



# Sponsorship Guidelines and Specifications for the Pyro Spectacular App

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## Overview

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The intention of this document is to outline the potential areas and associated requirements for sponsor placement inside the Pyro Spectaculars show app. This document outlines where images, text, website links and media can be used.

## Technical Questions

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### **Technical Questions:**

Steve Yoss, Jr.

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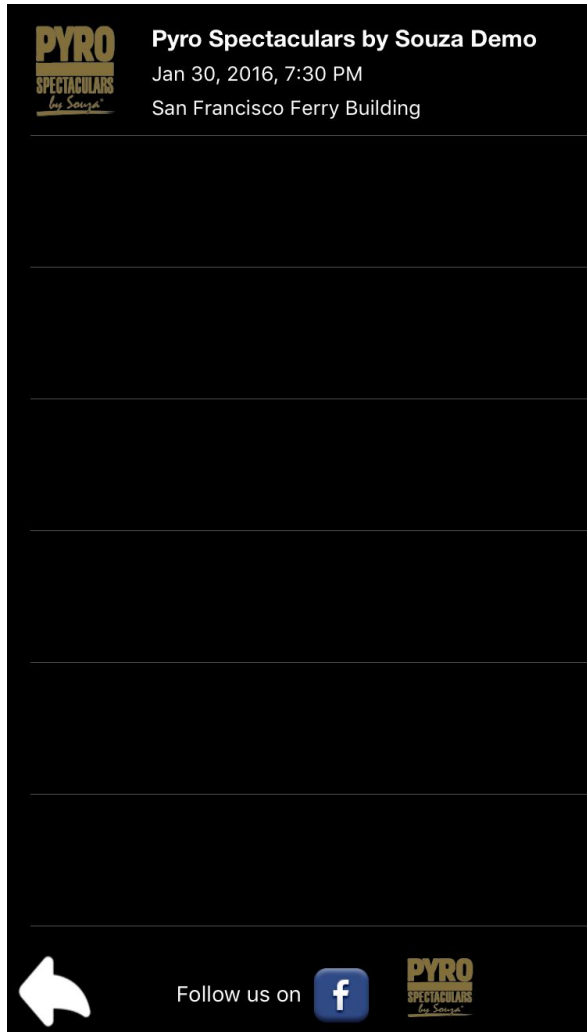
### **Business Questions:**

Please contact your show producer or email [salesgroup@pyrospec.com](mailto:salesgroup@pyrospec.com)

# Event Listing Page

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This page gives a listing of all the events currently marked as active in the system.



## Event Logo

Each event can have a customized logo. If a custom logo is not provided the default Pyro logo will be used.

Size → 150x150 pixels

Format → PNG

## Event Title

This is the title of the show or event. The title should not exceed 30 characters.

Longer titles will result in truncation of the additional letters.

## Event Date and Time

The date and time of the event. This does not have to be the same time of the show. For example, it could be start time of the overall event. This time field does not control the start time of the music.

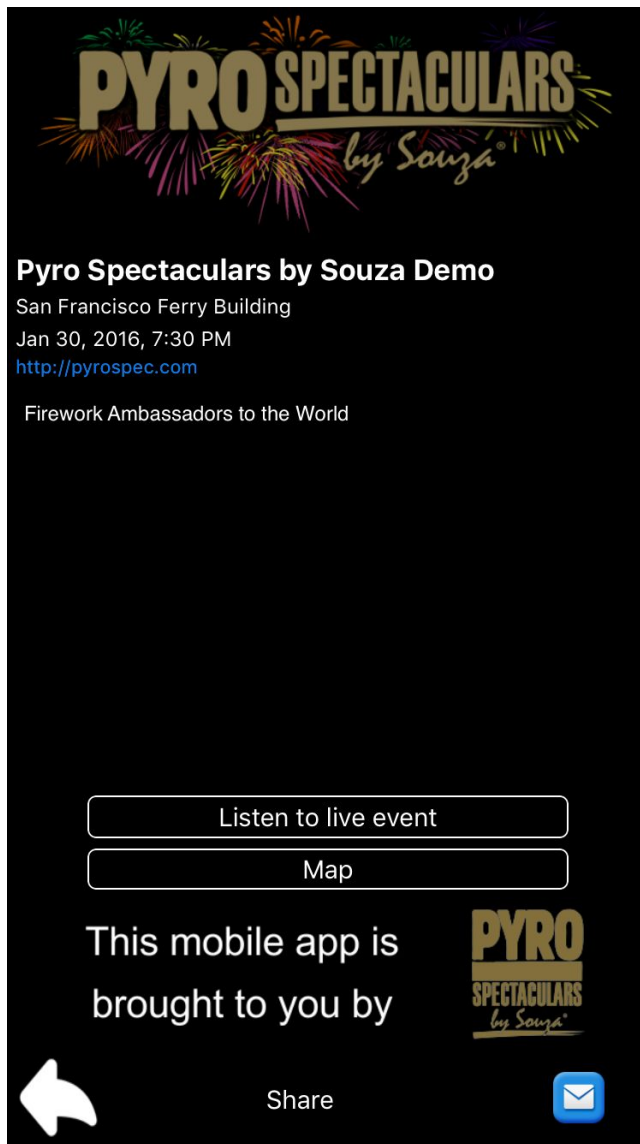
## Event Location

This is a "friendly" description of the event venue. It is recommended to use a well known name or common landmark.

# Event Page

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This is the specific event page that will show the specifics about the event as well as the location of where the user will initiate playback of show audio.



## Top Banner

This is the banner can be any image. If a custom image is not provided the default Pyro top banner will be used.  
Size → 620 x 240 pixels.  
Format → PNG

## Event Title

## Event Location

## Event Date and Time

## Map

This button will launch a Google Map showing the event location.

## Event Description

A description of the event.  
Recommended to be less than 200 characters.

## Event Link

A weblink to an external website.

## Bottom Banner

This banner can be any image. If a custom image is not provided, the default Pyro top banner will be used.  
Size → 620 x 150 pixels.  
Format → PNG

## Social Media

Links to share the event on social media. The available icons include Facebook, Twitter, Google Plus, and Email. Please provide the URL endpoints of where you would like these links to be directed.

## Before the Show Begins

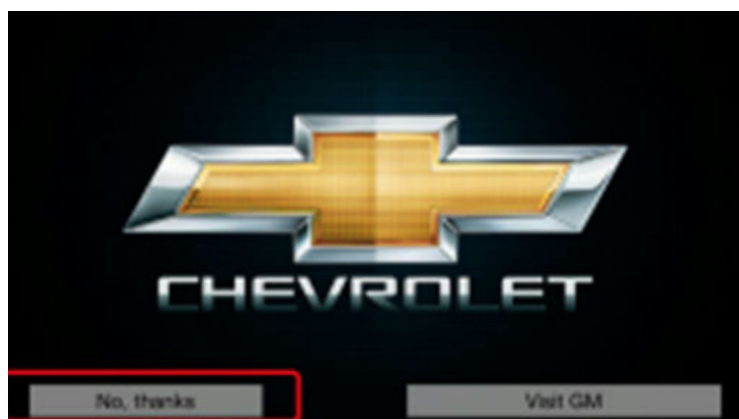
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The App can play a video prior to the commencement of the show. The pre-show video will play regardless of when the user starts listening to the show. It is recommended that the clip should be less than 30 seconds, in MP4 format and compressed to the smallest possible size. A text overlay can be applied over the video with sponsor provided text.



*Pre-Show Video*

Once the video stops it can display a still image that is a “call to action”. It is intended to encourage the user to engage with the sponsor. The image should be 640x400 pixels and in PNG format. A button can be overlaid on the image to direct the user to a sponsor provided webpage.



*Pre-Show Call to Action*

## During the Show

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The application can show a MP4 video during the show. It is recommended to use this space to show a carousel of images that are periodically rotated. It is recommended to keep the video less than 60 seconds and as highly compressed possible. It should be designed to be 640x400 pixels in size.



## After the Show

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The App can play a video after the show finishes. It is recommended that the clip should be less than 30 seconds, in MP4 format and compressed to the smallest possible size. A text overlay can be applied over the video with sponsor provided text.



*Post-Show Video*

Once the video stops it can display a still image that is a “call to action”. It is intended to encourage the user to engage with the sponsor. The image should be 640x400 pixels and in PNG format. A button can be overlaid on the image to direct the user to a sponsor provided webpage.



*Post- Show Call to Action*