



PLUS.FAN

# Deliver The Fan Experience Your Fan Groups Are Asking For



How to grow fan support by understanding each fan segment and deliver the experience that each group is looking for.

## Introduction

How do sports clubs become successful with large loyal fan bases? Beyond achieving success on the field, how do clubs move fans from casual engagement into super fan status? Can a team break down their fan base and audience into groups with shared characteristics and build a fan experience strategy that provides value to all groups.

The Plus.Fan pyramid connects each group together with a pathway that allows teams to consider what fans in each group are asking for from their favorite team. The goal of delivering the experience that the fan wants increases the likelihood of the fan moving on the pathway and up the fan pyramid - becoming more valuable to the team.

Understand the fan pyramid to **design the ideal fan experience** for each fan group to **add value to fan experiences**, **build new revenue channels** and **attract more fan support**.

# What experience is your club delivering for each fan group?



Learn how your club can understand each of your fan groups and deliver the right unique fan experience for each group for more revenue, improved loyalty and more

## The Pathway: Connections

A fan funnel strategy for a sports club focuses on creating a pathway that leads fans from initial awareness to becoming dedicated supporters or "superfans" over time. The pathway creates, builds and grows an emotional connection to the team for the fan.

The strategy is typically broken into several stages: **Awareness**, **Interest**, **Engagement**, and **Advocacy**. The goal is to move fans through these stages by providing them with increasingly targeted and personalized experiences - growing a connection to the team

At the **Awareness** stage, when fans are at the bottom of the pyramid, the club's primary objective is to attract new fans and capture their attention. The goal is to introduce the team's story, values, and brand to as many people as possible, creating a broad fan base. The club may leverage engaging content like highlight reels, team news, or player stories to spark initial interest. Events such as open practices, free fan days, or fun giveaways at games can also serve to get casual fans through the door, making them more likely to follow the team and connect to the story.

Once a fan shows interest in the team, they move into the **Engagement** stage, where the focus shifts to deepening their emotional connection with the club. The shift can be accomplished through targeted communication, such as personalized emails, social media engagement, and fan experience. The team might offer exclusive content, such as behind-the-scenes access or interviews with players, which make the fan feel like they are part of the team's journey.

Engagement efforts can also include gamified experiences, where fans earn rewards by attending games, purchasing merchandise, or participating in social media contests. This stage is all about making fans feel included, valued, and emotionally connected to the team, thus encouraging them to keep coming back.

The final stage is **Advocacy**, where fans have become highly engaged superfans and are now sharing their passion for the team with others. A club can support this transition by creating exclusive benefits for superfans, such as VIP experiences, meet-and-greets with players, or personalized recognition at games. By encouraging fans to engage in word-of-mouth promotion, the club can transform them into brand ambassadors who organically bring in new fans. At this stage, fans are not only committed to supporting the team but actively advocate for it, helping to create a self-sustaining fan ecosystem that fuels long-term loyalty and team growth.

To design fan experiences and create the right offers to grow the size of your fan base - you'll need to understand the character of your fan groups. What common traits do they all have, how do they interact with the team and most importantly, what do they want more of.

# What are the traits and characteristics of each fan group?



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Let's break down each breakdown of the types of fans by characteristics for an individual team.

## Prospective Fan

- **Enjoys content from the team periodically**
- Will follow the team when the team is doing well.
- Happy to have the team in the local area and city and is eager for the team to succeed.
- Happy to support the sponsor or attend connected social public (and free) events.

## Casual Fan

- Follows the team on social media frequently with limited to no interaction.
- Have attended a game at some point in a recent season
- Owns a piece of team gear - t-shirt, hat, etc
- **May not live in the local area**
- Knows the names of the more well-known players

## Connected Fan

- Attends multiple games per year
- Regular following online content / live scores
- **Responds to deals and special offers**
- Know the names of the starting lineup and is familiar with most of the team

## Every Game Fan

- Attends all home games as a **season ticket holder**
- Knows team history and players - past and present
- Attends events and team celebrations
- Owns multiple items from the team store
- Supports sponsors and interconnected partners
- Participates in charity events or auctions
- Watches most, if not all, away games on TV

## Diehard Super Fan

- Watch pre-game and post game interviews
- Knows names and stories of most/all players on the team
- Travels to many Away games, with Supporter group
- Gets family and friends involved - **an evangelist**
- Member of fan group or club - integral on shaping the club's future (may even volunteer)
- Interacts with diehards on social media and online



## Fan Segments

# Plus.Fan For Each Group

A segmented, tailored engagement strategy can help drive fans from being less engaged, to a more connected, emotionally loyal level. The flexibility of the membership and subscription levels in Plus.Fan allows teams to create a variety of subscription and access levels that can target specific segments of fans.

Focusing on the needs and triggers of each group of fans allows a team to craft a strategy that can move fans further down the funnel from prospective fans into “SuperFan” status.



## Fan Segments

# Prospective Fans

### » Plus.Fan Activities

- Behind the Scenes (Insider Content)
- Meet The Team (Insider Content)
- Kids Club Only Events

### » Membership Options

- Limited Access
- Free or Trial Editions
- Kids Clubs / Booster Clubs

### » Goals

- Reduce the “cost” to getting more involved and connected with the team
- Encourage activation and participation
- Focus on building up more activity and connection to the team







## Fan Segments

# Casual Fans

### » Plus.Fan Activities

- Sneak Previews - Jersey / Kit Reveals
- Pre-Game Video

### » Membership Options

- Supporter level with paid membership
- Booster Club
- Premium Junior Supporters

### » Goals

- Increase interactions beyond viewing
- Additional ticket and game attendance
- Start to purchase store merchandise



## Fan Segments

# Connected Fans

### » Plus.Fan Activities

- Virtual Event Invites
- Merch Discounts / Promotion Early Access
- Early Access to News ahead of website and socials

### » Membership Options

- Bundled With Ticket Package (Half-Season)
- Premium Tier

### » Goals

- Build loyalty and earn VIP treatment with incentives
- Increase spend on non-ticket (concessions, merch)
- Additional ticket purchase frequency



## Fan Segments

# Every Game Fan

### » Plus.Fan Activities

- Invitations to members only events / in-person and meet-and-greets
- Interaction - Fan voting, polls etc.

### » Membership Options

- Season Ticket-add on or bundle
- VIP / Exclusive Membership - Beyond the Season Ticket
- Limited Edition Merchandise

### » Goals

- Feel like a VIP who could spend more
- Integral member of the club's community



## Fan Segments

# Diehard Super Fan

### » Plus.Fan Activities

- Premier access for meet-and-greets
- Behind-The-Scenes and Breaking News
- Limited Access Fan Voting
- Live streaming of reserve, academy and practice teams

### » Membership Options

- Highest level of membership annually
- Limited Edition Merch Membership
- Early Bird Waiting List for Season Tickets

### » Goals

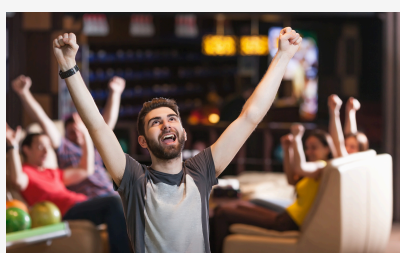
- Continued support and interaction
- Offer exclusive members only limited interactions available to small select group
- “Feel like” a VIP or an owner
- Club Evangelist - promotes and endorses the club (and PlusFan) to the wider community



# Meet Plus.Fan

Create **insider** experiences for fans with a platform that delivers **increased engagement and revenue**

## Audience Acquisition



### New Fans

Add new fans interested in a behind the scenes, VIP experience.

## Increase Interest & Loyalty



### Casual Fans

Use Plus.Fan engagement with casual fans to build loyalty and interactions.

## More Revenue



### Super Fans

Create new revenue channel with paid access to exclusive insider content.

Deliver more than just a ticket for your fans



### Fan Experience

- Membership & Fan Club
- Insider Only Access
- Fan Voting & Surveys
- Exclusive Events



### Team Support & Guidance

- Playbook & How-To Guide
- Dedicated Account Manager
- Training & Support



### Costs & Pricing

- No platform costs
- Share subscription revenue
- Manages payments & billing

Global teams delivering fan experience with Plus.Fan



# Next Steps

## How To Learn More

For more information about Plus.Fan and how fan subscriptions and memberships can help your organization attract new fans, create new revenue streams and build fan engagement, visit [www.plus.fan](http://www.plus.fan)



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