

Sample Program | Social Event or Fundraiser

Description

Engagement Period: 3 weeks
 Enrolled users: 100

Program:

Three Challenges are included. A “challenge” is an engagement, typically one week or less, where users compete to win the most points, and the winners are awarded at the end of the Challenge. This Sample Program consists of one “Pre-Event” Challenge (for 3 days in the week leading up to the event) and one “In-Event” Challenge for a 3-day event (i.e., occurs during the event) and one “Post Event” Challenge (for 3 days in the week following the event). Add another 6 weeks for development, setup and reporting, totaling 2 months for the project. This Sample Program includes 47 individual deliveries of content. These deliveries are micro-interactions, mostly in the form of quiz questions (“Qs”) – incentivized, measured and gamified. The content is aimed to **engage attendees so that your targets are having fun while learning key information about what you want them to know.**

Price Options

DIY:

\$1,711

PREMIUM:

from **\$6,386** to **\$23,334**



We used Ringorang as part of a team building event with our client and subsequently as part of a joint fundraiser for the American Lung Association. The content promoted our companies as well as ALA’s education around lung health issues. I watched people really getting engaged and socializing over the questions. We definitely plan to leverage for similar events in the future.



[Kevin Narcomey](#), CEO, Osceola Consulting

Scope

(1) Pre-Event Challenge

- 5 days of user engagement -- 3 weekdays of Live Qs (Wed – Fri), 2 weekend days of [Solo Mode](#) (where users can catch up on unplayed Qs).
- 10 Questions delivered (avg 3/weekday)
- Basic Incentives Package*:
 - Give away 1 x \$10 giftcard each day, awarded at random
 - \$45 combined value in giftcards to top three on leaderboard
 - 1 x \$100 value sweepstakes awarded after the Challenge ends

(2) In-Event Challenge

- 3 days of user engagement – Live Qs delivered over 3 weekdays
- 11 Questions delivered (avg 3/day)
- Basic Incentives Package*:
 - Give away 1 x \$10 giftcard each day, awarded at random
 - \$45 combined value in gift cards to top three on leaderboard
 - 1 x \$100 value or greater prize given away as sweepstakes

(3) Post-Event Challenge

- 5 days of user engagement -- 3 weekdays of Live Qs (Mon – Wed), 2 follow up days of [Solo Mode](#) (where users can catch up on unplayed Qs).
- 10 Questions delivered (avg 3/weekday)
- Basic Incentives Package*:
 - Give away 1 x \$10 giftcard each day, awarded at random
 - \$45 combined value in giftcards to top three on leaderboard
 - 1 x \$100 value sweepstakes awarded after the Challenge ends

2 months total project period: 5 weeks development/setup + 3 weeks user engagement + 1 week reporting and recommendations.

**Basic Incentives Package is assumed for a DIY program. Premium Incentive Packages increase the volume and value of prizes and are assumed in the range of Premium package prices.*

Value

Target Goal: Lead Generation

✓ Pre-Event challenge:

- Drive enrollment
- Capture interest and data
- Generate buzz
- Build awareness

✓ Post-Event challenge(s):

- Assess takeaways
- Collect feedback
- Reinforce awareness
- Keep connected between events

✓ In-Event challenge:

- Mobilize activity with fun
- Drive transactions or donations
- Incentivize inquiry / generate leads
- Socialize awareness

Engagement Value:

31 questions

10 in-app notifications

6 emails

47 engagements with each of **100 users** over 3 weeks

Pricing Options

	DIY	Premium (range)	
User Fees*	\$536	\$536	\$536 <i>*50% discount for Events</i>
Services	\$550	\$4,125	\$20,038
Incentives/Prizing	\$625	\$1,725	\$1,230
	\$1,711	<i>from</i> \$6,386 <i>to</i> \$23,334	

*The differences in pricing include variations in hourly rate of service provider, number of hours of services provided in strategy, integration, writing, enrollment marketing, program management and reporting/analytics, as well as the value and volume of prizing/incentives. [Connect with your Ringorang Rep](#) to learn more, or [Generate an Estimate](#).

Who Buys This?

- Event Hosts
- Sponsors/Donors
- Marketers

Use Ringorang to...

- Cut above the clutter of typical marketing/sponsorship
- Get on attendees' mobile devices to engage in real time!
- Make the experience fun and also informative
- Showcase your cutting-edge mobile capability
- Capture data and inquiries from your targets
- Ensure event information actually sticks.

Recommendations

Hot tip! **If you're an event host**, sell sponsorships with Ringorang, where a sponsor can have significantly more interactions, and more *measurably*, with this customizable engagement app. **If you're a sponsor or vendor**, why pay for the same old sponsorship package? Offer to the event host that you will be the game

sponsor for \$0 in exchange for developing and running a mobile engagement experience that informs attendees about the show and its subject matter.

- ***Put your brand and messaging in attendees pockets.*** Because you'll customize the Ringorang app for the event, you can have your company splashed all over it.
- ***The host provides the marketing*** to all attendees and gets the reputation of having brought the fun to the event; the attendees have a memorable experience; and you get better exposure and generate more interest and inquiries with a fraction of your normal staffing. Win-win-win.
- ***Set up a table or identify a go-to person for prize redemption,*** and watch the smiles as your targeted people flock to you.
- ***Achieve economies and better marketing*** simultaneously by giving away your branded products and services instead of buying prizing/incentives to give away.
- ***Reduce your staff and your attendance fees*** significantly by letting the app do the lead generation work for you, capturing not only the users' attention but important data on what they know and don't know about you.