



TURN YOUR EVENT INTO **A GAME**, AND YOUR FANS INTO **AMBASSADORS**

The fan activation platform for teams who make their fans
the main event.



THE TOUR

WHAT'S INSIDE.

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WHY NOW

The live-events boom, and who's showing up.

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The game your fans can't stop playing.

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A measurable new revenue line.

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One system, purpose-built for live events.

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Fans do challenges, earn points, spend them on prizes.

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Your biggest fans, turned into a sales team.

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FOLLOW THE COLOR: FEST QUESTS AMBASSADOR HQ SPONSORS

WHY NOW

THE WORLD IS **ALL-IN** ON LIVE.

The shift to live experiences is a durable, growing market, and the youngest, most social fans are leading the charge.

\$52.6^B

Live music revenue by 2030

Up from \$34.6B in 2024, growing ~7.2% a year

79%

Of 18-to-35s plan to attend MORE events next year

The youngest, most social fans lead the surge

69%

Find their next experience by word of mouth

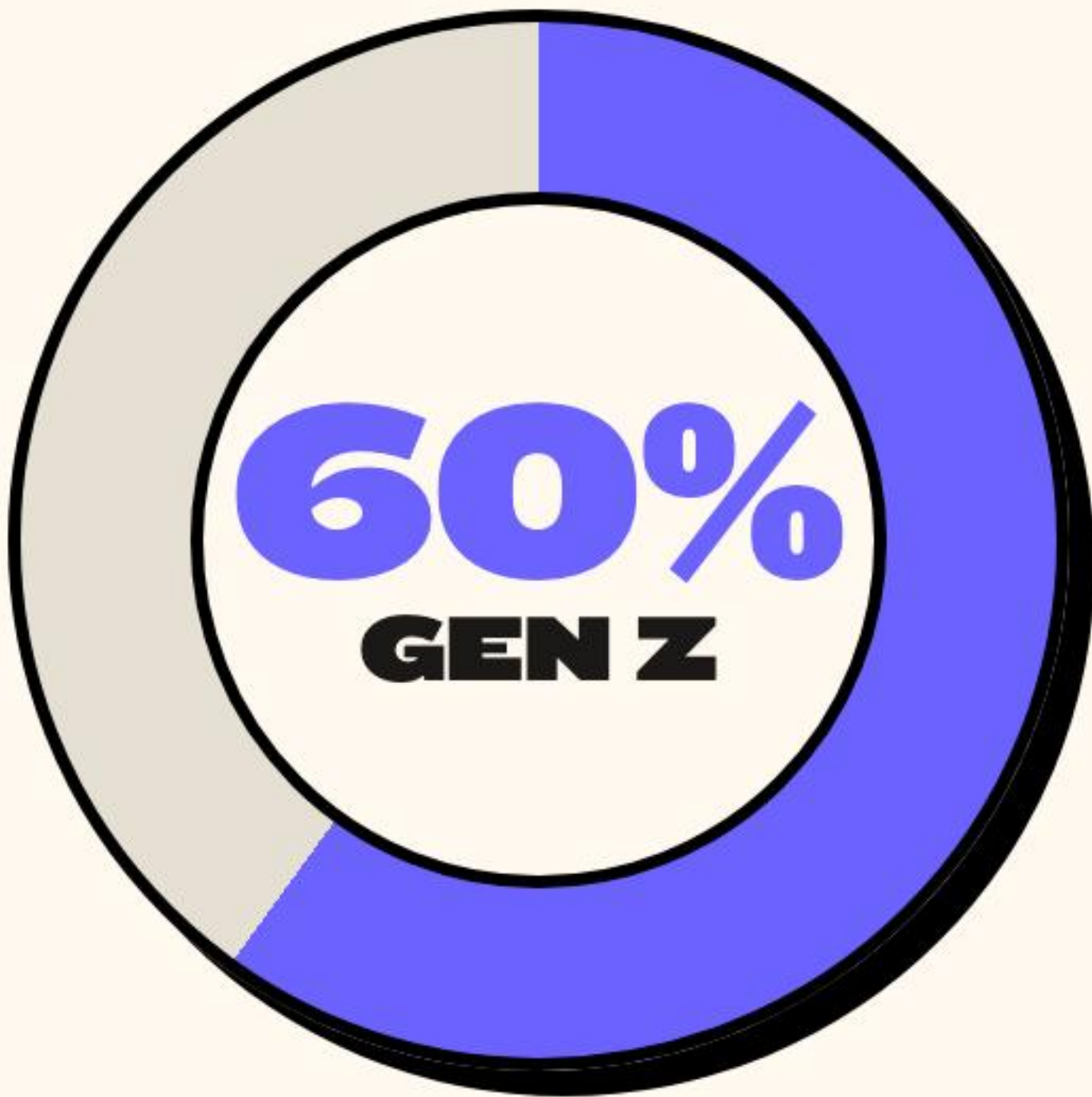
Not ads. Live spreads fan to fan

SOURCES • GOLDMAN SACHS, MUSIC IN THE AIR • EVENTBRITE, 2026

**THE DEMAND IS HERE, AND IT MOVES FAN TO FAN.
THAT'S EXACTLY WHAT JUICE TURNS ON.**

BUILT FOR GEN Z

BUILT FOR GEN Z, THE FANS ACTUALLY SHOWING UP.



Of fans who share their age, 6 in 10 are Gen Z. About double the next generation. Median age 27.

NO DOWNLOAD WALL

Tap a link and play. No app store, no friction.

A GAME THEY KNOW

Quests, levels, rewards. They already know how to play.

REWARDS THEY WANT

Real prizes and status, not a discount code.

FRIENDS BRING FRIENDS

Every fan pulls their whole crew in with them.

Gen Z share among fans who provide a birthday (about half of all fans).

HOW IT WORKS

WHAT JUICE ACTUALLY IS.

A rewards platform for your fans. They complete challenges, earn points, and spend them in your own marketplace of prizes.

LIVES WHERE YOUR FANS ARE

On the web

In your app

Or in ours

1



COMPLETE CHALLENGES

Digital and on-site, no download needed. Each one does one job:

FUN FOR FANS

PROMO FOR YOU

SPONSOR VALUE



2



EARN POINTS

Every challenge pays out points.

+ POINTS



3



SPEND IN YOUR MARKETPLACE

On the prizes you choose:

Discounts

Merch

Tickets & upgrades

Experiences

Grand prizes



THEN THEY COME BACK TO DO IT ALL AGAIN.

WHAT IT IS

TWO CONNECTED EXPERIENCES.

THE GAME

FEST QUESTS

A game your fans play
before, during, and after
your event.

Play

Content

Referrals



THE TEAM

AMBASSADOR HQ

A promo team built from
your biggest fans.

Sellers

Creators

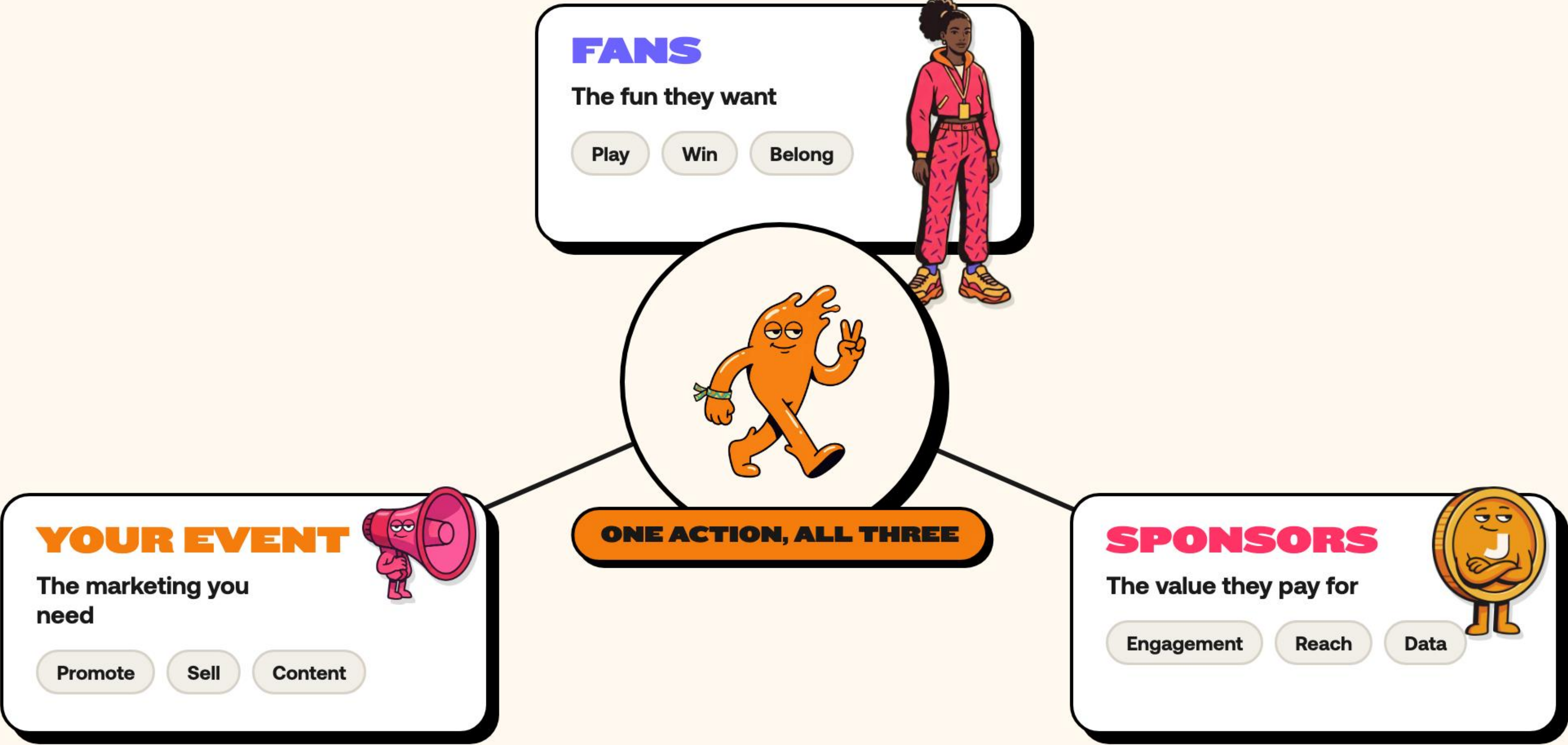
Street teams



ONE SYSTEM • ONE FAN PROFILE • ALL YEAR

THE THREE-WAY WIN

EVERYONE WANTS SOMETHING DIFFERENT. JUICE DELIVERS ALL THREE.



THE SAME QUEST A FAN PLAYS FOR FUN **PROMOTES YOUR**
EVENT AND DELIVERS SPONSOR VALUE.

01

FOR YOUR FANS

FEST QUESTS

The game your fans can't stop playing,
before the gates, on the ground, all
season.



FEST QUESTS

HOW IT PLAYS

TURN YOUR EVENT INTO A GAME FANS CAN'T STOP PLAYING.

Fans complete quests to earn rewards, from weeks out to the final set and long after.



BEFORE

PREDICTION

✓ DONE

CALL THE SURPRISE SET

Guess the unannounced closer before it drops.

+50

REFERRAL

IN PROGRESS

ASSEMBLE YOUR CREW

Pull 3 friends into the game.

+100

2 / 3 joined

DURING

TERRITORY

IN PROGRESS

CLAIM THE MAP

Scan QR codes to claim turf for your color.

+150

38% claimed

SOCIAL

NEW

MAKE NEW FRIENDS

Meet as many new people as you can.

+10 EACH

AFTER

RECAP

NEW

DROP YOUR TOP MOMENT

Post your best clip from the weekend.

+50

LOYALTY

LOCKED

LOCK IN NEXT YEAR

Unlocks after the show. First dibs on tickets.

EARLY ACCESS

0 FEST QUESTS

HOW WE DESIGN IT

HOW WE DESIGN QUESTS FANS CAN'T QUIT.

01

BUILT WITH FANS, NOT AT THEM

The game is designed around your fans, their world, their humor, the way they already celebrate. Some of the best quests come straight from the crowd.



02

WE BUILD THE ANTICIPATION

Weeks before the gates open, quests pull fans into your world, so they arrive already obsessed.

TALENT

EXPERIENCES

LORE



03

SHOW UP ALONE, LEAVE WITH A CREW

Quests are made to play with people. Fans pull their friends in and chase them together, so a solo night out turns into a crew.



04

MOST FANS WALK AWAY WINNERS

We design the game so winning is within reach for almost everyone. That prize, that moment, is what fans tie to your event forever.



0 **FEST QUESTS**

AUTHENTIC UGC

YOUR FANS MAKE YOUR MARKETING.

One of every quest program's pillars: real fan content. We get fans to share, create, and relive their favorite moments, putting your event in front of their friends and followers, the hard-to-reach crowd whose word of mouth actually drives decisions.

TYPE	THE QUEST	FANS EARN	EARNED MEDIA
IG STORY	Lineup just dropped, share it to your story and circle your top 3.	25 XP	
REPOST	Memory Monday: share your fav group pic from a past year, tag us + your fam so we can repost.	20 XP	
TIKTOK	Calling all creators, review this year's show for a chance to be featured.	100 XP	
MEME	Create your best festival meme.	50 XP	

CONTENT MONEY CAN'T BUY, IN THE FEEDS THAT ACTUALLY INFLUENCE THE BUY.

Earned-media bar is relative reach across a fan's network, not a set dollar figure.

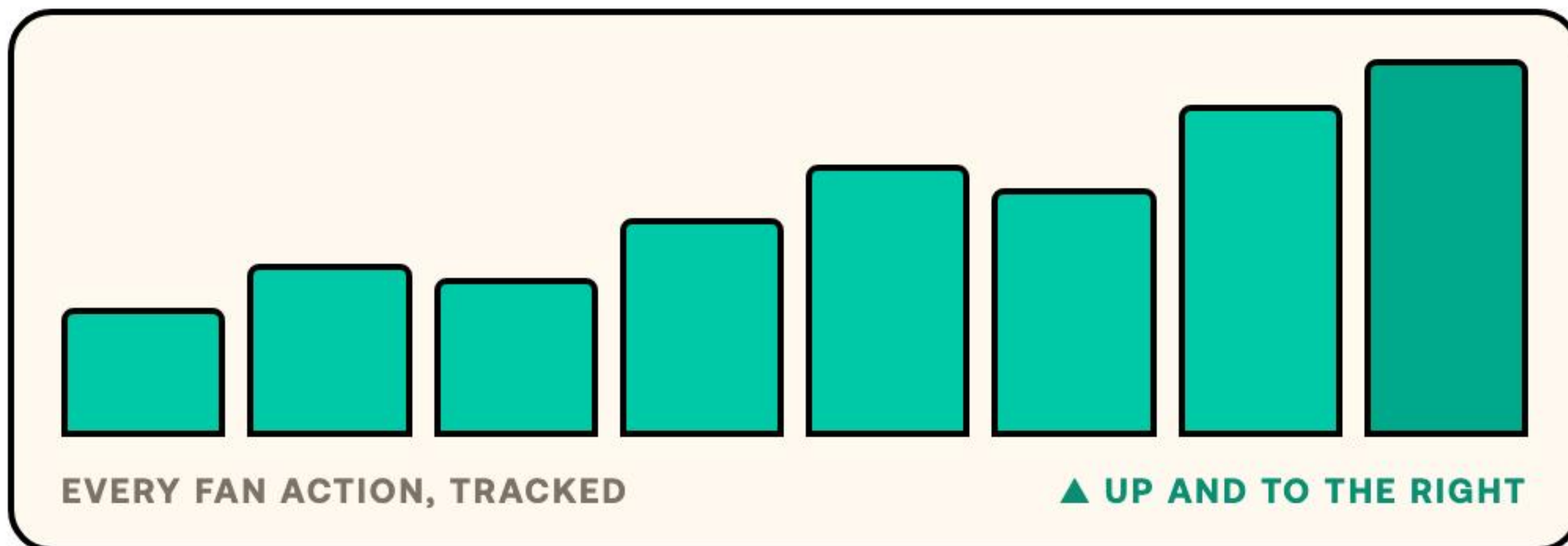


FEST QUESTS

TWO KINDS OF VALUE

SOME OF IT, MEASURED. THE REST, FELT.

MEASURED



Ticket sales



New sign-ups



Content created



Referrals



FELT



BELONGING

They find their people

ANTICIPATION

The countdown is the fun

PURPOSE

A reason to explore

STORIES

They leave with stories

* The themes fans raise most, across 1,500+ fan reviews.

EVERY FAN HAS A ROLE. MEET THEM WHERE THEY ARE, AND MOVE THEM UP.

● THE GAME

THE TEAM ●



01
PLAYER

WANTS
A good time, and a shot to win.

DOES
Plays a few quests and falls into your world.

JUICE
One quest leads to the next, and a casual Player graduates into an Explorer.



02
EXPLORER

WANTS
To go deep and finish it all.

DOES
Chases every quest, learns your event cold.

JUICE
Their invites start paying out, and an Explorer graduates into a Ringleader.



03
RINGLEADER

WANTS
To roll deep, with the whole crew.

DOES
Drags their friends into the game with them.

JUICE
That hype turns into content, and a Ringleader graduates into a Creator.



04
CREATOR

WANTS
To be seen, and put their stamp on it.

DOES
Posts and reels that land in their friends' feeds.

JUICE
Their posts carry a tracked link, and a Creator graduates into a Promoter.



05
PROMOTER

WANTS
Status, and rewards worth the effort.

DOES
Moves real tickets to their own network.

JUICE
Every sale tracked, every payout automatic. Your best fan, treated like your best seller.

● EACH ORANGE ARROW IS JUICE MOVING THEM UP TO THE NEXT LEVEL ●

THE ENGINE

TWO WAYS IN. ONE ENGINE.

NO TEAM YET? START HERE

ALREADY HAVE A TEAM? START
HERE

THE GAME

FEST QUESTS

Everyone plays. It fills
the top with fans, and
the ones who love it
**become your next
ambassadors.**



THE TEAM

AMBASSADOR HQ

Sellers, creators, and
street teams push the
game to their fans,
**pulling in the next
wave.**



**THE GAME FILLS THE TEAM. THE TEAM FUELS
THE GAME.**

02

FOR YOU

AMBASSADOR HQ

Your biggest fans, turned into a sales
force that promotes and sells for you.



YOUR WHOLE PROMO TEAM. ONE HQ.

Sellers, creators, street teams. Ambassador HQ recruits them, manages them, and rewards them on results, without adding headcount or drowning in spreadsheets.

MOVE TICKETS

TICKET SELLERS



1	@maya	84 sold
2	@deej	71 sold
3	@sol	66 sold

Every sale tracked to their code. Rewards scale with tickets moved.

MAKE THE CONTENT

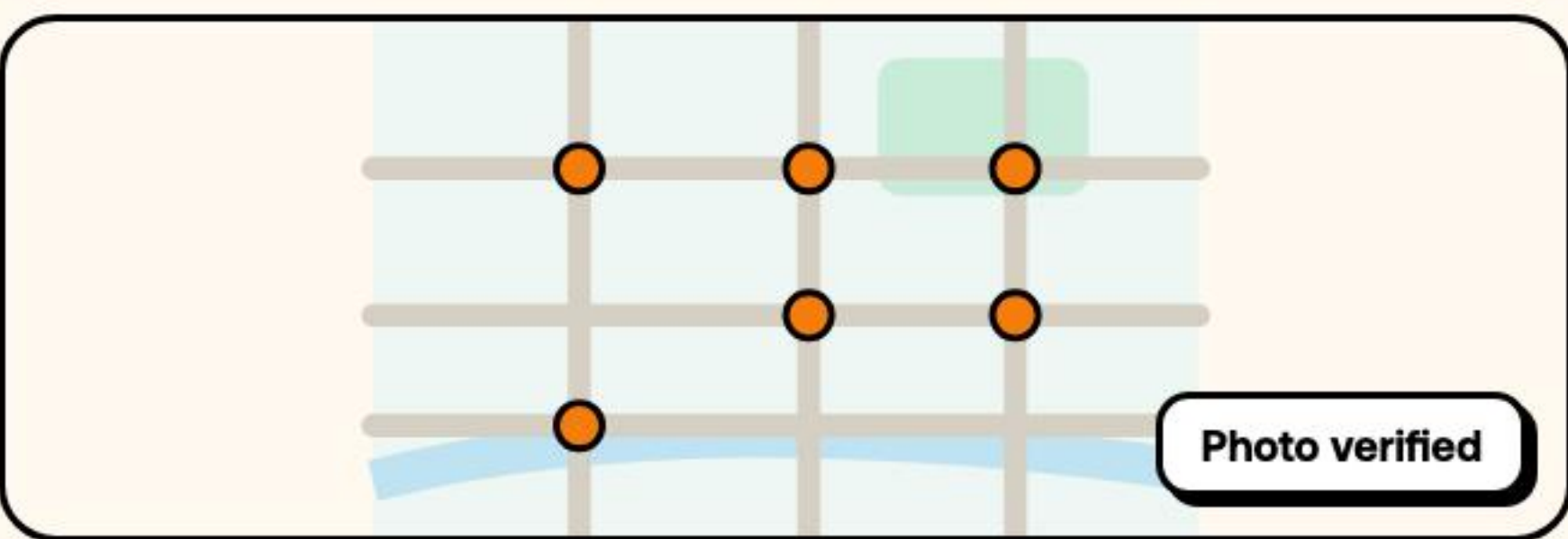
CONTENT CREATORS



Posts, reels, reviews in their friends' feeds. Rewarded when the content lands.

WORK THE GROUND

STREET TEAMS

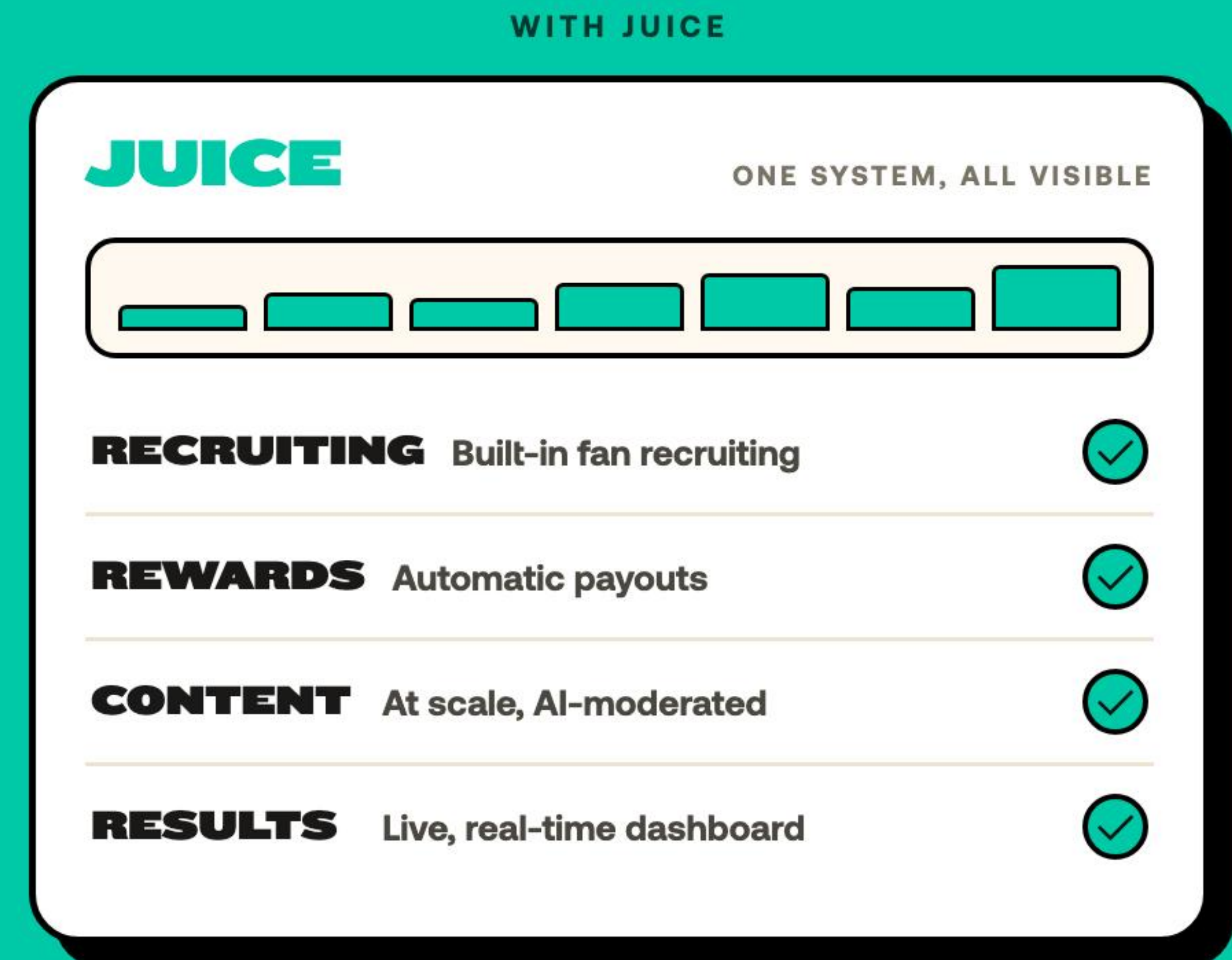
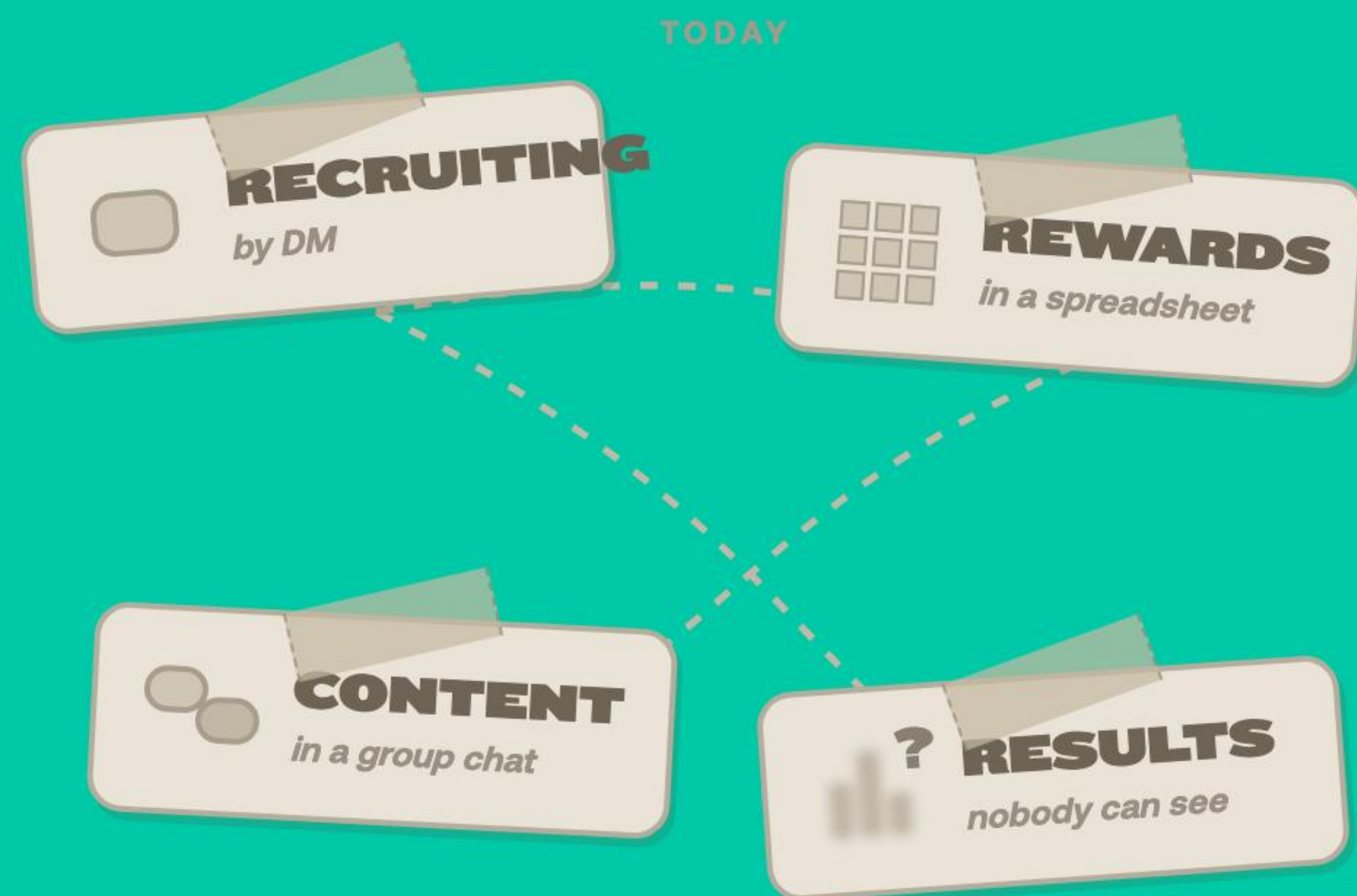


Flyers, pop-ups, geo check-ins. Verified with photos and location.



WHY PROGRAMS FAIL

MOST AMBASSADOR PROGRAMS RUN ON DUCT TAPE.



NOT A FAN PROBLEM. A SYSTEMS PROBLEM. JUICE IS THE SYSTEM.

REACH · YOUR AI TEAMMATE

**REACH, THE 24/7 PROGRAM
MANAGER YOU DIDN'T HAVE TO HIRE.**

Reach monitors your marketing calendar, socials, and your live program, then makes recommendations based on proven best practices.

MONITORS

MARKETING CALENDAR

On-sale Fri

S	M	T	W	T	F	S
					11	

A mockup of a social media post. At the top left is the word 'SOCIAL' in a bold, sans-serif font. To its right is a rounded rectangle containing a green upward-pointing triangle and the text '4x'. Below this is a red circular profile picture. To the right of the profile picture is the text '@yourevent · headliner highlight'. Below the text is a horizontal video player bar with a purple-to-pink gradient and a dark grey play button in the center.

TEAM

Flat

SPOTS THE OPPORTUNITY



REACH

Opportunity spotted



RECOMMENDS

●●●

Juice · Ambassador HQ

✦

Reach drafted a chapter around your headliner highlight

Built from your data and proven best practices

ON-SALE PUSH

Seller

Reshare the on-sale drop

+25

Creator

Reshare the headliner highlight, set to your favorite song of theirs

+75

Seller

Sales challenge, 2x points this week

+100

PUBLISH →

03

FOR YOUR SPONSORS

SPONSORS

A new revenue line, ownable real estate
inside an experience fans actually play.



SPONSORS · A NEW REVENUE LINE

GIVE SPONSORS SOMETHING TO OWN.

Four ways to buy in, from the whole season down to a single quest, and every one is a real experience fans play, not a logo on a wall.

FOUR WAYS TO OWN IT

TITLE SPONSOR

BIGGEST

Own the whole quest season. Full category lockout.

OWN A CHAPTER

A themed set of 4 to 8 quests. The brand's creative sandbox.

ACTIVATE A QUEST

A single branded quest. The entry tier.

SPONSOR A PRIZE

SMALLEST

Own the moment fans win.

EVERY ACTIVATION SHIPS WITH



- ✓ In-app placement
- ✓ Owned quests & chapters
- ✓ Baked into the content fans post
- ✓ On-site signage
- ✓ Owned prizing
- ✓ Full engagement data

BEYOND THE MENU

Custom builds: bespoke formats and mini-games, designed for one partner and no one else.

SPONSORS

SPONSORS · THE OUTCOMES

WHAT A BRAND ACTUALLY GETS.

Every outcome a brand chases, backed by a real activation we've run.

ONBOARD FANS

15,700

new accounts created

a leading digital currency platform

GENERATE UGC

40K

pieces of content, one season

a 12-market festival tour

DRIVE IN-PERSON SALES

1,201

in-store purchases

a national sandwich chain

SAMPLE THE PRODUCT

433

prizes claimed and redeemed

a national eyewear brand

FANS LOVE IT

9.1/10

how fans rate the experience

a 12-market festival tour

DRAW THE CROWD

3,195

fans played their branded quest

a national apparel brand

Anonymized brand partners. Figures from delivered activations.

NOT IMPRESSIONS THEY HOPE LANDED. OUTCOMES THEY CAN COUNT.

FESTIVAL CASH · THE SIGNATURE MOVE

REPLACE TICKET DISCOUNTS WITH FESTIVAL CASH THAT EARNS YOU MORE.

- 1 KEEP THE TICKET PRICE
- 2 KEEP THE TRACKING
- 3 TURN THE REWARD INTO ON-SITE SPEND

HEAD TO HEAD · BOTH HAND EACH FAN A \$10 REWARD, ON 1,000 TICKETS SOLD AT \$100



	\$10 DISCOUNT CODE	\$10 FESTIVAL CASH
TICKET REVENUE	\$90,000 the \$10 comes off each ticket	\$100,000 ticket stays full price
ATTRIBUTION	Tracked ✓	Tracked ✓
THE \$10 REWARD	Vanishes at checkout	Spent at your bars, food & merch
EXTRA SPEND	\$0	+\$4,000 fans spend ~40% past their credit
BOTTOM LINE	YOU PAID \$10,000 FOR TRACKING	\$14,000 THROUGH YOUR REGISTERS the reward came back, and brought friends

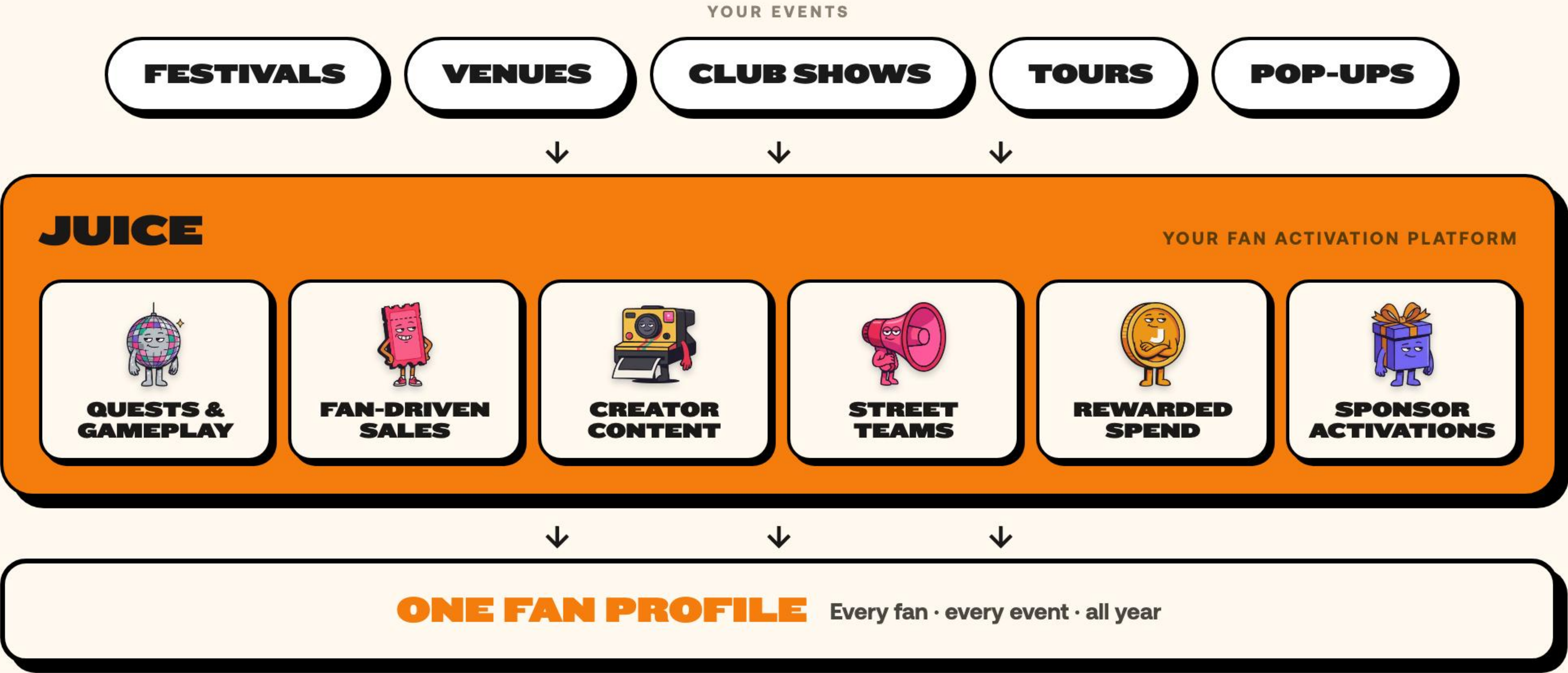
Illustrative model. Overspend estimate ~40% past prepaid credit (First Data).

COMING · CODE WATCH

And for the codes you still run, Code Watch tells you which ones drive real, incremental sales, and which are quietly being gamed or leaked.

THE OPERATING SYSTEM

WHATEVER YOU RUN, IT RUNS ON JUICE.



NOT A TOOL PER EVENT. **ONE SYSTEM FOR YOUR WHOLE YEAR.**

WHEREVER YOUR FANS ARE

MEET FANS WHERE THEY ALREADY ARE.



ON THE WEB

SCAN & GO

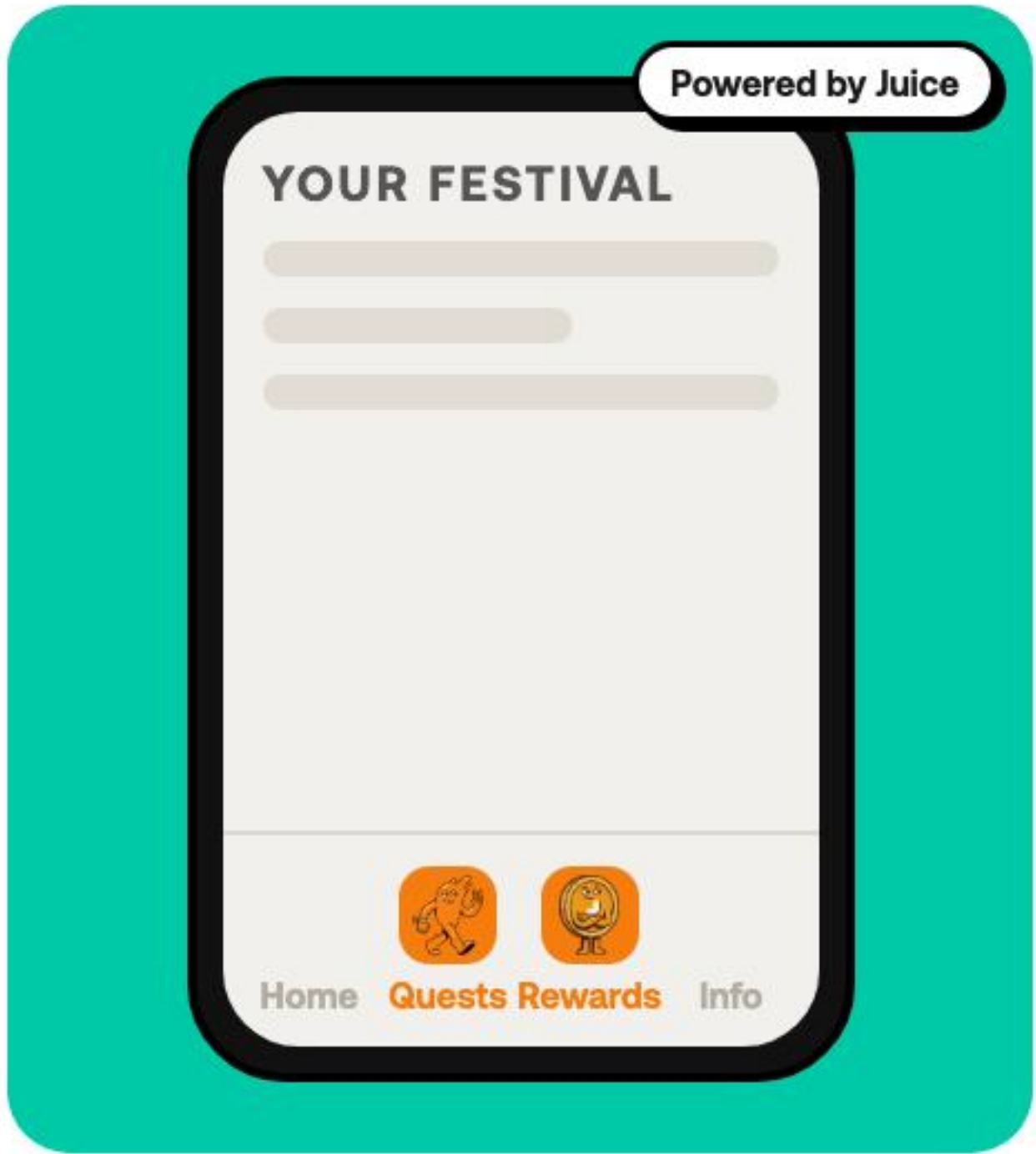
A QR code at the gate. No download, no login wall.



IN OUR APP

HOME BASE

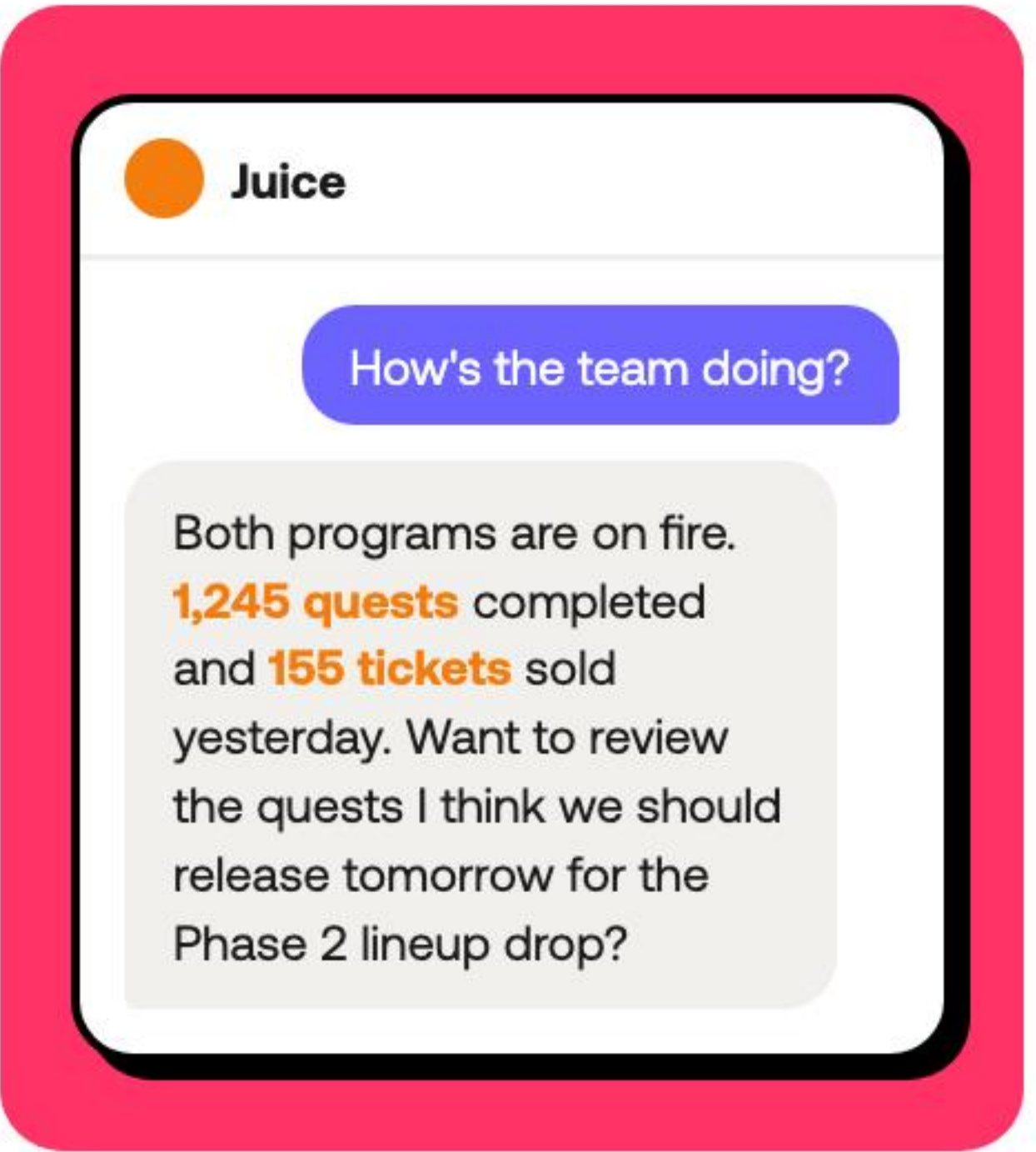
Your team's year-round home, in the Juice app.



IN YOUR APP

BUILT IN

Quests + Rewards tabs, running on Juice inside your own app.



FROM YOUR AI

JUST ASK

Check in and take action from Claude or ChatGPT.

BUILT FOR EVENTS

BUILT FOR EVENTS. NOT ADAPTED FOR THEM.

We're fluent in your whole world, the business and the magic.

YOUR TICKETING

TIXR

AXS

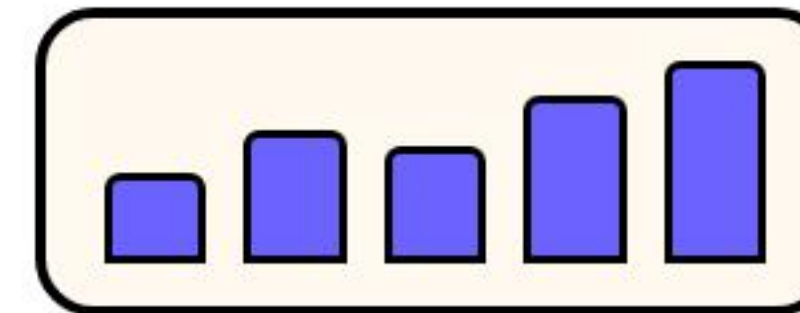
EVENTIM

POSH

✓ **TICKET SOLD**

Plugs into your stack. Every fan sale tracked to a real ticket.

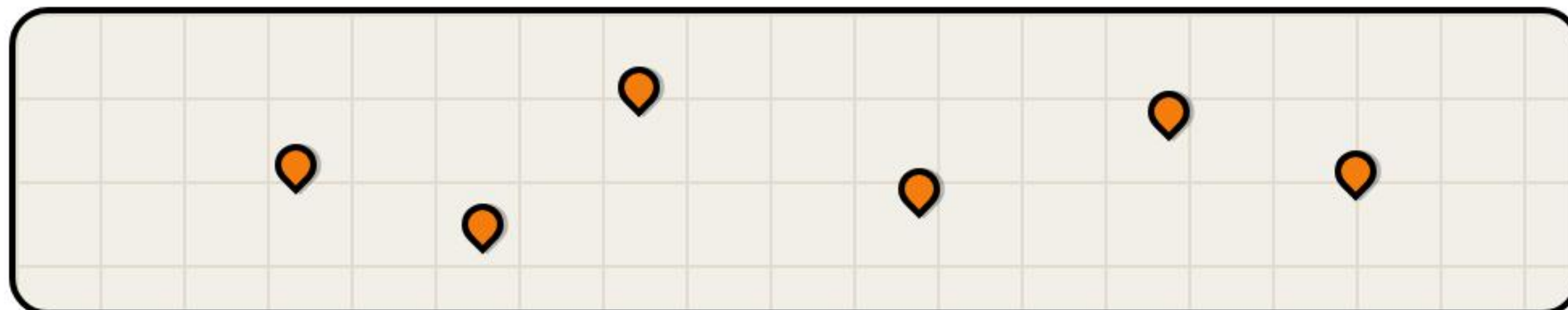
YOUR SPONSORS



REAL ROI

Prove their value with real engagement data, not foot-traffic guesses.

EVERY MARKET



Run 3 markets or 30, all from one dashboard.

THE MAGIC



BELONGING

ANTICIPATION

STORIES

The belonging, the anticipation, the story fans come back for.

THE PROOF

THE NUMBERS BEHIND THE MAGIC.

\$15M+

FAN-DRIVEN TICKET SALES



\$1.5M+

NEW SPONSOR REVENUE

SCALE

140+

Events powered

375K+

Quests completed

AUDIENCE

60%

Gen Z

1 in 3

Fans referred by a fan

CONTENT

120K+

Pieces of fan content

30M+

Estimated impressions

Platform-wide figures, verified July 2026. Estimated impressions modeled conservatively from fan-content volume, not a measured figure.

WHAT IT'S WORTH

ILLUSTRATIVE MODEL

WHAT YOUR PROGRAM COULD BE WORTH.



AMBASSADOR TICKET SALES

2,000 tickets sold by fans · ~10% of the house

\$300K



SPONSOR ACTIVATION VALUE

Title sponsor + quest chapters + partner upsells

\$50K



ON-SITE SPEND LIFT

2,000 fans · \$100 on-site avg · 15% Festival Cash lift

\$30K

YOUR PROGRAM COULD BE WORTH

\$380K / year

Illustrative, modeled on a 20,000-attendee festival at a \$150 average ticket. On-site spend per fan estimated from atVenu 2025 festival data (~\$65/day food & beverage + ~\$64 merch). We build this line by line with your real numbers.

GET STARTED

READY TO SEE WHAT YOUR FANS ARE CAPABLE OF?

Run the platform yourself, or let our team run the whole program for you.

LET'S TALK →

