



“Get more people, to play more darts, more often”

DartConnect 2015

50,000 Matches – Over 20 Million Darts

The ADO and DartConnect are in a unique position to partner and elevate steel-tip among players and fans. ADO has the organizational structure and personnel while DartConnect has a comprehensive platform that can be leveraged in multiple ways. In less than a year, over 7,000 players have experienced DartConnect and more than 1300, including many pros, have become paid subscribers. Combine this with the ADO tradition and membership, and we have something to talk about.

Parity with WDF/BDO

International competition often tracks actual player performance. Historically, this requires paper scoreboards, a formal process and experienced staff. Is this a realistic approach for our regional events, which are sparsely staffed and our national events where representatives are multi-tasking? Replicating a disciplined process with volunteers across our vast geography is a challenge.

Promoting Pro and Semi Pro's

Who was the best shooter in 2015 (not the most frequent event winner)? Who is leading in 2016? What event are they playing next? How are they playing during a given event? Can fans follow epic matches, especially those that do not occur on the finals stage?

Most of the US dart population does not have an ADO membership and have no idea that there are American Dart Pros. Together, we can expose, market and promote American Talent, so that when they compete on the national stage, fans are “vested”, Every few years we root for the home team during global track and field events. Let's let the US know who the home team is so they tune in for the big stage.

Static results are fine, but nothing is better than giving fans an opportunity to engage with players during actual match play, and feel the tension during prime competition. Whenever web cam streaming is available, DartConnect will collaborate. But quality web streaming requires equipment, generous WiFi bandwidth, staffing and the technical expertise to facilitate.

DartConnect can deliver 80% of the streaming experience, while covering ANY match in the hall, without the overhead and demands of streaming. Unlike streaming, DartConnect automatically collects, distributes and archives match reports.



Casting a Wider Net for Darts

The popularity of darts and organized league play has declined precipitously in the last 20-30 years. There are many rationalizations, including the popularity of soft-tip and the competition of dozens of activities that did not exist in the 70's & 80's. We can debate all we want, but the real issue is what are we going to do different TODAY to determine if we can reverse this trend?

We cannot expect the general population to seek out our shared passion when we are competing with the massive marketing budgets of video games, extreme activities and the more accessible back yard/bar games. All of this before we even factor in the complexity and learning curve associated with darts.

Lets make it simple to **score, track and connect** for everyone - Friends, fans and players.

ADO / DartConnect Partnership Proposal

In an effort to **promote and expose** a higher level of competitive dart play while exposing our game to a wider audience, we propose a partnership that leverages the ADO regional and national events with the DartConnect platform.

Development Expense - Start Small.

The existing DartConnect platform would require additional development to create a dedicated ADO "channel". This channel would aggregate all official qualifiers, regional and national events. This would allow spectators to effortlessly browse the various ADO events and search for their favorite players, evaluate their performances and compare opponents, even if they do not compete directly for months at a time.

We request that the board delegate a DartConnect liaison and authorize a budget of up to \$5,000 to fund a dedicated DCTV channel with reciprocal links between our sites. DartConnect will develop a scope of work, budget and be responsible for any overages. It is our intention, and responsibility to impress the ADO with a timely project that is under budget so we can have shared confidence on future projects.

ADO Commitment: Running Regional Qualifiers with DartConnect

We are not expecting to "force" DartConnect on everyone. However, programs are rarely successful without some metric in place. Recommend we set up a goal of capturing XX% of match play at any given event, creating some internal competition between regional representatives.

- Regional representatives need to become "fluent" with DartConnect
- Make DartConnect the expected "standard" for official events

DART CONNECT

- Have tools onsite to support ado events
 - Tablet hangers to rent/sell
 - Tablets to borrow (some)
 - *Even if it is just 3 or 4 tablets supplied by ADO or borrowed from local players – it is a start*

Discuss charging a “green fee” (i.e. soft tip tournaments) for official events to fund the operating expense and ongoing development opportunities (see below).

Important: In Q1, DartConnect will be restricting match data information to members only. An event green fee, avoids “selective” match reporting.

DartConnect Commitments

- We will provide complimentary 2016 memberships & training for any ADO representative willing to promote our joint initiative
- We will proactively set up event details for all 2016 ADO events, coordinating with regional reps and providing training and passive support.
 - To clarify: *There will not be a 24 hotline. But we will be making sure everything is set up properly before hand and checking on the event.*

Future Opportunities.

Based on the result of this experience, we can decide if we want to explore a more formal relationship that could include:

- A dynamic national leader board that focuses on player performance including 3-dart averages and other key metrics
- The ability to search players across events (not just one event at a time)
- Additional segmentation, including Pro, Pro-Am, Male, Female, Youth, etc.
- Other?

What are the risks?

If this is the extent of our partnership, ADO will have a dedicated promotional channel through DCTV for all ADO performances. If nothing else, ADO events are more accessible to the masses and we have created low cost/easy access marketing opportunity that did not exist previously. For example: *“If you missed it, here is the link to the Match between Butler and Sawyer”*

Act Now

If we elect to move forward, DartConnect will pre-pay the development team to create “ADO Match flags”, and begin stamping all ADO events so that we can identify the corresponding matches going forward. When the ADO DCTV channel comes online, all stamped matches will already be populated.