

PIV Hub

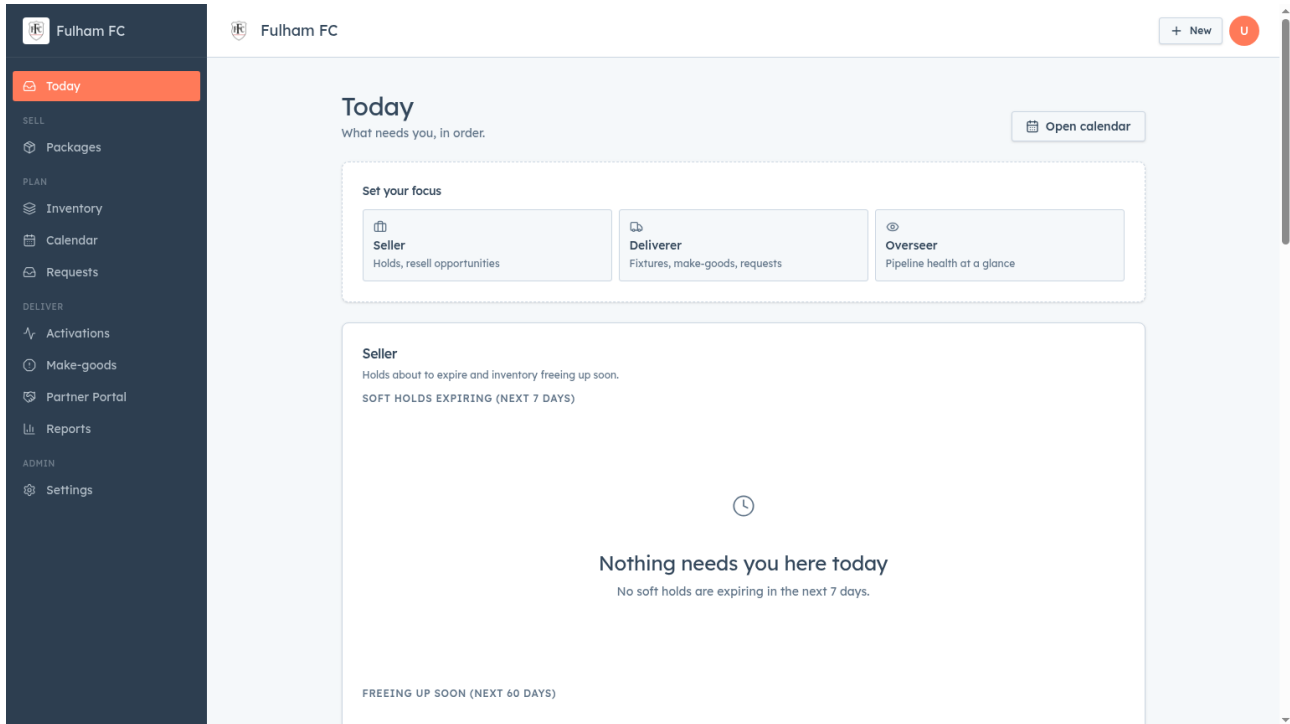
User guide — how to use each area of the app.

Contents

1. Today
2. Packages
3. Inventory
4. Calendar
5. Requests
6. Activations
7. Make-goods
8. Partner Portal
9. Reports
10. Settings

1. Today

Your daily focus list. Pick a focus mode — Seller, Deliverer, or Overseer — to filter what surfaces. The Seller view highlights soft holds about to expire and inventory freeing up in the next 60 days so nothing slips.



2. Packages

All commercial deals, bundled. Search by package or client, filter by stage (hold, contracted, invoiced, won), and open a package to manage assets, terms, sign-off, and partner handoff. Use New package to start a fresh deal.

Fulham FC

Today

SELL

Packages

PLAN

Inventory

Calendar

Requests

DELIVER

Activations

Make-goods

Partner Portal

Reports

ADMIN

Settings

Fulham FC

New

U

Packages

Holds bundled into commercial deals.

Search by package or client

All stages

Delete selected

☐	Name	Client	Status	Total	Updated	
☐	Blue Widget Activation - Matchday Programme 2025/26	Blue Widget Activation	Hold	£0	6/1/2026	
☐	Northstar Nutrition - Sleeve 2025/26	Northstar Nutrition	Hold	£15,000	5/31/2026	
☐	Acme Beverages — Q1 Top-up	Acme Beverages	Hold	£15,000	5/29/2026	
☐	Northwind Matchday Presence — 25/26	Northwind Outdoor	Hold	£125,000	5/29/2026	
☐	Verdant Drinks Concourse Pack	Verdant Drinks	Hold	£44,000	5/29/2026	
☐	Northwind 25/26 Renewal Proposal	Northwind Outdoor	Hold	£138,000	5/29/2026	
☐	Acme Pitchside LED — Half Season	Acme Beverages	Hold	£78,000	5/29/2026	
☐	Halberd Stand Naming — 3yr	Halberd Insurance	Hold	£450,000	5/29/2026	
☐	Lumen Energy Programme Sponsorship	Lumen Energy	Hold	£32,000	5/29/2026	
☐	Meridian Logistics Tunnel Branding	Meridian Logistics	Hold	£180,000	5/29/2026	
☐	Acme Pie Shop - Hospitality Box 2025/26	Acme Pie Shop	Contracted	£1,200	5/19/2026	

3. Inventory

Your bookable surface: assets, units, categories and base pricing. Toggle between Catalogue and Availability. Export to CSV or sync to HubSpot. Click an asset to edit units, allotments and seasonal coverage.

Fulham FC

Today

SELL

Packages

PLAN

Inventory

Calendar

Requests

DELIVER

Activations

Make-goods

Partner Portal

Reports

ADMIN

Settings

Fulham FC

Inventory

Assets, units, categories - your bookable surface.

Sync to HubSpot

Export CSV

New asset

Catalogue

Availability

Q Search assets...

All categories

All properties

Name	Property	Category	Type	Qty	Base price		
Big Screen 30s Spot Pre-match and half-time big screen advertising	MEN'S FIRST TEAM Physical inventory	Matchday › LED & Perimeter	slot	6	£4,000	Edit	
Concourse Hoarding Pack Static signage across main concourse	MEN'S FIRST TEAM Physical inventory	Matchday › Stadium Signage	seasonal	10	£12,000	Edit	
Director's Lounge Pair Two seats in the director's lounge with dining	MEN'S FIRST TEAM Hospitality	Hospitality › Matchday Hospitality	slot	20	£1,200	Edit	
Executive Box (8 seats) Private box with hospitality, 8 guests	MEN'S FIRST TEAM Hospitality	Hospitality › Boxes & Suites	match	12	£6,000	Edit	
Goal Highlight Sponsor Branded goal highlight clips, season-long	MEN'S FIRST TEAM Physical inventory	Digital › Social Media	seasonal	1	£50,000	Edit	
Homepage Takeover Full club homepage skin for 24h	MEN'S FIRST TEAM Physical inventory	Digital › Web & App	exclusive	1	£8,000	Edit	
Matchday Programme Cover Back cover of the official matchday programme	MEN'S FIRST TEAM Physical inventory	Matchday › Programme & Print	match	1	£3,500	Edit	
Matchday Social Post Sponsored post across club social channels on matchday	MEN'S FIRST TEAM Physical inventory	Digital › Social Media	slot	3	£2,500	Edit	
Newsletter Banner Banner in weekly fan newsletter	MEN'S FIRST TEAM Physical inventory	Digital › Email	slot	2	£1,500	Edit	

4. Calendar

Holds across every asset, by fixture. Click an empty cell to book; hover for full deal context. Filter by property, category, tier or focus. Use Ask availability to query AI across the inventory.

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+ New

U

Today

SELL

Packages

PLAN

Inventory

Calendar

DELIVER

Activations

Make-goods

Partner Portal

Reports

ADMIN

Settings

Calendar

Matchday board →

Ask availability

All properties

All categories

Next 8 fixtures

No focus

All tier

Firm only

Soft only

All cells

Spare only

Fully booked

Expiring soon

Free 112

Partial 0

Booked 0

Soft only

Expiring

Clash

£0 held in view

ASSET	Demo Wanderers 8 Jun	Demo Wanderers 8 Jun	Demo Wanderers 8 Jun	Demo Wanderers 8 Jun	Demo Wanderers 9 Jun	Demo Town 22 Jun	Demo Town 22 Jun	Demo 1 22 Jun
BOXES & SUITES								
Executive Box (8 seats) 1 unit	+	+	+	+	+	+	+	
KIT & APPAREL								
Shirt Sleeve Sponsor 1 unit	+	+	+	+	+	+	+	
LED & PERIMETER								
Big Screen 30s Spot 1 unit	+	+	+	+	+	+	+	
Pitchside LED Cluster A 1 unit	+	+	+	+	+	+	+	
Pitchside LED Cluster B	+	+	+	+	+	+	+	

5. Requests

Internal inbox for asset, hospitality and content requests from other teams. Triage queue surfaces submitted items by priority; resolved items mirror to SharePoint.

Fulham FC

Today

SELL

Packages

PLAN

Inventory

Calendar

Requests

DELIVER

Activations

Make-goods

Partner Portal

Reports

ADMIN

Settings

< Collapse

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+ New

U

Internal requests

Inbox for internal teams to request assets, hospitality, and content. Resolved items mirror to SharePoint.

+ New request

My requests

Triage queue

In progress

Fulfilled

Hospitality box for Halberd board visit

submitted

normal

Demo request — 6 guests, light catering.

Category: hospitality Raised 5/29/2026

Need 2x LED slots for Lumen Energy launch

submitted

high

Demo request — Q1 product launch tie-in.

Category: inventory Raised 5/29/2026

6. Activations

Track sponsor entitlement usage across packages. The headline cards show total allowance, used, remaining and at-risk units. The 'Deploy before they're wasted' panel groups upcoming fixtures with unspent units.

Fulham FC

Today

SELL

Packages

PLAN

Inventory

Calendar

Requests

DELIVER

Activations

Make-goods

Partner Portal

Reports

ADMIN

Settings

Fulham FC

+ New

U

Entitlements

Deliverables

TOTAL ALLOWANCE

155

12 entitlements

USED

18

12% of total

REMAINING

137

88% remaining

AT RISK

0

0 low - 0 exhausted - 0 overage

Deploy before they're wasted

> vs Demo Wanderers

9 Jun 2026, 08:00

133 units available

8 entitlements in play

> vs Demo Town

22 Jun 2026, 08:00

133 units available

8 entitlements in play

> vs Demo Town

22 Jun 2026, 08:00

133 units available

8 entitlements in play

> vs Demo Town

22 Jun 2026, 08:00

133 units available

8 entitlements in play

> vs Demo Town

22 Jun 2026, 08:00

133 units available

8 entitlements in play

Client

Filter by client name

Asset

Filter by asset name

Status

All

Client	Package	Asset	Period	Term	Used / Total	Status	Actions
Northwind Sportswear	Northwind Sportswear - Hospitality Box 2026/27	Big Screen 30s Spot	season	Year 1	0 / 1 units	Healthy	Log usage

7. Make-goods

Log shortfalls and the compensation negotiated to resolve them. Cards show open vs delivered counts, total shortfall value, and compensation booked as a percentage of shortfall.

Fulham FC

Today

SELL

Packages

PLAN

Inventory

Calendar

Requests

DELIVER

Activations

Make-goods

Partner Portal

Reports

ADMIN

Settings

< Collapse

Fulham FC

+ New

U

Make-goods

Track shortfalls and the compensation negotiated to resolve them.

OPEN

2

1 proposed - 1 agreed

DELIVERED

1

0 closed

TOTAL SHORTFALL

£7,500

COMPENSATION BOOKED

£4,000

53% of shortfall

Status

All

LED downtime – 2 fixtures impacted

Acme Beverages - Acme Pitchside LED – Half Season

£3,500

0 comps, 0 delivered

Proposed

Social post late delivery

Northwind Outdoor - Northwind Matchday Presence – 25/26

£2,200

1 comp, 0 delivered

Agreed

Cup tie reschedule – missed slot

Northwind Outdoor - Northwind Matchday Presence – 25/26

£1,800

1 comp, 1 delivered

Delivered

8. Partner Portal

Manage the partner-facing experience. Pick a client, invite partners (they sign in at /partner/login), set portal-wide content, and prepare each package's deliverables.

Fulham FC

Today

SELL

Packages

PLAN

Inventory

Calendar

Requests

DELIVER

Activations

Make-goods

Partner Portal

Reports

ADMIN

Settings

< Collapse

Fulham FC

+ New

U

Partner portal

Choose a client, manage who can access their portal, set portal-wide content, then prepare each package.

Open partner portal

CLIENTS

+ Add

Acme Beverages

2 packages

Halberd Insurance

1 package

Lumen Energy

1 package

Meridian Logistics

1 package

Northwind Outdoor

2 packages

Northwind Sportswear

1 package - partners invited

Verdant Drinks

1 package

Acme Beverages

2 packages · No partner yet

Remove client

Access

Portal content

Packages

Invite a partner

They will be linked to Acme Beverages when they sign in at /partner/login.

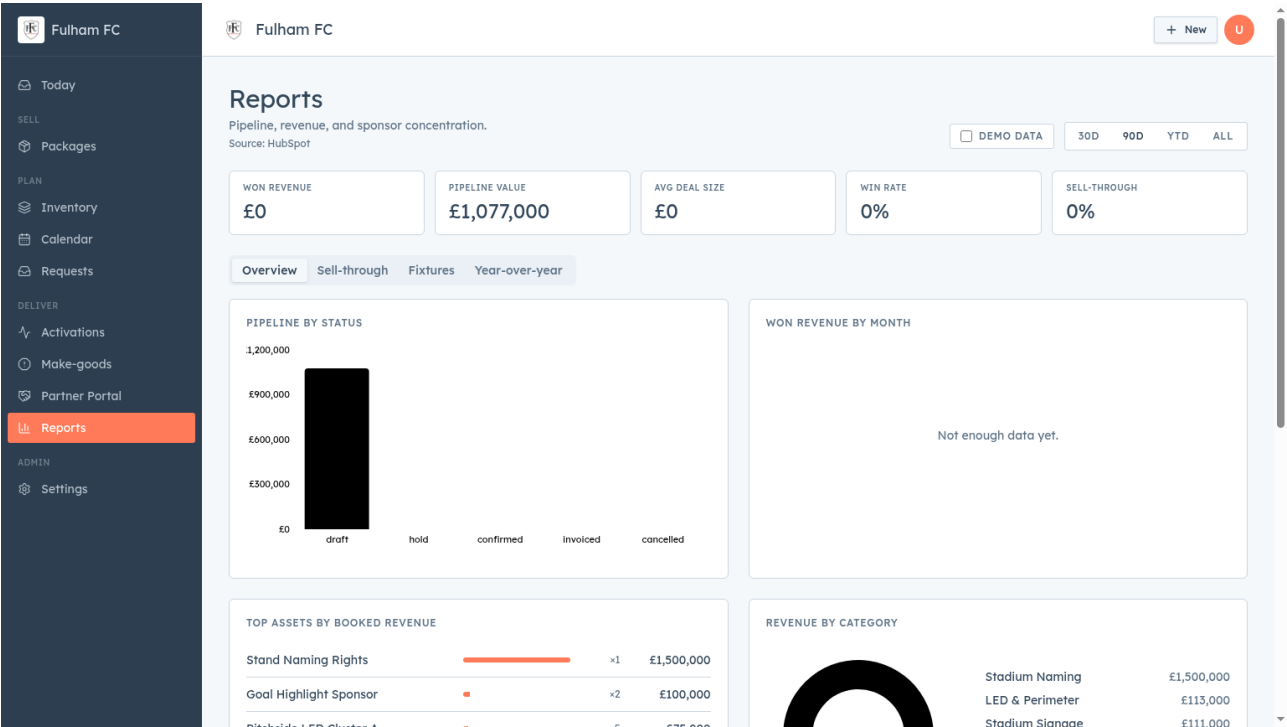
partner@brand.com

Invite partner

Email	Status	Source	Added	Actions
No partners yet.				

9. Reports

Pipeline, revenue and sponsor concentration sourced from HubSpot. Switch between Overview, Sell-through, Fixtures and Year-over-year. Filter by 30/90/YTD/All time.



10. Settings

Configure club identity (branding, theme), operations (seasons, fixtures, taxonomy, commercial defaults), access (users, partners), integrations (HubSpot) and demo data. Live preview shows your branding changes before you save.

