

English

Drive foot traffic to your business through gameplay

By becoming a Sponsored Location, you access a broad audience of players. Players see your business on the game map and get fun gameplay and rewards for visiting your business.

What You Get

Feature your business as an in-game Sponsored Location

Drive location awareness and foot traffic through in-game locations that make it more fun to visit your business.

Share promotions in-game

Upload special offers, feature new products, and link to your website from within your Sponsored Location - like a virtual billboard.

Schedule mini-games

Schedule increased game activity at your location at specific times, when you want more players to visit. No physical event setup required.

Analytics

See aggregated metrics on how players engaged with your in-game location. As our players' privacy is important to us, we only share aggregated metrics, we don't provide access to individual player information.

How It Works

1. Apply to the Early Access Beta

Apply in minutes. If you are accepted, you will be notified when the program is live to complete the setup of your Sponsored Location.

2. Setup your location to appear in-game

Once approved, set up your location in Pokémon GO (and more games to come in the future!). Players will see and visit your Sponsored Location while playing in the real world.

3. Optimize your results

Optimize your promotions to drive more transactions, and schedule extra traffic at desired times—spend as much or as little effort as you'd like!

Frequently Asked Questions

How is the Niantic Sponsored Location Early Access Beta different from the Niantic Local Business Recovery Initiative?

The Niantic Local Business Recovery program is Niantic's way of giving back to the community by inviting players to nominate their favorite small and local businesses to take part in the Sponsored Location program free of charge for a year. The requirements for this complimentary, nomination-based initiative are different from the paid Sponsored Location program. Further information on the Local Business Recovery can be found [here](#).

Who can apply for the Niantic Sponsored Location Early Access Beta?

Generally, businesses with physical locations in the United States that receive in-store in-person visits may apply. Up to 30 locations per business entity. In addition, Sponsored Locations must meet our policy and guidelines. If you do not meet these criteria but are interested, contact us.

Can a business have multiple Niantic Sponsored Locations?

Currently, a business can have one Niantic Sponsored Location for each physical location the business operates, up to 30 locations (each additional location incurs subscription fees). For businesses with more locations, please contact us.

What is the difference between a "standard location" and a "premium location"?

A premium location attempts to attract more attention by being more visually and mechanically important to a player than a standard location. Specific mechanics differ on a per game basis. In the case of Pokémon GO, a standard location is a PokéStop and a premium location is a Gym.

What is a promotion?

A promotion allows businesses to feature special promotions, new products, or seasonal content in addition to the main in-game location description and image—think of it as an extra virtual billboard space on your in-game location! Depending on the plan tier, businesses can change their promo campaign up to once or twice within a calendar month.

Who will be able to see and interact with my Sponsored Location?

Currently, players of Niantic games who are within roughly 0.3 miles (~500 meters) of your business' physical location are able to view your in-game location. This will differ based on the game mechanics and game map. However, only players within 40-50 meters of the Sponsored Location are able to obtain game experiences and rewards from it, and would count as an engaged visit in game.

In what Niantic products can I get Sponsored Locations for Small and Medium sized businesses?

The Early Access Beta will offer Pokémon GO locations only. We will be adding more games on the Niantic Real World Platform (such as Ingress, etc.) onto the program in the future.