



TOP COLLEGE BASKETBALL MTE "JERSEY MIKE'S CLASSIC" SELECTS QWASI FOR MOBILE TECHNOLOGY



QWASI
Innovation Realized™

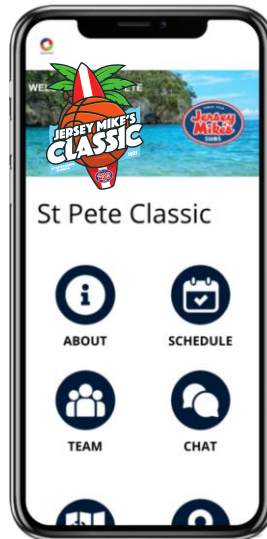
QWASI is excited to work with Superior Sports Management to elevate the fan and player experience in top tourism destination, St Petersburg, Florida.



SOLUTION

This will be the first major sports tournament to bring fans and players a mobile-first experience to engage with the tournament, brand partners, and the city of St Pete.

QWASI's Smart Space platform will mobile enable all event collateral for easy access, up-to-date tournament information including bracket updates, and access to VIP Experiences around St Pete. The mobile-first approach will unlock 1000X more data insights to curate better real-time experiences for all fans and participants.



JERSEY MIKE'S CLASSIC

The best NCAA basketball MTE tournament for college teams and their fans in beautiful St. Petersburg, Florida

The Jersey Mike's Classic, a multi-team event (MTE) will be held on the Eckerd College campus in St. Petersburg, Florida from November 18th to the 21st. The 2021 event will feature six teams including Weber State, Ball State, FIU, UNCG, UMass, and Wisconsin Green Bay, with each game being broadcasted on CBS Sports Network. Six teams will join this year's event and sponsors will drive the overall experience.



"We are an industry leader in providing an elite service to our fans, teams, and universities. Partnering with QWASI enables us to take our relationships with key partners to the next level. Being able to deliver these experiences, resources, and data insights to our partners while being the first to launch this service in our industry – is another victory for our team."

JACOB RIDENHOUR
CEO, SUPERIOR SPORTS
MANAGEMENT



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1000X

With all fans, players, and physical signage going digital there will be more data insights available than ever seen before in a sports tournament setting.

Jersey Mike's MTE

83%

The number of fans using social media for sports news or content rose 83% from September 2019 to January 2021, showing a rapid acceleration and adoption of digital platforms.

NIELSEN

100%

waste reduction, as all signage and corresponding content will be available in the cloud reducing printing costs.

KRT Sustainability

THE EXPERIENCE



- + 365-degree mobile information guide
- + 24/7 fan and participant social amplification
- + VIP rewards available in the gamification of St Pete

The mobile activation of the tournament will enable fans and participants to seamlessly check-in on social everywhere they go, view tournament giveaways from sponsors like Jersey Mike's, and tour the renowned city of St Pete to learn, explore, and share their adventures both on and off the court.



ABOUT

QWASI is the software leader in Mobile Innovation, creating Smart Spaces and building COVID safe touch free experiences for leading brands across Hospitality, Travel, Sports, Entertainment, Retail, CPG, Healthcare, Pharma, Education, and the Government Sector.

