

# Best Case

## nplussport



## Initial Situation

n plus sport GmbH organizes various sports events but is specialized in the organization of large women's and company races with 3000 - 5000 runners.

Together with the Fanomena GmbH, the acquisition of sponsors and participants could already be improved in 2015 by using the digital starterkit of eventbaxx. In addition, the event could be conducted more sustainably by waiving classic print media. Once again, n plus sport will use the digital starterkit from eventbaxx for all company and women's races in 2018.

## Objective

The acquisition of sponsors and participants at the various running events quickly became a problem and was the reason to implement the digital starterkit of eventbaxx at n plus sport. According to managing director Ralf Niedermeier, it is particularly important for the sports agency to provide the participants with an "attractive overall package", which is not solely about running but also about entertainment, not only to acquire new sponsors and participants, but also to bind existing ones to the events.

According to n plus sport, almost every sponsor now attaches great importance on distributing content on a digital way since this ensures availability at the points of contact.

## Outcome

Since 2015, the sports agency n plus sport has already used eventbaxx at 15 events and was thus able to achieve its goal and provide participants and sponsors with an attractive overall package. The feedback of different participants confirms that they deal more intensively with the agency as organizer and the events that eventbaxx makes more attractive.

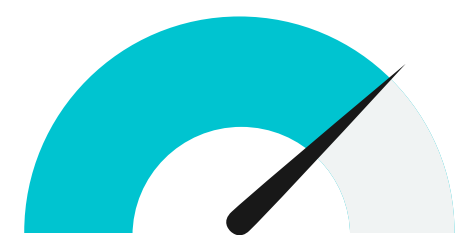
In addition to the availability of their coupons, sponsors also regarded the tracking as an advantage, as they know exactly where they need to place their content.

In addition, n plus sport itself emphasized the considerable elimination of paper by digitizing the coupon booklet.

## Result

Opening rate of >76%

OPENING RATE 76.9%



High level of interaction

NUMBER OF OPENINGS

**1,53X**  
per user

Sustainable

**9,5** kg CO2 spared 

**1785** sheets of paper saved 