

# Staying connected with fans & partners

During this time of physical distancing, companies are looking for new ways to stay connected. To achieve this, the Warriors turned to their partners at Uber to offer a thoughtful touchpoint and experience for both season ticket members and corporate partners.



## Primary uses

- Uber gift cards sent as digital codes redeemable for \$50 off a meal delivered via Uber Eats through a personalized email sent directly by each account manager
- Uber provided metrics tracking to confirm offer receipt and redemption

## Results

- Enhanced connection with season ticket members and partners
- Increased positive partnership sentiment
- Support of local restaurants

“With the rapid evolution of COVID-19 resulting in an unprecedented NBA hiatus, we have been working to stay connected with our loyal members and partners. Sending Uber gift cards was the perfect solution, and we’re thrilled to see how well they’ve been received.”

Brandon Schneider,  
Chief Revenue Officer,  
Golden State Warriors



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