

# FootballAnt

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Cover 99% of regional users worldwide and provide football sports data services.

# Corporation



# Cooperation Model

## Brand Naming Sponsorship

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We not only offer sponsorship opportunities, but also exclusive sponsorship collaborations.

- As an exclusive sponsor, you can gain exclusive advertising rights for specific events, features, or platform activities, ensuring unique brand exposure in the competition.
- Our customized advertising services include brand integration, event sponsorship, featured content production, etc., all aiming to enhance the effectiveness of the sponsorship and brand value through cooperation between both parties.
- During peak periods (such as weekend match days), user activity significantly increases, making it an ideal time for advertising exposure. Sponsors can leverage this high-traffic period to effectively connect with users through prominent brand displays on FootballAnt.

## Contract-based Advertising

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Advertisers can collaborate on specific scheduling modes for contract advertising based on the platform's open advertising slots.

Our platform supports various forms of advertising, including but not limited to:

- **Splash Screen Ads:** Full-screen ads displayed when users launch the app, quickly capturing users' attention.
- **Banner Ads and Video Ads:** Providing continuous brand exposure as users browse.
- **Other Pending Ad Locations:** Such as scoreboards, push notifications, message alerts, and more.

## Spot Advertising

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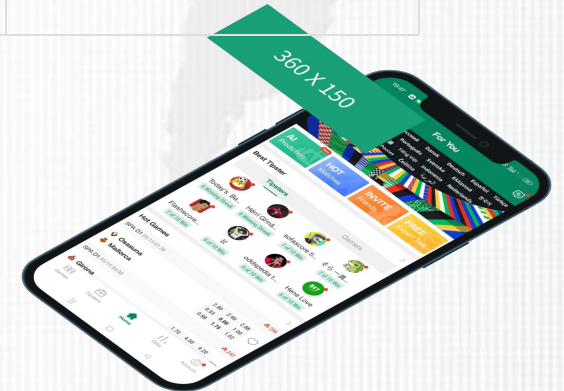
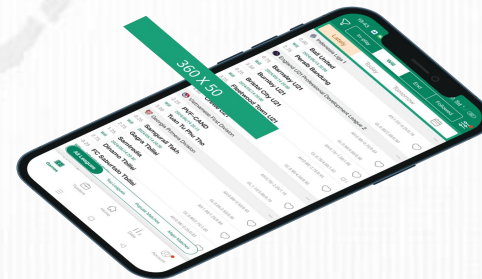
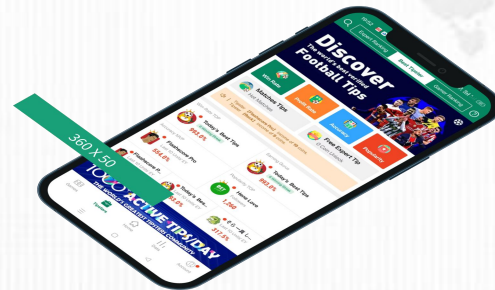
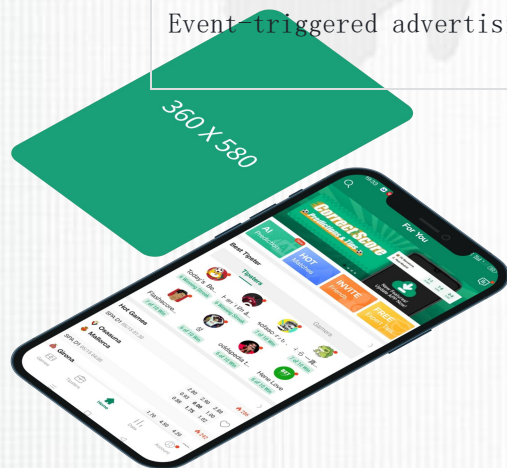
Negotiations for cooperation models based on a single advertising slot will be conducted on a case-by-case basis, focusing on specific communication points.

# Advertising Spot Tables

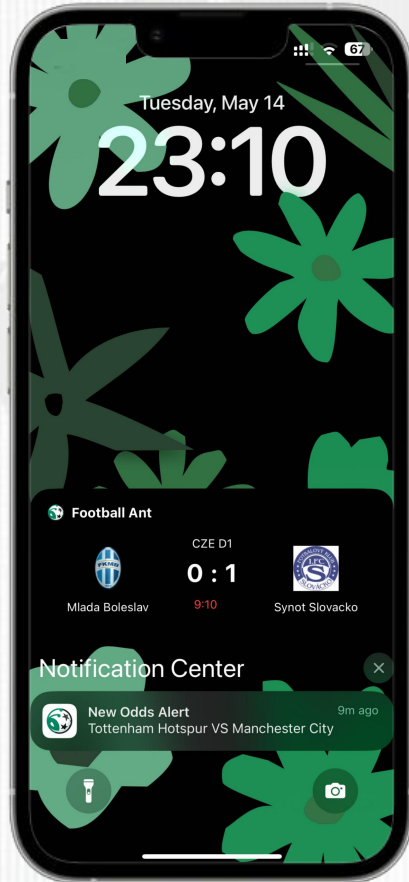
Category	TA	Strategy	Advantage	Data
Splash screen advertising	All users	Full-screen display when the app launches	Extremely high exposure rate, strong first impression	Impression: 800,000 times per day
Video advertising	Match viewers	Played during or before/after live match broadcasts	Deep engagement, emotional connection	Click-through rate: 30% increase
Native advertising	Active users in the fan community	Seamless integration of content, such as sponsored articles or features	High relevance, high user acceptance	User engagement: 25% increase
Push notifications advertising	Followers of specific events	Personalized advertising pushed based on user-subscribed events	Strong timeliness, high targeting	Conversion rate: 15% increase
Floating advertising	Active app users	Pop-up during app usage	Emphasis on immediate discounts or notifications	Event response rate: 20% increase
Exclusive sponsor advertising	All users	Exclusive sponsorship for the entire season or specific major events	Exclusive brand exposure, long-term partnership	Brand awareness: 40% increase
Event-triggered advertising	Followers of specific events	Advertising triggered by key events during the match (such as a goal	Highly relevant, stimulating users' immediate response	Participation rate: 35% increase

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# Advertising Spot



## Instant Messaging Branding/Contract Notifications

Our product caters to global football fans and football bettors, where instant messaging notifications are a core demand for users.

Our product supports second-level response time, providing users with the fastest and most comprehensive instant data notifications!



Match Start  
Notifications



Goal  
Notifications



Last-Minute Goal  
Notifications

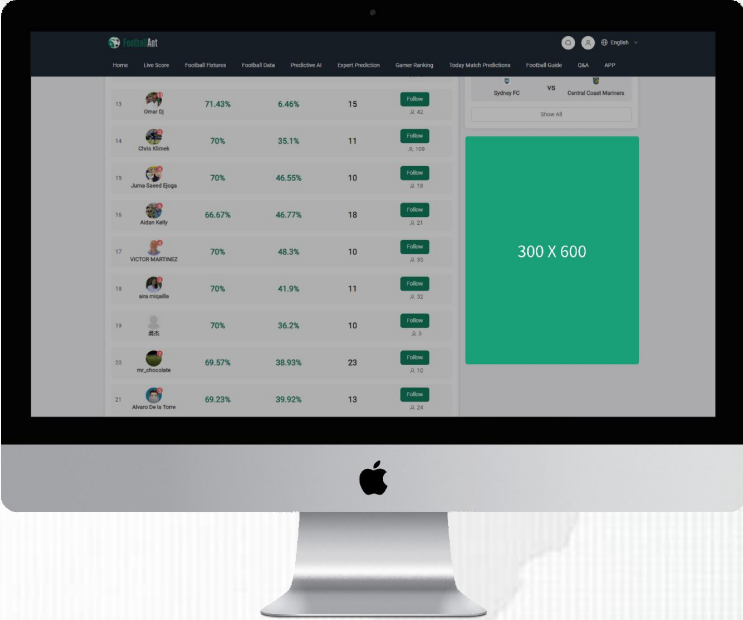
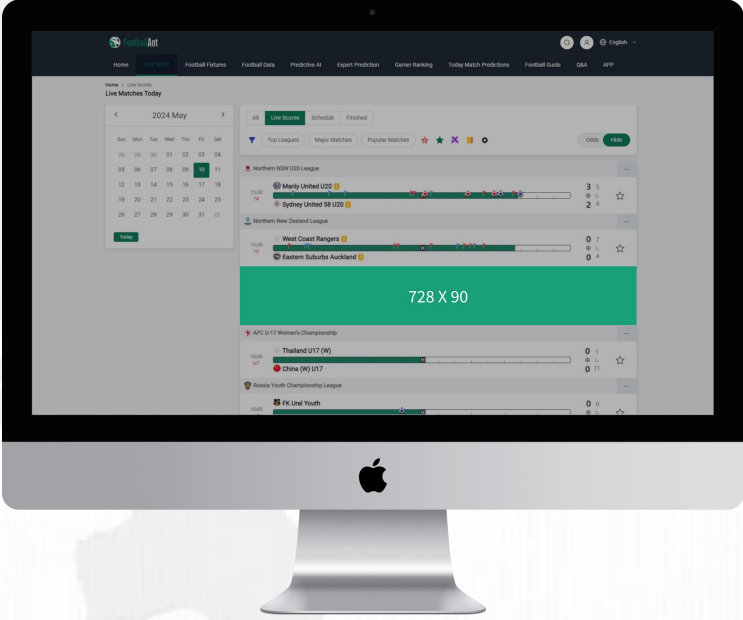
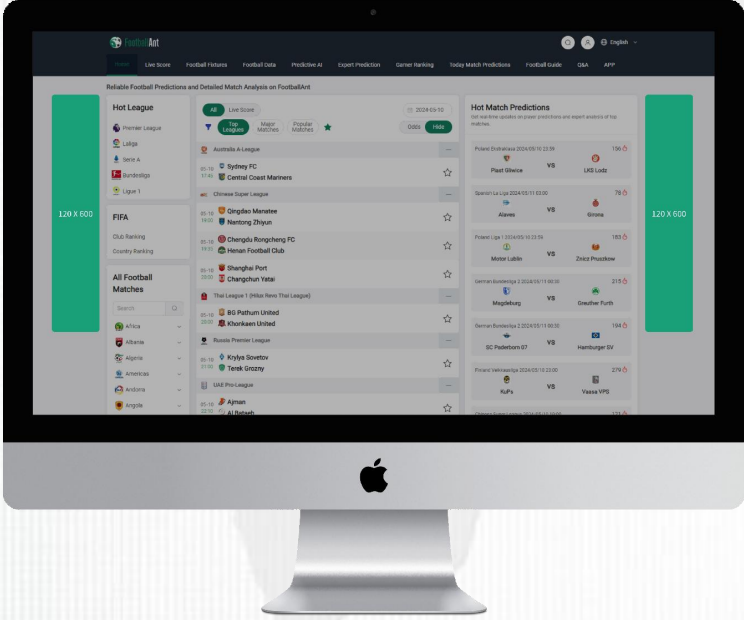


Red and Yellow Card  
Notifications



AI Warning  
Notifications

# Advertising Spot



# Business Process

The process of initiating cooperation with FootballAnt has been designed to be both simple and efficient.

## 1 Consulting

Discuss your brand goals and budget with our business team.

## 2 Proposal

Customize sponsorship and advertising proposals based on your needs to ensure alignment with your market strategy.

## 3 Execution

Upon confirmation from both parties, launch the sponsorship and advertising activities, and monitor their performance throughout.

## 4 Optimization

After the event, provide a detailed performance report and optimize based on data feedback to ensure continuous improvement.



# Thank You

Thank you for your time and attention. We look forward to the opportunity to collaborate and achieve great success together. Please feel free to contact us for any further information or questions.

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Contact Information:

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