



Generating New DMO Revenue

Transactional Ecommerce Margins

Single Tickets & Tours: Bandwango obtains wholesale pricing from attractions and tour operators that allow profit margins for the DMO on tickets and tours sold through the DMO's Experience Marketplace.

Multi-Business Passes: Bandwango curates multi-business passes to be sold on the DMO's Experience Marketplace. These passes allow the purchaser to redeem a certain number of admissions/experiences over a certain number of days. Bandwango creates financial models that can deliver breakage profits on these passes to the DMO.

[Visit Salt Lake Connect Pass](#)

[Davis County Golf Pass](#)

[Woodinville Wine Passport to Taste](#)

Increased Partnership Revenue

The promise, delivery & reporting of direct spending through their doors, is the single most effective way to increase partnership revenue. Bandwango programs are proven to increase the number of paying partners, the average revenue collected per partner and decrease partner attrition.

- Make participation in the Experience Marketplace **Exclusive to Partners**
- Make participation in the Experience Marketplace an up-sell **Exclusive to higher tier Partnership Levels**
- **Sell ad space** on the web application, in e-newsletters/e-blasts and SMS to the pass holder database

[Bandwango participation in Partnership Brochure](#)



Sponsorship & White Label Revenue

Opportunities to be a presenting sponsor of programs that advance a community's cultural, culinary and family friendly offerings, while also driving economic impact, are highly valued.

Corporate Sponsors that support local arts & culture are abundant in nearly every city. Presenting sponsorship of a culture or museum pass would be in high demand.

The local grocery store chain could be the **presenting sponsor of the Ale Trail**. They receive the good press for supporting the local breweries that they stock and provide pass holders an incentive to purchases at their grocery store.

Increase the sponsorship value and price to **Restaurant Week** sponsors by including them in Restaurant Week gamification. *Check in at four restaurants featuring beef in their special RW dish, sponsored by the Beef Association.*

Bandwango offers the creations of an unlimited number of white labels passes, trails & marketplaces. Empower employers with corporate branded employee perk passes and experience marketplaces that deliver a competitive advantage in **workforce recruitment and retention**.

[Cedar Rapids Ale Trail sponsored by Hy-Vee](#)

Grant Revenue:

Increase the potency of grant applications with an initiative that drives, measures and reports back direct spending activity.

Open up more grant opportunities with the ability to create white label mobile passports capable of accomplishing the goals of a wide range of grants.

Lodging Partner Revenue:

Bandwango curates experiences that lodging partners may bundle into direct bookings, provide to all guests as a no cost exclusive perk and/or offer guests an experience marketplace concierge service.



Bandwango creates landing pages for lodging partners to promote and distribute experiences. Printed activation cards may also be distributed by frontline staff.

DMOs may leverage this value to increase partnership revenue from hotels, increase allocations of TID or DMF revenue and in some cases increase assessments.

[Visit Houston - Downtown Hilton Experience Marketplace landing page](#)