

PT SPORTSUITE FAN CHALLENGE PORTALS

Activating incentivised fan and brand engagement


PT
SPORTSUITE



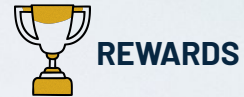
Your fans have stories worth telling

PT SportSuite's Fan Challenges Portal empowers fans to share their unique, behind-the-scenes content - and be rewarded for it.

Your organisation can influence fans to submit authentic, community-generated content for yourself and sponsors via this unique fan engagement platform.



Our objectives



OBJECTIVES

Community engagement

Encourage and incentivise your fans to engage in media experiences on your branded Fan Portal

Leaderboard

Region National Global

User	Score	Rank
Eiden (@username)	2430	1
Jackson (@username)	1847	2
Emma (@username)	167	3
Sebastian (@username)	1124	4
Jason (@username)	875	5
Natalie (@username)	774	6
Serenity (@username)	723	7

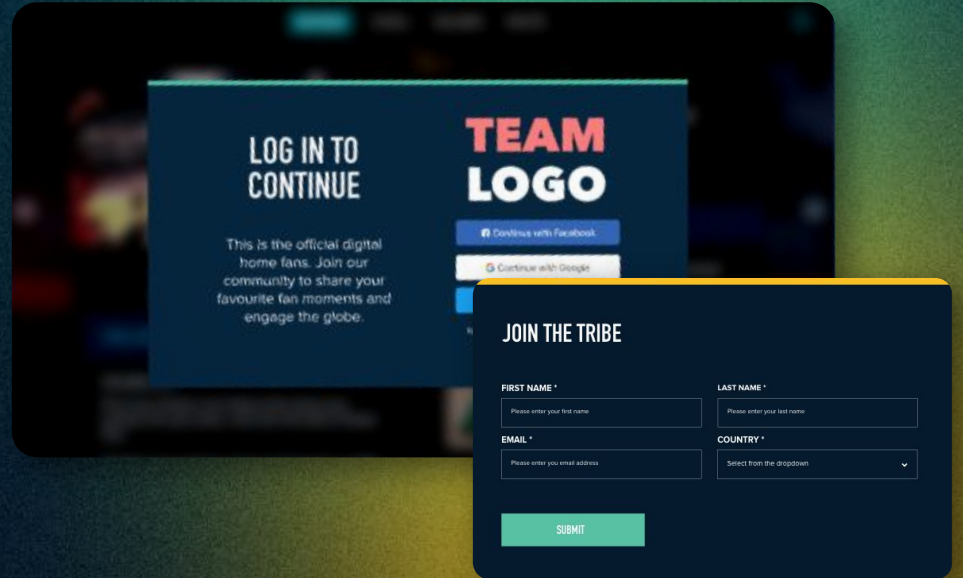
You are the leading fan! Unlock the secret player card

Unlock now

OBJECTIVES

Grow your fan database

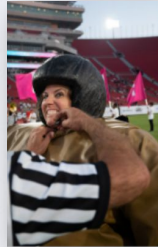
Grow your database of registered users and learn more about your audience



OBJECTIVES

Media collection

Collect authentic fan-generated media for yourself/sponsors for social sharing, UGC campaigns and web/app content



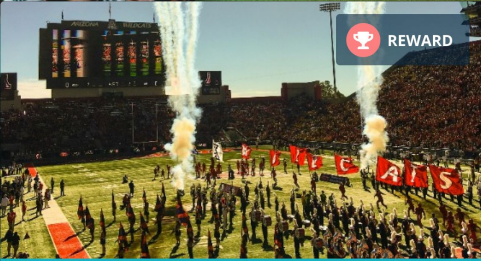


FAN CHALLENGE

SUPER FA

46 DAYS LEFT | #SU

[VIEW CHALLENGE](#)



FAN CHALLENGE

MATCHDAY EXPERIENCE

31 DAYS LEFT | #MATCHDAYEXPERIENCE

[VIEW CHALLENGE](#)

OBJECTIVES

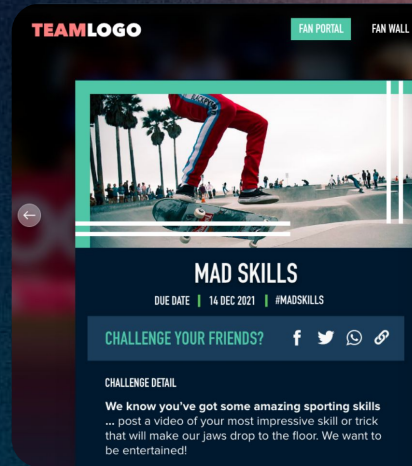
Sponsor value

Conduct branded UGC campaigns with your sponsors that connect them to fans in a way that cuts through the noise.

OBJECTIVES

Rewards

Encourage fan participation with prize incentivisation and special offers that leads to repeat interactions.



Stand the chance to WIN a signed match jersey



CHALLENGE EXAMPLES

Super Fan Challenge

Post your photos and videos that show your passion for the team, and earn the title of Super Fan.

Whether it's a photo of you at the game, a selfie with a player, or your collection of jerseys, balls, signatures, ticket stubs ... we want to see it.

Stand the chance to win a signed match jersey!



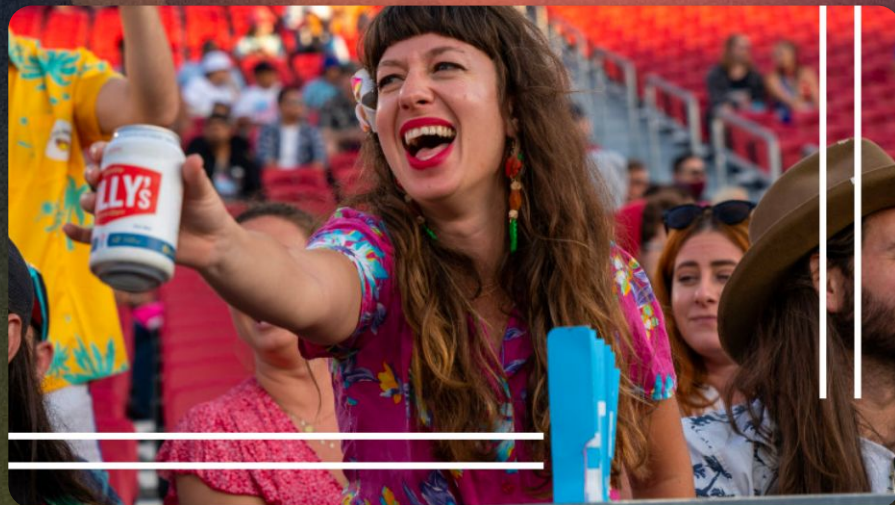
CHALLENGE EXAMPLES

Matchday Madness Challenge

Whether you're at the stadium, at a watch party, or catching the match at home, share your photos and videos with us.

Upload your media that brings your matchday experience to life.

The best submissions will be published to our Fan Wall. Let's make you famous!



CHALLENGE EXAMPLES CO-BRANDED CHALLENGE

Fan Favourite Challenge

Record a 30-second video of yourself telling us your pick for your favourite player - and why.

We want to know the player that gets you out of your seat. Stand the chance to win to a signed match jersey, courtesy of [SPONSOR]!



**SPONSOR
LOGO**

EMAIL MARKETING

Discount incentivisation to drive sales

Communicate directly with newly-registered users about product offerings, limited special offers or discounts, with CTAs that link to online stores to drive e-commerce sales.

The image shows a dark-themed email marketing template. At the top left is the placeholder 'YOUR LOGO' in red and white. At the top right is the text 'WELCOME TO FAN PORTAL' in teal. The main body contains a personalized message: 'Thanks for joining us, Liam' and 'We would like to reward you for registering!'. A central dark box highlights a discount code: 'Use this discount code: DISCOUNT2024' (with 'DISCOUNT2024' in teal), followed by 'to receive 20% off the purchase of your official 2024 match jersey!'. Below this is a banner featuring a photo of a man and a woman in soccer jerseys, with the text 'GET YOUR MATCHDAY GEAR' and a red 'SHOP NOW' button. At the bottom, there are social media icons for Facebook, Twitter, Instagram, and YouTube, and the placeholder 'TEAMLOGO' in red and white.

YOUR LOGO WELCOME TO FAN PORTAL

Thanks for joining us, **Liam**

We would like to reward you for registering!

Use this discount code:

DISCOUNT2024

to receive 20% off the purchase of your official 2024 match jersey!

GET YOUR MATCHDAY GEAR

SHOP NOW

f t i y

TEAMLOGO

PT SPORTSUITE

UPCOMING GAMIFICATION MODULE

LEADERBOARD

Using media analytics, accumulate, log and reward loyalty through the use of leaderboards.

Fans can accumulate points through the following actions:

- ✓ User registration
- ✓ Time spent on portal
- ✓ # of Challenge responses

The screenshot displays a fan challenge portal interface. At the top, there is a navigation bar with 'TEAMLOGO' on the left and 'FAN PORTAL', 'FAN WALL', 'CHALLENGES', and 'MAIN SITE' on the right. Below the navigation bar, there are four challenge cards arranged in a 2x2 grid. Each card features a photo, a title, a 'REWARD' icon, a 'VIEW CHALLENGE' button, and a 'DAYS LEFT' indicator. The cards are: 'SUPER FANS' (81 DAYS LEFT, #SUPERFANS), 'THE DICE GAME' (43 DAYS LEFT, #THEDICEGAME), and two others partially visible. On the right side of the interface, there is a 'LEADERBOARD' section with a list of 10 users, their profile pictures, names, and point totals.

LEADERBOARD		
1		Stacy Thomson 260 Points
2		Steve Linden 259 Points
3		Anthony Blush 247 Points
4		Salome Harwin 242 Points
5		Cara Peterson 241 Points
6		Alan Killian 212 Points
7		Mia Solomon 210 Points
8		David Pike 206 Points
9		Alice Cromlee 198 Points
10		Alan Killian 102 Points

PT ENGAGEMENT SERVICES

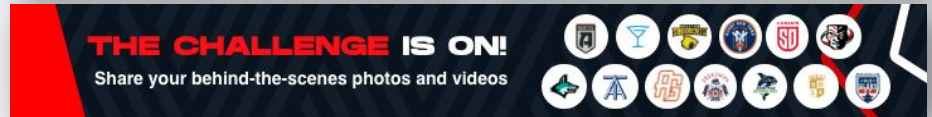
Watch: UGC video production



PT ENGAGEMENT SERVICES

We offer

- ✓ User journey & work flow refinement Engagement campaign strategy
- ✓ Campaign management
- ✓ Social media strategy, content planning, best practices & support
- ✓ Design of marketing collateral
 - Emails
 - In App cards
 - Social Media
 - Display Ads
 - Videos



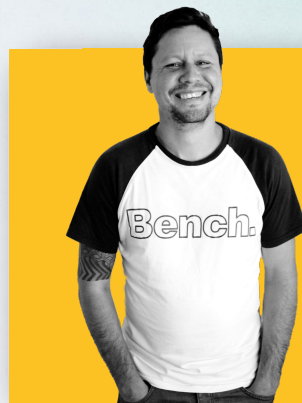


Your PT engagement team

Our goal is to create memorable digital experiences that generate better engagement between you, your fans and sponsors on your branded platforms.



Jada Linstrom
Head of Creative



Nick van Rensburg
Head of Engagement



#TEAMTALK?

Our PT Engagement Team would love to chat about how PT SS Fan Portals can take your fan engagement to the next level.

[CONTACT](#)