

# Smart Bench as a new smart revenue source for your city

Smart Bench offers many possibilities for branding:



Digital landing page that can easily be customized (design and content)



Physical branding on the bench - like a billboard

*Great for creating sponsorship packages for companies in your city!*



**ipl** group



# Smart Bench for out-of-home advertising

Leave original footprint in people's minds and hearts. **And in your city.**

Offer unique opportunity to local business to capture people's attention on the go.

## How it works:

- ▼ You place the bench in the city
- ▼ Company sponsors the bench for agreed time period through their advertising or CSR funds
- ▼ Company's branding is placed on the bench (digital, physical)
- The city gets revenue

## Formula for sponsorship value:

$$\text{Sponsorship Value} = \text{Average Price Of Billboard Sheet In Your City} \times \text{Number Of Days} \times \text{Number Of Benches In The City}$$

