


Mobile App Proposal for iPhone and Android

Buzzplay Mobile
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We are super excited about the OHANA Fest bringing together some amazing artists to Dana Point. We would love to be a part of this wonderful festival and help provide an unforgettable experience for festival attendees.

Today's festival attendees appreciate and expect a flawless mobile experience to help them guide the festival and provide easy to access information. Sponsors and Partners also expect a mobile component to be a part of their promotional package. Mobile provides additional impressions, awareness and marketing data. Our apps also deliver a unique, target marketing experience only mobile can offer.

A bit about us...

Buzzplay has been developing digital marketing tools for music festivals and musicians for over 15 years. We are always looking for new ways to help promoters and artists market & promote their shows, as well giving them ways to create a better connection with their fans.

A few years ago we decided to focus our efforts on mobile and utilize all it has to offer for live music and festivals. We have been lucky to work with some amazing artists and brands over the years and we look forward to working with the OHANA Fest team.

Current and Previous Clients in Our Journey



Buzzplay Mobile Products and Features

FEST STOCK

The FestStock Mobile App platform is our signature product. It features all of the components needed to make a festival going experience the best, easiest and most convenient it can be. We also added in some very fun and creative ways to interact with artists and engage with sponsors. This platform is available as a stand-alone, fully customizable, white label product.

Fest Play

The FestPlay Mobile App is a shared platform available for iOS and Android devices. The app utilizes the users GPS in order to display the closest festival to their location. Searching for the festival in the Apple or Google Play stores will also result in the user getting the FestPlay app as the first option. The core features use our custom templated user interface but is also completely customizable. This platform also has the ability to take advantage of some of the add-on options that The FestStock app offers.



The Buzzplay Mobile **FEST STOCK** Standard Core Features

- ★ **HRMNY:** Our Current, Comprehensively Detailed Database Library of Artist Profiles
- ★ Custom Schedule Creation
- ★ User Data and App Analytics
- ★ Pre-loaded Content to Function with Little or no Network Signal
- ★ All Festival Social Feeds Hub (Facebook, Twitter, Instagram)
- ★ On-Site Support for Up to the Minute Schedule or Lineup Changes and Updates
- ★ Completely Customizable White Label App

Additional Add-Ons and Other Services

★ **KPLY: Our Custom in App Streaming Radio Service**

Our completely customizable streaming radio platform offers seamless, commercial free listening of all of the artists playing your festival. We can also offer professionally produced commercial spots, promos and special announcements to play throughout the festival broadcast. We can also include pre-recorded spots from your sponsors to give them an extra number of impressions for their sponsorship.

★ **Feedback: Our Micro Crowd Funding Service for Causes, Benefits and Charities**

If your Festival is associated with a cause, charity or is a benefit for something in particular, Feedback provides an easy way to give. Attendees will be provided with full details of the cause and gateway to support via Credit Card, Pay Pal, Apple Pay or Google Wallet.

Feedback was also created as a way to support independent artists as a micro crowdfunding solution. Many independent artists playing the festival circuit depend on merch sales just to pay for gas and lodging on the road. Feedback is a way for fans of these artists to support them directly as well. Think of it as a Virtual Tip Jar.

Additional Add-Ons and Other Services (cont)

★ **Buzzpass:** Our VIP and All Access Management Solution

With the Buzzpass feature you can manage your VIP and All Access attendees digitally. A unique ID will be accessible for these users directly in the app. No more need to print out badges and no more excuses of lost badges. Security will have the option to just match the Buzzpass with the user and or scan a unique code for access.

★ **BuzzplayPro:** Our Exclusive Promotional Opportunities with Artists and Sponsors

Take advantage of our long standing, unique relationships with Artist Managers and Publicists. We will assist in setting up contests and or promotional opportunities with the artists already playing your festival by connecting them with sponsors and brands. Promotional opportunities can be anything from Meet & Greet to winning exclusive merch content and more. Contests can be winning tickets or VIP packages provided by a sponsor or artist.

Additional Add-Ons and Other Services (cont)

★ Airwaves

Airwaves is our advanced geofencing and Bluetooth® Smart (Bluetooth Low Energy) beacons platform. This technology keeps attendees up to date and informed. It also gives event producers never-before-seen insight into their overall audience behavior.

Attendee Insight

Knowing who attends the event, not just who purchased a ticket, their specific interests and precise location allows an event producer to more effectively engage with attendees during their experience inside the venue or throughout the year. Airwaves allows them to encourage engagement through personalized greetings and interesting information. They can also assist fans by directing them to the shortest gate, bathroom or beer lines.

Hardware Provided

When an event signs up for Airwaves, iBeacon hardware that complies with the iBeacon and Bluetooth Smart specifications is included. This hardware is compatible with both iOS and Android.

No Signal Required

Any time large groups of people gather, connectivity to cellular networks can become unreliable. Our apps come preloaded with data, so Airwaves functions on or offline.

Airwaves (cont)

Real Time Sponsor and Vendor Engagement

Your Sponsors Will Thank You

Give your sponsors an extra bang for their buck by easily adding in a new level of interactivity like never before. On-site messaging provide sponsors a fun new vertical to connect with your audience. Sponsors can blast out announcements of new products or giveaways. Maybe a trivia contest or scavenger hunt at the show.

Marketing and Messaging

By understanding attendee's unique interests and their specific location, Airwaves enables organizers to deliver the content, offers and information attendees want, when and where it counts. With beacons, geofencing, location-based messaging, and analytics, event producers can create more meaningful relationships by connecting their digital and physical worlds to deliver immediate value.

Real Time Operational Insight

Obtain actionable insights on attendees inside and around the venue in real time. Visualize visitors, loyalty, dwell times, walking paths, gate wait times, bathrooms lines and real-time heat-maps.

New Sponsorship Opportunities

Location-based messaging and games provide sponsorship teams new avenues for selling advertisements and engagements.



Buzzplay was founded in Los Angeles in 2002 by LJ Scott. A musician and Berklee College of Music, Business Graduate. Through Buzzplay, LJ has been innovating ways to market and promote music and events digitally for over 15 years.

We custom create mobile apps, mobile sites and comprehensive e-commerce web sites with the experience and knowledge only we can offer. We have been working one on one with artists, promoters and labels since the beginning of the digital music revolution. Not to mention the extensive work we have done for some of the biggest media brands in the world.

Buzzplay is a proven pioneer in offering cutting edge music marketing tools. From the first portable digital music storefront in 2007 and the first podcast for independent musicians back in 2004 called "The Buzzcast". In 2010 Buzzplay launched a groundbreaking social music event application called "Live Wire" that incorporated the "E for M" (email for media) model. The app was a great success and helped propel Buzzplay as a leader in Music Marketing Mobile Solutions. Mobile engagement and commerce is our focus and if there is a new way to engage the music fan, you can bet we are on it.

Pricing

Core Package

Custom White Label development of the Buzzplay Mobile, FestStock platform for iOS and Android.

\$3000.00

That is total for both platforms iPhone and Android. All core features included.

This discounted rate is based on at least 3 all access passes for Buzzplay Staff at both events, in order to monitor and support on site.

This also includes at least 2 designs changes before approval. Any additional design changes will be an additional charge.

Additional Features

- Airwaves: **\$500.00 one time set-up \$100 per additional sponsor or partner utilizing the service**
- Feedback: **\$150 one time set-up and processing fee for Causes, Benefit and Charites**
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- Buzzpass: **\$250.00 per 100 passes Generated**
- BuzzplayPro: **Variable Fee based on Contest and Promotion Details**
- KPLA lite (no commercial or promo spots): **Free with Airwaves Feature**

Process and Timeline

Our process is completely transparent and we will keep you updated along the way. We will work directly with your designers or Creative Director to maintain the look and aesthetic you have already established. We value your input and feedback during this process to make sure everyone is satisfied with the finished product.

The turnaround for the Apps will be at least 6 week and no more than 8 for us to go live.

- **Statement of Work and Deliverables Agreement**
- **Modifications if Required**
- **Asset Gathering**
- **Wireframes and Design Mockup Reviews**
- **Development**
- **QA**
- **Testing review**
- **Modifications if Required**
- **Submit to iTunes and Google Play Stores**
- **Monitor , Maintenance and Support**
- **Update content for Second Event**
- **Test Review**
- **Re-Submit To ITunes and Google Play Stores**
- **Monitor , Maintenance and Support**

Other Services

Buzzplay Mobile is also a full service, cutting edge Digital Solutions Service. Our team of designers and developers are all active musicians with a passion for creating only the best. We also provide the highest level of customer service with a “hands on” approach in order to make sure you get exactly what you want, when you need it.

Just a few of the other services we provide...

- **Responsive Website Development**
- **E-Commerce Site and Mobile Development**
- **E-learning and Online Classroom Development**
- **Event Ticketing Solutions**
- **Customer Reward Programs**
- **Social Media Marketing**
- **Landing Page and Banner Creation**
- **Graphic Design**
- **Data Management**
- **Cloud Hosting**

Thanks for taking the time to review this proposal for OHANA fest 2016.

We are looking forward to the opportunity of working more closely with the OHANA Fest team and are especially excited to see the amazing artists playing the festival.

Don't hesitate to let us know if you are looking for more details or information. We are flexible with the components and features and will work with you on what ever makes sense. We want to make sure this is the best experience for you, the fans, the artists and sponsors.

Rock On!

LJ Scott

5/12/16