

Fan Engagement Ideas

FOR TEAMS AND STADIUMS

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MrBlairHughes.com
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- Social lock-downs
- Fan social takeovers
- Signing sessions
- Be in the team photo
- Be the 12th Fan
- Fan Hall of Fame
- Fan/member/ticket holder of the game
- Junior match day reporter
- Sign on an eSports player/team
- Social challenges
- Quizzes
- Trivia
- Birthday messages to fans on social
- Find the golden ticket
- Spin classes

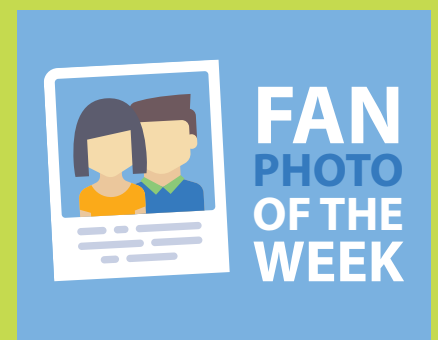


- Members' bar
- Team hashflags
- Virtual reality trading cards
- Month/week of prizes and activations
- Design the website
- Design team merch (jerseys/boots)
- Fan Zones
- Hackathons
- Activity worksheets (crosswords/ bingo)
- Gaming stations
- Photographer of the game
- Write an article
- Junior ground announcer
- Grandparent mascots
- Ground hopper book
- Write a game review
- Fans create a Christmas/ Valentines Day card
- Fitness challenges
- Tag and Share a photo
- Green screen try/goal celebration
- Race the LED ribbon
- Free massages
- Fan caricatures
- #Hashtag photo ops
- Virtual skills stations
- Members' lounges
- Snapchat filters
- Twitter emojis
- Decibel readers

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- Baby races
- Art competitions and art activities
- Make up and styling stations
- Fanicures
- Be the commentator
- Open training sessions
- Instagram photo cut outs
- Size me up (player stat features)
- The kickoff kid
- Chatbots
- Mascot visits
- Big screen fan messages
- Stadium/Team open days
- Humanoid Robots (MCFC)
- Tinder night (Swipe right night)
- Twitter/Facebook player take over
- Airbnb stay with the team
- Tailgate supply delivery Amazon PrimeNow
- Fun runs/walks
- Cooking classes
- Themed nights (Pride, Halloween, Valentines etc.)
- Drones
- On court/stadium projections
- Fans choose the music playlist
- Team fan carpet
- Showcase your fan cave
- Draft camp
- Ladies lounge
- Broadcasting games in VR
- Special occasion certificates



- Skills workshops
- Kids combine/draft day
- Game day giveaways and promotions
- Choose the starting team
- Uber to the game
- Members' jersey
- Loyalty rewards programs
- Personalised members cards
- Members only competitions
- Fan match day VIP
- Match day guard of honour
- Member appreciation game/ round
- Face painting
- Live bands/stage



- Fan cave makeover
- Remix the theme song
- Fans 'say'
- Fan forums
- Members' portal
- Fan message on team banner
- Run out with the team
- Be the linesperson
- Fan name or Twitter handle on jersey
- Recreate a game day moment
- Leave/Early Mark Passes
- Club song sheets
- Stats on stadium screens
- Fantasy info on stadium screens
- Kick/shoot to win
- Voice of the team
- Sing the national anthem
- Member/fan of the week
- Travel with the team
- Fan names on team bus
- Fan reporter
- Fan away day cave (cinema)
- Fan 'day in the life'
- Military appreciation
- Veteran of the game
- Hero of the game
- Lip sync battles
- LGBTIQ fan groups
- Submit a book review
- Physical social wall
- Fan stories
- Hidden camera surprises
- Train with the coach/team
- Coaching seminars for local coaches
- Player/team playlists
- Player recipes
- Virtual reality ticketing
- AI ticket buying
- Stadium pool cabanas
- Craft beer game/passport



- High teas
- Micro chipping of fans
- Interactive game day emails
- Tailgate toss
- Seat upgrades/downgrades
- Digital face paint photograph
- Photo points around ground
- Designated driver of the game
- Memory games
- Player post box VWs from fans
- Wearables heart rate activations
- Fans select substitute player
- Fans showcase their moves/skills
- Fan generated content (Design the game day poster/scarf)
- Cartoon
- Tweet the crowd/guess the attendance
- Play on the park/field
- Zumba on the field
- Call for fans to send in messages for the tunnel
- Colouring in sheets
- Lease the stadium
- Spin to win prizes
- Balloon station
- Superhero game
- Retro throwback game
- Silver fans (oldies) game
- Valentines Day mascot visit
- Food themed games
- Social media night
- First game certificates
- Sideline couch
- Carry out the match ball
- Mum's clinic Football 101
- Toss the coin
- Instabilia – live auctions
- Ride/Limo to the game
- Game day auctions
- Oblivious camera
- Game day food incentives

- Stadium 'ask-me' helpers
- Bongo cam
- Kiss cam
- Smile cam
- Chill out zones
- Vibrating seats
- Priority entry lanes
- Design the court
- Keys to the game
- Polls
- Names on seats
- Sleep over at the stadium
- March to the game
- Giant mascots
- Silent night
- Fans present players with jerseys
- T-shirt toss
- Guessing games
- Moustache cam
- Bandwagon cam
- Social pics up on screens
- Fan flag raisers
- Match day calculator
- Pitch side experiences
- Cuddle cam
- Treasure hunts



- Free parking and car wash
- Supporter help social account
- Photo filters in apps
- Digital match day program
- QR Code audio hall of fame
- Health check ups
- Design a trading card
- Crowd sourced match day review
- Design the team logo
- Design the captain wristband
- Wall of fans slogans
- Tell the team your match day story, review or experience
- Design a sign

