

THE FUTURE OF EVENTS IS NOW

Adidas-CoatChex Partnership Proposal





THE OPPORTUNITY To Improve Stadium Events IS YOURS

With tight seating and **NOWHERE** to store coats or personal belongings

Consumers are forced to focus on the safety of their belongings... **RATHER THAN THE MAIN EVENT**

“Jumping up and down and cheering is hard when you are concerned about stepping on your bag and coat.” –Survey Member 1

“It’s a pain to to guard your belongings for the fear that someone may spill beer or nacho cheese all over.” – Survey Member 2

Targeted Consumers

THE MAJORITY OF CONSUMERS AT STADIUM EVENTS
(including sporting events, concerts, etc.)—

- 1) DRESS IN CASUAL ATTIRE,
- 2) ARE IN A HURRY TO GET TO THEIR SEAT!

and are looking for a convenient, reliable, and affordable spot to put their stuff.



Ordinary Coat Checking Services



OFTEN INCLUDE :

- ➔ THEFT
- ➔ LONG LINES
- ➔ LOST TICKET CLAIMS
- ➔ UNVALIDATED PICK-UPS

IN FACT - ALL OF THESE THINGS
(INCLUDING BABYSITTING YOUR CLAIM TICKET)
CAN CAUSE ADDITIONAL STRESS TO AN ALREADY TEDIOUS PROCESS!

DON'T BE THE SAME



Be Better.

coat chex™

Effortlessly providing superior customer service.



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WHAT WE DO

CoatChex provides your customers with a
Premium Experience

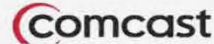
THROUGH INNOVATIVE, MEMORABLE, AND AUTHENTIC ENGAGEMENT

Turning an inconvenience  into an opportunity.

COATCHEX



clients



What CoatChex

will bring to Adidas



Provide seamless activation & SUPERIOR customer service!

DRIVE REVENUE THROUGH INCREASED IN
STORE FOOT TRAFFIC BEFORE & AFTER GAMES.

ATTRACT a new type of customer!

CONNECT fans on a more personal level

**“CoatChex provides an additional revenue stream
for my business. It's hands-free and profitable.”**

–Liza Pral, Owner and General Manager, Kirov's Sports Bar

Improve Consumer Perception of Adidas Brand



“A seamless integration of physical and digital experiences.”
- Behance.net

“It was the sexiest and most efficient coat check ever!”
- Tech.co

*Impress the prestigious...
& Attain the unattainable*

BRAND FOR SUCCESS



1

Prove devotion to customer satisfaction with innovative and effective technology

- ❑ Remove hassle of lost claim tickets
- ❑ Provide premium personal attention to each

2

Ease the minds of consumers with Chexology

- ❑ Eliminate potential theft and claim ticket mix-ups due to the photographed tagging

Future Collaboration

Promotions & Analytics

- 1) Direct promotional marketing through check in/checkout texts.
- 2) Adidas newsletter signups through touch screen activations.
- 3) Direct sales through promotions

“Buy a hat and receive a free coat check”

“Free hat when you pay for the coat check service”



- 4) Data Collection and Customer Analytics can now be captured through our CoatChex system.

Adidas Investment

Small Price...

\$1000 A GAME

- ✓ \$500 FOR COATCHEX TURN-KEY ADIDAS PACKAGE
- ✓ \$300 FOR COATCHEX EXPERIENCED STAFF
- ✓ \$200 FOR ADIDAS MARKETING PLATFORM

BIG RETURN

At \$5 per person, break-even at 200 customers!

1000 customers = \$5,000 (\$4000 PROFIT)

2000 customers = \$9000 PROFIT



A PRESTIGIOUS REPUTATION IS POWER

and with CoatChex, the power could be yours



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