

# YellowHeart Capabilities Suite



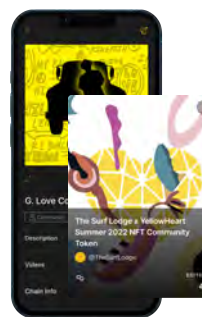
\*Packages and pricing available upon request for Large & Small Venues, Conferences & Tradeshows, Artists & Labels, and Brands.



## Web3 Ticketing

NFT tickets serve as both collectibles and your certificate of entry to an event. When a YellowHeart NFT ticket lives in the YellowHeart wallet, event location, date, and ticket type information present itself in an overlay on the ticket itself. A rotating barcode is scanned in at the door, and a green checkmark confirms the ticket was scanned.

Every time a NFT ticket is re-sold, our partners collect a percentage of all secondary resales.



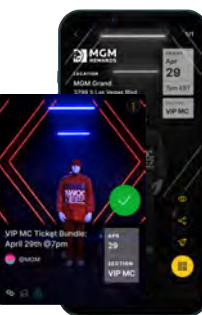
## Web3-based Community Building

Community Tokens are created for memberships or communities. Typically, these are given away for free with the intent of building a large, Web3 based community that allows token holders to unlock specific engagements or experiences.



## Airdrop

Airdrops allow our partners to reward, engage, and communicate with fans by sending tokens directly to user wallets in a bid to engage with token holders



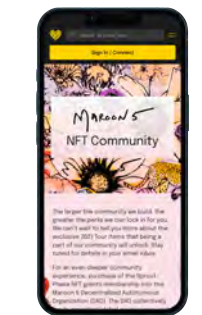
## State Change\*

Once a ticket is scanned into an event, the creative will change states (for example, from black and white to color).



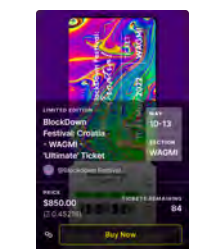
## Physical Redeemables

Tying a physical item or good (such as a vinyl or hoodie) to a limited edition NFT collectible, ticket, or community token. Fulfillment to be handled by the partner.



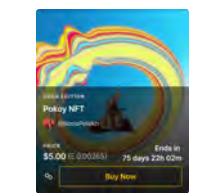
## Branded Landing Page

Branded landing pages further customize the experience for purchasing a ticket or collectible to enhance the artist/fan relationship.



## Limited Edition

A set number of NFT offerings per collection. The collection will stay open until all NFTs have sold out, or the market is manually closed upon the partner's request.



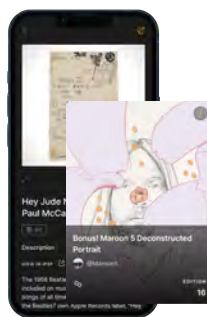
## Open/Timed edition

The number of NFTs available to the public are unlimited but for a set period of time.



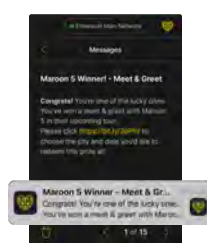
## Tiers\*

Tiered ticketing allows for varied offerings or perks for NFT ticket holders. Various tiers allow better access or perks, and others allow for more traditional benefits.



## Collectibles

NFT Collectibles are unique digital items such as albums, artwork, .gifs, videos, or physical redeemables tied to an NFT. They serve as collector's items for the avid fan, and are tradable on secondary marketplaces.



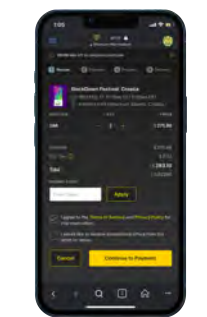
## Push Notifications

Our partners have the ability to send push notifications to specific token holders via the YellowHeart wallet



## Associated Media

The YellowHeart wallet offers unique native audio and video streaming capabilities. These files (WAV, MP3, or MP4) are only accessible to users who own the designated NFT.



## Promo Code

### Single Use

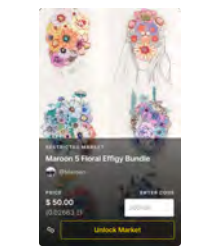
Unique, single use promo codes are a string of text to provide discount to the user while allowing select access for purchase for the issuer.

For example, "Hi, Alex. Your unique promo code is T7U890NQ1; it will expire immediately upon redemption."

### Fixed Promo

Fixed promo codes are codes our partners provide us for a fixed amount off of a certain offering. These codes can be used multiple times and are intended for mass use.

For example, "Use code HEART20 for 20% off your purchase"



## Token Gating

Create exclusivity by restricting a market to the owners of specific tokens.



## Leaderboard

YellowHeart developed state of the art leaderboard technology that allows our partners to, during an event or a set time frame, assign point equivalents to NFTs. A pre-identified community of users qualify for the leaderboard and will be ranked dependent upon the total points (or NFTs) they've collected during the designated time frame.

The leaderboard lives on a hidden site, only accessible if you have the URL.



# YellowHeart has worked with some of the biggest names in hospitality, sports, and entertainment



Kings of Leon



Maroon 5



XXX Tentacion



Julian Lennon



TAO GROUP  
HOSPITALITY



Blue Note  
NEW YORK



AEG



MGM RESORTS  
INTERNATIONAL



For more information contact us at: [contact@yellowheart.io](mailto:contact@yellowheart.io)

