



MYFAVORITO™

The Fan-empowered Sponsorship and Community Engagement Platform

Why MyFavorito

Sports sponsorship needs a radical game change: Most businesses give their growing sales and marketing budgets – more than \$300 billion per year - to Ad-tech (Google, Meta, Tiktok), not sports.

Our vision and mission

- ✔ We are democratizing sports sponsorship and building a platform that allows businesses to support sport in radically new ways.
- ✔ We help sports clubs of all sizes to attract more sponsors, activate and monetize their fans better and make more money.
- ✔ We give fans new tools to make (not donate) real money for their favorite sports clubs

We are growing fast

More than 3,000+ sports clubs, businesses and partners around the world use MyFavorito already.



Key Benefits

For clubs

- Reward fans for all types of valuable activities
- Attract more sponsors, extend your sponsorship product portfolio, make more money for your teams, club life or CSR-projects
- Activate your fans in radically new ways

For businesses

- Generate more sales, awareness, store visits, loyalty and growth
- Support the favorite sports clubs of your customers (could be 1000s at the same time)
- Build direct and digital relationships with customers, sports clubs and their ecosystem

For fans

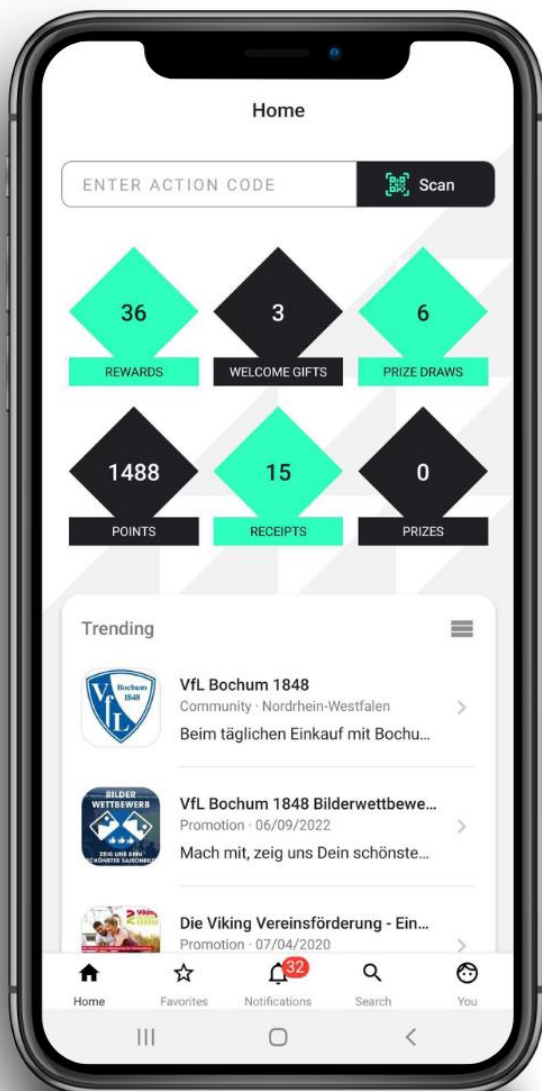
- Collect loyalty points from your club for all types of valuable activities
- Participate on the sporting success of your team
- Make money for your club, win great prizes, redeem attractive loyalty rewards

For partners (federations, leagues, marketers)

- Offer new digital shared services and innovations for all your clubs
- Help your clubs to attract more sponsors and address critical challenges
- Attract sponsors, generate new revenues and build a vibrant ecosystem with cloud services

MyFavorito Building Blocks

- Free mobile app (iOS and Android) and web app (PC, Desktop, mobile)
- Self-Service MyFavorito Dashboard
- Community and Promotion Manager
- Impactful Fan Activation Tools: News, Image Contests, Polls, Quizzes, Document Uploads, Redeemable Videos, Loyalty Rewards, Welcome gifts, Club Challenges and more
- Multi-channel, multi-purpose loyalty system, points and rewards, speaking action codes
- Large-scale Gamification Engine
- Fully automated Financial Backend, Payments and Payouts
- Integrated CRM for Fan / User Management including Email and Push-Notifications
- Social Media Center
- APIs, Widgets, SDKs
- Ready-to-go integrations into Shopify and others
- KPIs, Reports and Statistics
- And much more ...



Pricing

MyFavorito is free-to-join, easy and risk-free. We charge a small (15%) transactional system fee on every payment to businesses and every payout to clubs. So businesses and clubs pay only when they are successful. Monthly usage fees apply to selected enterprise functionalities and APIs.

More Information



[Watch MyFavorito brand video](#)



[Watch MyFavorito demo videos](#)

Sign-up and Contact

- ✓ Sign-up as a fan-empowered sports club or sponsor now at <https://myfavorito.com>
- ✓ Login to the [MyFavorito Dashboard](#), set-up your community and go live today
- ✓ Download the MyFavorito App (free for Apple / Android)

- ✓ For further information please contact us anytime:

team@myfavorito.com

