game day participants, with a convenient resource to better navigate Badger game days. The app combines multiple features to effectively guide people through their game day experience as an all-encompassing, one-way stop for all their needs.

ALL YOUR GAME DAY NEEDS IN ONE EASY-TO-USE APP

We understand that Badger athletics are an integral part of UW-Madison student life and a source of pride for the Madison community.

And we know how busy game days can get, too. With so much to do on game day, Badgers won't want to miss a minute of the action.

After conducting an online survey — with 188 responses from both students and non-UW-Madison students — our team found that:

- **about 60 percent of respondents said they never or almost never stay at home during game days**
- **63 percent of respondents said they have used social networking sites to exchange/resell tickets**
- **45 percent of non-UW-Madison students said they find themselves looking for somewhere to park on game day most of the time**

That's where our app comes in.

With GameWay, Badgers will no longer have to worry about finding a place to park, looking for a ticket or searching for the best deals on clothing, restaurants and bars. We've got them covered on game day.

REVENUE OPPORTUNITIES:

- Selling ad space on the website/app to local businesses
- \$1 service fee for clothing rental and sale
- Potential service fee for ticket hub
- Fundraisers with partnership of local restaurants
- Pay 99 cents for an ad-free experience on the app

PROMOTIONAL OPPORTUNITIES:

- Ads on student radio and local newspapers
- Social media – Facebook, Instagram, Twitter
- Promote at student orientation, org fair, lectures, Library Mall
- Ads through local businesses
- Collaborate with university athletics department and transportation system

LOOKING TO THE FUTURE — GAME DAY EVERYONE'S WAY:

GameWay has the ability to reach a wide audience and fulfill a need that is currently missing in the market. Not only will GameWay thrive at UW-Madison, it has the potential to succeed at other college campuses around the nation as well. Although we love UW-Madison, we don't want to limit GameWay to Badgers only. After our Badger pilot program, we hope to expand to other universities because everyone should have access to game day their way.