

FANS ARE BACK



NEVER HAS THERE BEEN SUCH APPETITE FOR LIVE SPORT. LET US HELP YOU GET THE MOST OUT OF THIS ONCE IN A LIFETIME OPPORTUNITY.

NIFTY

Be NIFTY

We specialise in unlocking new revenue streams for sports organisations and rights holders.

As supporters across the globe embrace the return of spectator sports, there's never been a better time to maximise digital potential. That's where Nifty comes in. We create compelling fan experiences, unlock new revenue streams, grow engagement and increase reach across both digital and traditional media.

The Nifty team is highly skilled at reconnecting with a fanbase, enhancing their digital experience, generating record-levels of engagement and creating new, residual revenue streams.

'The pandemic's ushered in a new age for both fans and rights holders. Digital is now more powerful and offers unlimited potential to engage and grow a fanbase, increase reach and recognition, and unlock new income in these hard-hitting times for sports clubs and organisations worldwide.'

Christian Collison,
Nifty Founder & CEO

Engage & empower fans

The sports industry has faced unparalleled financial damage while fans have suffered the void left from zero spectator sports. As a result, the hunger for live sport has never been greater.

Through digital, we offer fans the one thing they crave – access – through owned, earned and shared media. This drives both fanaticism and revenue. That additional income will go a long way to fill the hole in cash flow created by the pandemic.

£870_m

F1's revenue drop in 2020.

£1_{bn}

Estimated drop in revenue
for the Premier League.

£150_m

Drop in revenue for the RFU.

A Nifty case study

During lockdown we grew one of our Facebook pages from sub 30,000 followers to nearly 200,000.

Not only have we increased reach, engagement and interest, we've also unlocked monetisation. Since June 2020, this page has generated more than £140,000 in revenue through Facebook alone.



More than

1,500 subscribers.

Each paying £9.49 (Apple) or £8.99 (Google) a month, page takes 70%.

avg. **696** viewers on live broadcasts.

Through engaged viewers, this page now generates around

£21,000 per month.

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**OF THE WORLD'S
POPULATION
% USE SOCIAL MEDIA.**

To put it simply, digital transformation of the sports industry is no longer a trend, it's a necessity.

It's a complex world but don't worry, we've been there and we've done it. We know the requirements, tactics, strategies and potential pitfalls when building digital incomes.

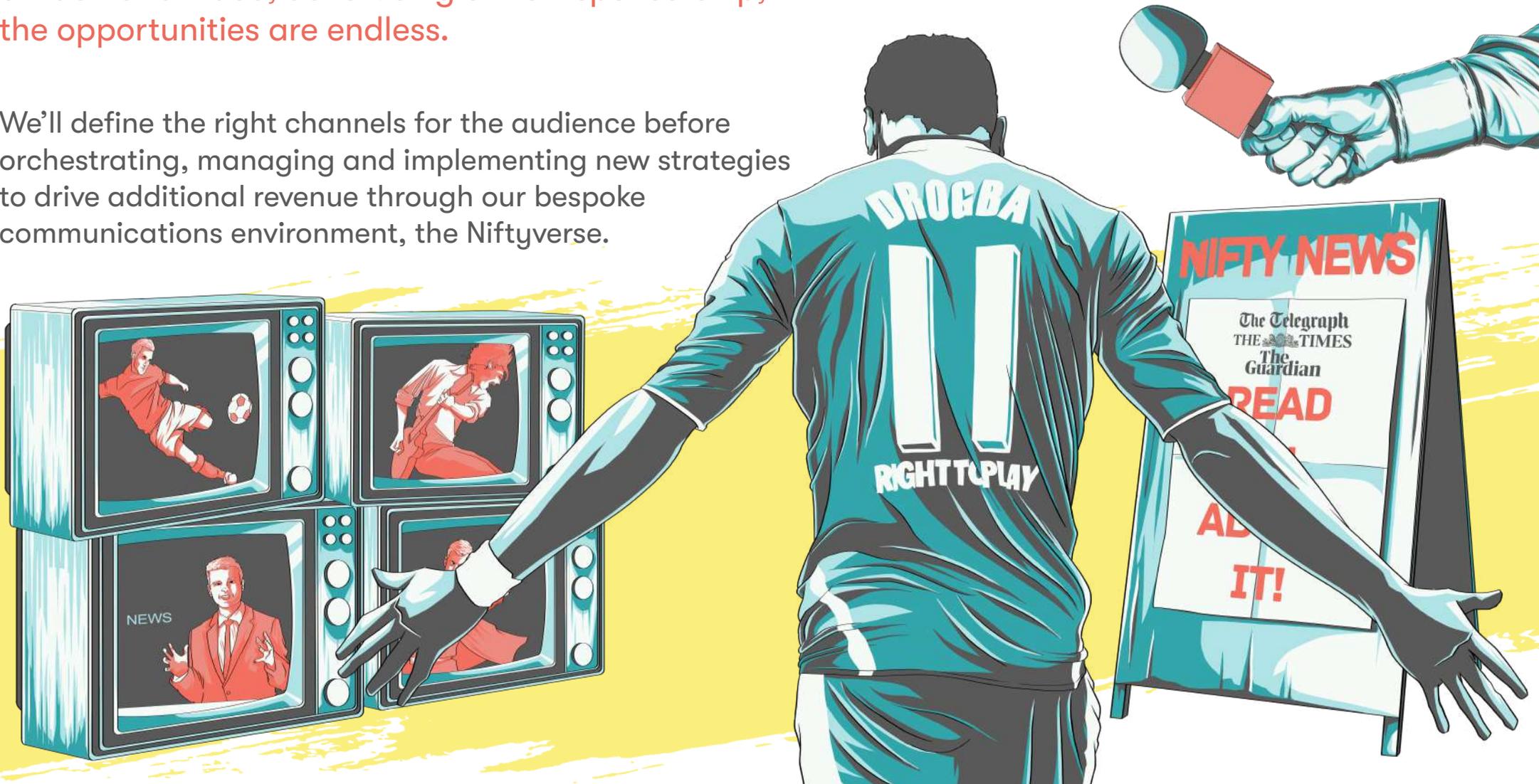
Whether you're a sports organisation, rights holder or sports professional, we can help you combat the financial impact of Covid-19 by building new revenue streams, engaging your fans and empowering your sponsors.



Nifty unlocks new revenue

Whether it's through exclusive content, subscriptions, on-demand video, advertising or new sponsorship, the opportunities are endless.

We'll define the right channels for the audience before orchestrating, managing and implementing new strategies to drive additional revenue through our bespoke communications environment, the Niftyverse.



How to build the Niftyverse



1) The Audit

First, we'll run a digital audit of all your activities and your competitors' activities.



2) The Funnel

Next, we plan how to move our audience from where they are to where we need them.



3) The Audience

Here we define our target audience – their likes, interests and discussion topics.



4) The Content

We define the concept, craft the message, optimise the content and build the creatives before refining, testing and refreshing.



5) The Channels

When it comes to channels, we're looking for audience volumes and the easiest and most efficient ways of engaging them.



6) The Delivery

Campaign delivery starts at phase one. First there's the timeline, then optimisation, then reporting and finally, testing.

Nifty Services

We've been working in sport for more than 20 years and not only know what works, but when it works and why.





We have faith in our abilities, that's why we put our money where our mouth is. From a fixed fee model, we take a cut of any new revenues we unlock through the commission model below.

It's pretty simple really - if you earn, we earn.

Earnings Per Month	Nifty's Share
£0 - £10,000	Fixed fee
£10,000 - £25,000	30%
£25,000 - £50,000	25%
£50,000 +	20%

The Nifty Managers



Christian

Founder & CEO

christian@niftycomms.com

Christian helped turn Chelsea FC's traffic from 400k a month to 6.5mill a week before moving into motorsport where the Niftyverse was created. He's also proudly generated more than £3 million in value for charity.



Rachel

Head of Operations

rachel@niftycomms.com

Rachel boasts more than 20 years of business development, sales, marketing, PR, communications, event management and CSR experience in the luxury, hospitality and health and fitness sectors.



Sam

PR Manager

sam.wright@niftycomms.com

Having worked in agency PR roles since the age of 19, sports-fanatic Sam boasts nearly a decade of industry experience and prides himself on his copywriting, social media and media and client liaison skills.



Jamie

Communications Manager

jamie.gordon@niftycomms.com

As a Chartered Institute of Marketing-qualified professional, Jamie has honed his marketing expertise in the sports sphere, primarily at Birmingham City Football Club where he managed all of the club's marketing output.

The Nifty Playmakers



Charlotte
Social Media Manager



Adam
Commercial Manager



Amy
Marketing Manager



Beth
Creative Executive



Marc
PR Executive



Nick
Google Guru



Gary
Account Manager



Nick
Non-Executive Director



Neil
Non-Executive Director

Nifty Partners



Contact Nifty

Whether you want to email, call or pop in for a coffee, we're ready.

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