



# peptown



**PepTown™ is a smartphone-based fundraising solution for high school sports teams. Information (scores, schedules, etc.) for fans is sponsored by businesses and individuals.**

## How It Works

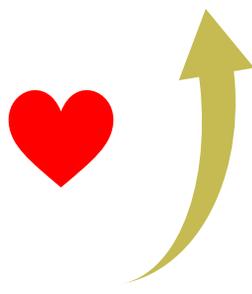
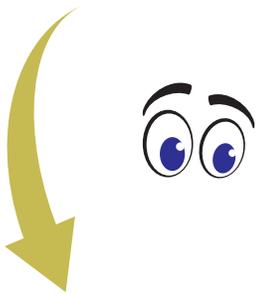
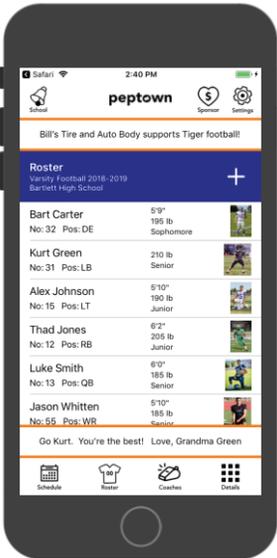
### Fans

Fans follow their team with up-to-date information including rosters, schedules, photos, and score updates. Fans see who is supporting their team through messages inside the app, and they can login to contribute content, or to become sponsors themselves.



### Boosters

Boosters help contribute team information and promote the app within the community, then sit back as money starts flowing into the school. No more fundraisers to manage, no more candy bars or t-shirts or cookie dough to distribute.



### Sponsors

Local businesses (insurance, auto, restaurants, etc) and individuals (grandparents, neighbors, etc) show their support and team spirit by sponsoring messages in the app. The larger the donation, the more often the message is shown.



### School

Money flows to the school and team on a monthly basis from PepTown as soon as the first sponsors appear in the app. 90% of all donations go to the school, compared to around 50% for traditional fundraisers.



# Why It's Better

## More Money

Most fundraisers take 40% to 60% of the money and the school ends up with very little. PepTown passes 90% of all funds to the school, keeping only 10% to cover transaction fees and service costs. The PepTown mobile app is free. No one pays to use PepTown.

## No Unwanted Stuff

Boosters don't have to worry about receiving, organizing, and distributing items like candy and nuts, and sponsors don't have to worry about buying a bunch of stuff they don't need.

## Fast & Convenient

Fundraising with PepTown takes only a fraction of the time that boosters, parents, and students normally spend on fundraising activities. The entire fundraising experience takes place within the app. Sponsors sign up, provide their messages, and enter payment directly from their smartphones.

## Happy Fans

Fans can follow their team no matter where they are, with score updates, photos, commentary, schedules, rosters, and more.

All school, team, and event information is contributed by the community, so anyone can join in, relieving school administrators of additional work.

Incorrect or inappropriate information is simply flagged and fixed. For accountability, every change is logged by PepTown and full change history is available for viewing at any time.

## Business Sponsors

Business sponsors show their support while gaining visibility within the community. Sponsors pay any amount they want and messages are shown in rotation, proportional to the amount given. The more a sponsor gives, the more their message appears.

## Personal Sponsors

Personal sponsors can "shout-out" to their family and friends. Sponsor messages appear instantly within the app, so anyone at a game, for example, can become a sponsor and their message will immediately be visible to everyone.

