



FanPassport

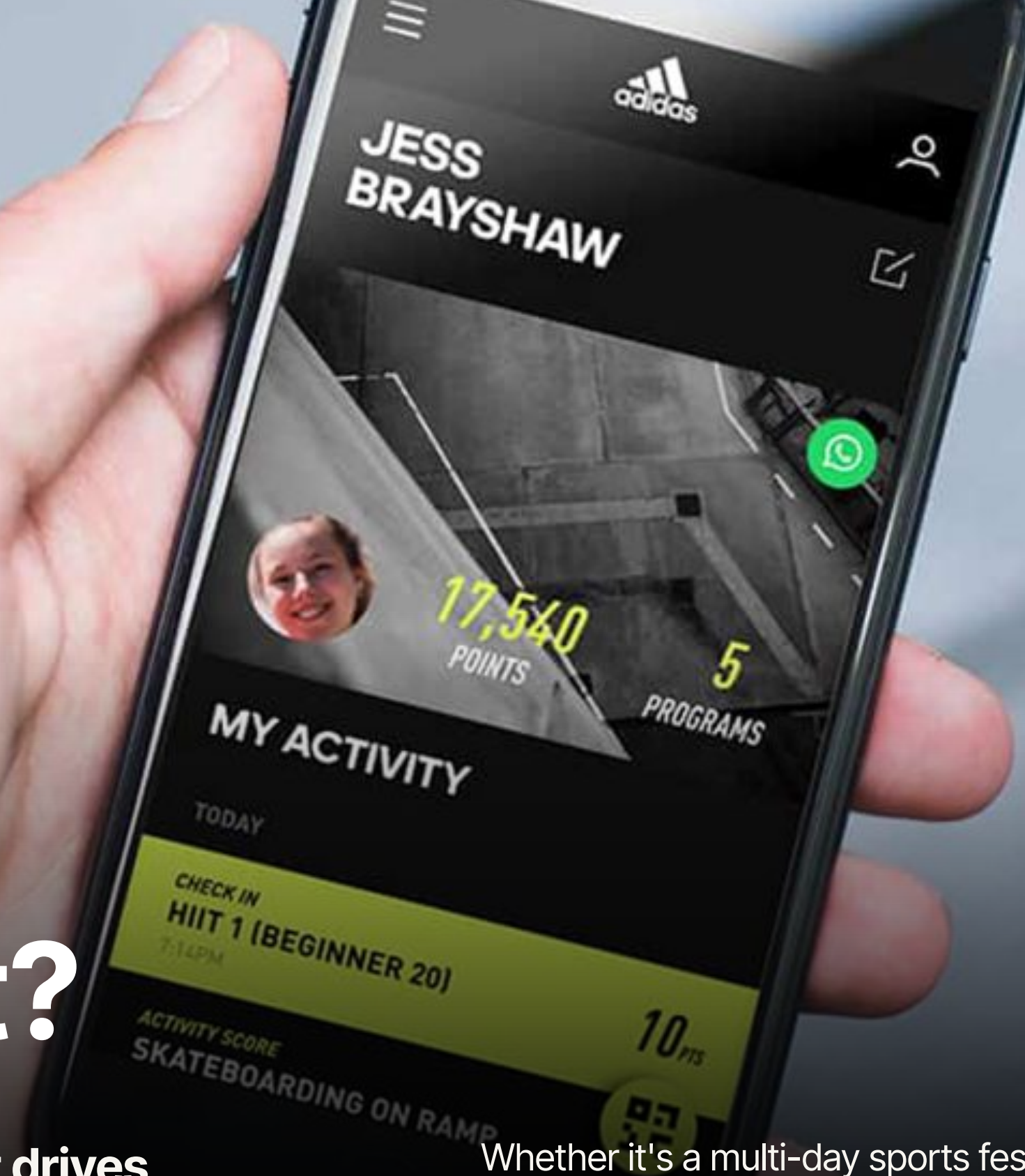
Turn every fan into a winner

Powered by **FUTURELABS**

What is FanPassport?

A mobile engagement platform that drives participation, rewards fans, and delivers measurable ROI for event organisers, sponsors & stakeholders.

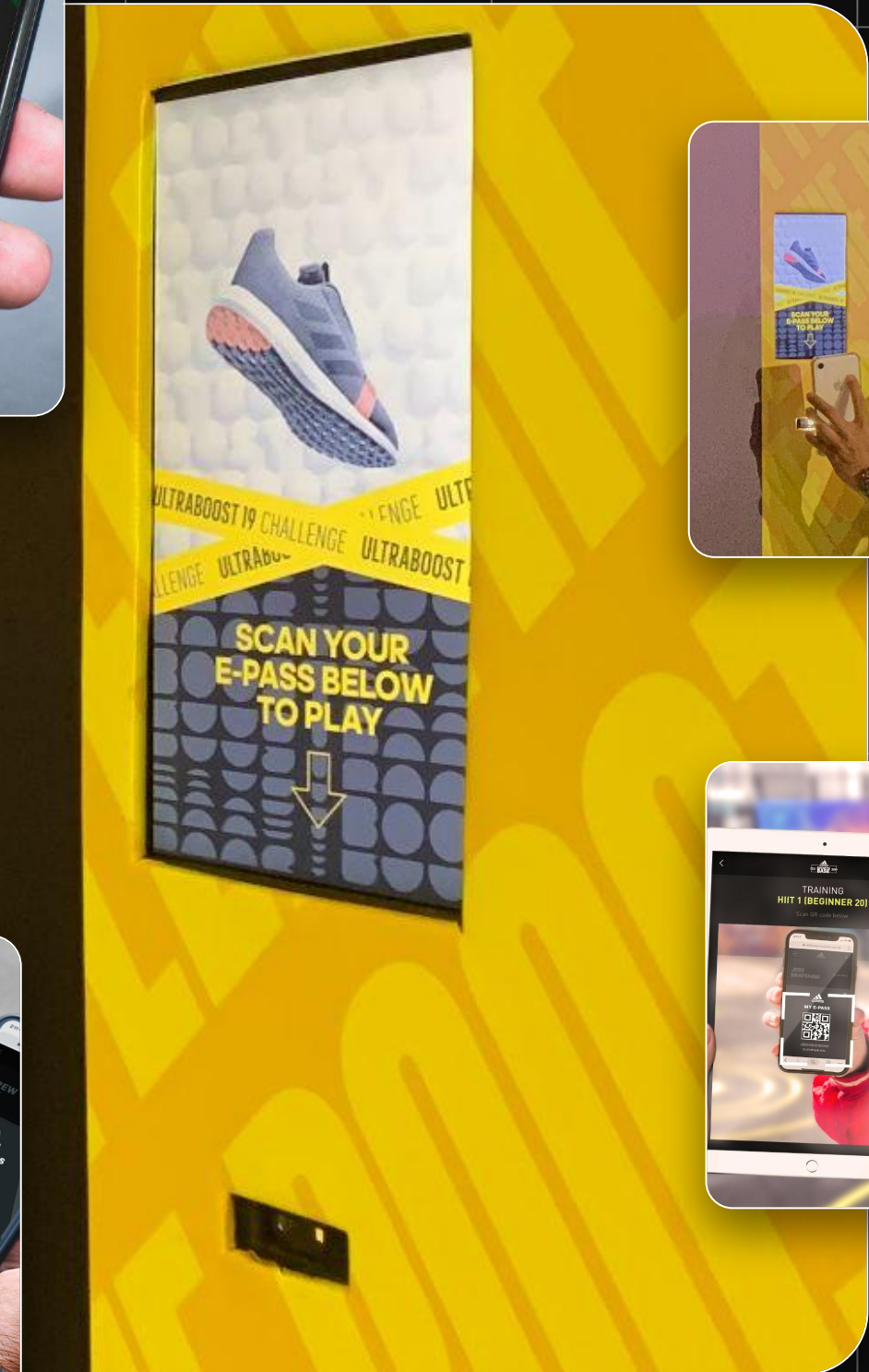
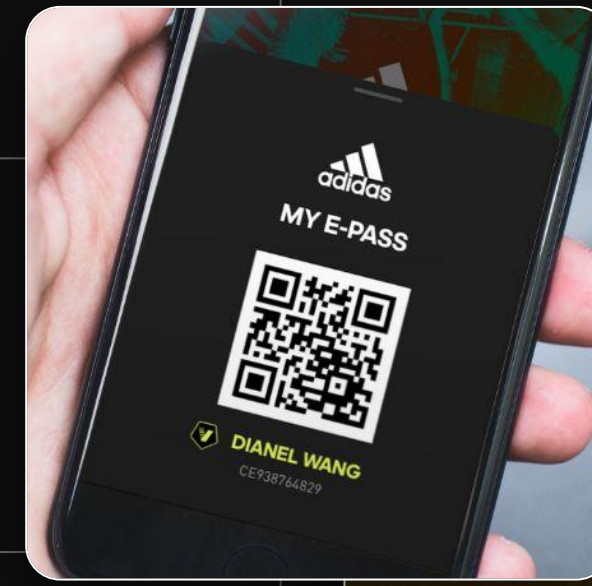
Whether it's a multi-day sports festival or a high-energy fan precinct, FanPassport makes every step of the journey fun, rewarding, and trackable - giving fans more reasons to explore your event and giving organisers the insights they need to make smarter decisions.



HOW IT WORKS

FanPassport connects all your physical event touchpoints into one seamless, gamified experience.

Fans earn points by exploring, engaging, and interacting at your event - redeeming rewards instantly while you capture valuable data to measure success and re-engage them in the future.



How to earn points?

**Participate at
sponsor
activations.**



**Scavenger
hunt to find
points.**



**Complete full
member
profile.**



**Share your
results on
social.**



**Refer friends
for bonus
points.**



**Enter
competition
draws.**



**Sponsor
Giveaways**

**Discount
Merchandise**

What fans can win?

**Money can't buy
experiences**

**Special hourly
prizes**

**Or whatever you
wish?**

The Fan Journey



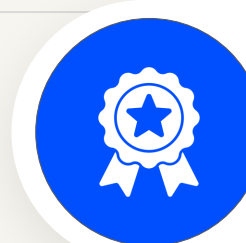
Scan & Join

Fans join instantly by scanning a QR code signage on their mobile device.



Earn points

Fans earn points for exploring, scanning and engaging at event touch-points.



Unlock rewards

Points unlock instant prizes and exclusive discounts.



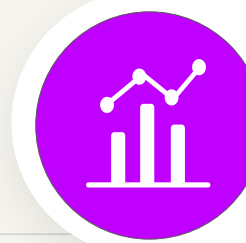
Compete

Compete for prizes and leaderboard positions.



Repeat Visits

Incentivise fans to return across multi-day events.



Measure success

Capture valuable data to optimise future events & marketing efforts.

Why **fans** love it

Instant gratification

Fans can instantly redeem points for prizes, discounts, and competition entries, providing a sense of immediate satisfaction.

Fun, easy, & rewarding

FanPassport creates a fun, engaging, and rewarding experience for fans through gamification and rewards.

Explore & discover

By earning points for engaging with different experiences, FanPassport motivates fans to explore and discover your event.

FanPassport delivers a fun, rewarding, and engaging experience that keeps fans coming back, driving increased participation and creating a positive experience for all.

Why **organisers & sponsors** love it

Captures rich engagement data

With every fan interaction tracked, FanPassport provides stakeholders with valuable insights into fan behavior and preferences, enabling data-driven decisions.

Drives measurable traffic

FanPassport drives measurable foot traffic to sponsor activations, experiences and important touchpoints.

A tailored, branded platform

The platform can be tailored with the event's or a sponsor's branding, ensuring a cohesive and on-brand fan experience.

FanPassport delivers a fun, rewarding, and engaging experience that keeps fans coming back, driving increased participation and creating a positive experience for all.

Key features



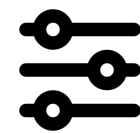
No app download

Fans join instantly by scanning a QR code on their mobile devices & play through their browser.



Real-time analytics

Organisers can monitor engagement metrics and fan behaviour as the event unfolds.



White-label branding

Fully customisable to match the event or sponsor's branding for a seamless fan experience.



Unique fan tracking

Each fan build a profile, allowing you gauge demographics, interests & remarketing opportunities.



Points leaderboard

Leaderboard encourages friendly competition and repeat visits as fans earn points for their ongoing interactions.

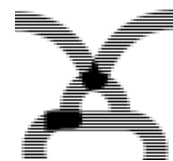
Effortless deployment

No IT. No headaches. Just results.



Easy signage

Just print QR codes around your event.



Cloud hosted

No hardware to install or maintain on site.



Instant access

Fans join in seconds through their mobile browser.



Scalable deployment

Proven performance with 100k+ daily visitors.

Case Study



adidas Sports Base

Over a 5-week period, the FanPassport platform was deployed at the Hong Kong Sports Base, a large-scale event by adidas.

During this time, the platform saw an impressive **100,000+** visitors to the event.

Notably, the platform achieved high repeat participation rates from fans, indicating a strong engagement and loyalty among the attendees.

Stakeholders were able to measure live engagement patterns, along with a large demographic profiling database to allow them to remarket to their customers whilst measuring success.



Case Study

adidas SPORTS BASE

The result?

Fans stayed longer, explored more, and sponsors gained actionable insights into every interaction.



5

Consecutive
weeks live

100,000+

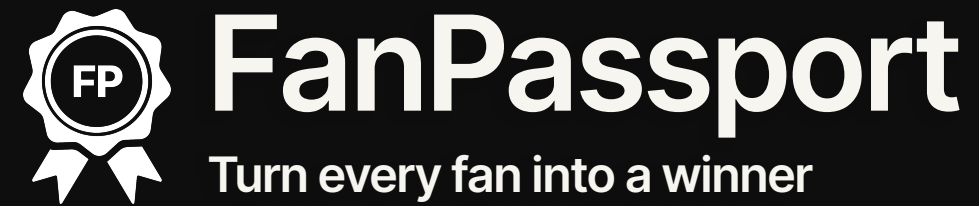
Daily visitors

Zero

Downtime

High

Repeat participation
rates



**FanPassport isn't just about fun – it's about
delivering a measurable return for every
activation and every sponsor.**

It's a win-win for fans and organisers alike.

Let's bring **FanPassport** to your next event.

Contact us today to arrange a live demo.

[Book a 15min chat](#)

[Send an email](#)

Daniel Hewitt

Technologist & Co-Founder

FUTURELABS

daniel@futurelabsco.com

+61 424 007 481