



ENGAGE. INSPIRE. UNITE.

Your club owns the fan relationship. We build the place it lives.

Fanpodium is a white-label fan platform: a branded club world with content, rewards, auctions and charity — where the audience, the data and the commercial upside stay with the club.

Pilot proposal — club edition

Prepared for club leadership · Commercial, digital and supporter-liaison teams

Fans are everywhere. The club owns almost none of it.

Match-day reach lives on social platforms that rent you your own audience, change the rules without notice, and keep the identity graph. Sponsorship is sold on impressions the club cannot verify. Supporter data sits in ticketing, retail, CRM and newsletters that never talk to each other. The result: high engagement, low ownership, and commercial conversations built on estimates.

One branded world, four working surfaces

Club world

- Your crest, colours and voice — a branded destination, not a tab inside someone else's app.
- Posts, media, moments, long-form and matchday drops.
- Members see a personalised feed across every world they follow.

Engagement engine

- Podium Points earned for real participation.
- Superfan Passport tiers unlock access and recognition.
- Rewards, experiences and signed-item auctions.

Backoffice

- Partner CMS with draft, review and publish lifecycle.
- Roles and permissions for staff, agencies and sponsors.
- Audit trail on sensitive actions.

Sponsor layer

- Sponsors get reporting, not raw fan data.
- Campaign presence inside rewards and moments.
- Every activation reported back with real participation.

Data ownership, in plain terms

This is the part that decides whether a fan platform is an asset on the club's balance sheet or another rented channel.

- **The club is the data controller**

Your members, your consent records, your relationship. Fanpodium operates as processor on the club's instruction.

- **Tenant-isolated by design**

Every record is scoped to your organisation and enforced at the database layer, not just in the interface. No other tenant can read your rows.

- **Export on demand, exit without hostage**

Members, consents, content and engagement history are exportable in open formats. If the pilot ends, you leave with your audience.

- **Sponsors never receive personal data**

They receive aggregated performance: participation, reach inside the world, redemption and audience segments — never individual identities.

The fan journey the club actually monetises

1 Join the club world

A supporter signs up once with email and phone, verifies, and follows the club. One identity, every world.

2 Participate

Reading drops, voting, attending, redeeming, bidding and supporting causes all earn Podium Points.

3 Climb the Passport

Points move the fan through Passport tiers. Tiers unlock access: pre-sales, meet-and-greets, limited drops, recognition.

4 Convert

Rewards, auctions and sponsor activations turn attention into revenue — with the club setting price, scarcity and rules.

5 Report

Every step is measured per campaign, per sponsor, per cohort — and it is the club's number, not a platform estimate.

Where the money comes from

STREAM	HOW IT WORKS	WHO IS BILLED
Sponsorship	Verified activations inside the club world; sponsors buy measured participation instead of estimated impressions.	Sponsor pays the club
Auctions	Signed items, matchday experiences and access lots, run with reserve and anti-sniping rules.	Fan pays; club nets proceeds
Rewards & experiences	Points-based and paid rewards, from digital recognition to hospitality upgrades.	Fan or sponsor funds
Charity	Club-branded causes with transparent totals and a verified payout log.	Fan donates; club reports
Membership tiers	Paid Passport tiers layered on top of the free ladder, when the club wants them.	Fan pays the club

Payments run in test mode during the pilot. No live card processing is enabled and no revenue projection in this deck is a forecast.

Built to plug into the stack you already run

Integrations are shipped as documented, key-scoped placeholders — connected per club after the pilot agreement, never by scraping another vendor.

Identity & CRM

- Single fan identity, exportable to the club CRM.
- Consent state travels with the record.
- Integration slots for the club's existing CRM.

Ticketing & retail

- Placeholders ready for ticketing and commerce providers.
- Attendance and purchase can award points once connected.

Developer API v1

- Read and write club content and engagement programmatically.
- API keys per organisation and signed webhooks for events.

Governance, risk and what we do not claim

- **Security posture**

Role-based access, tenant isolation enforced in the database, audited privileged actions, scoped API keys, and secrets never exposed to the browser.

- **Privacy by default**

Public surfaces anonymise sensitive activity such as individual bids. Members control notification and visibility settings.

- **What we do not claim**

This deck makes no certification or compliance claim. Formal assurance work, penetration testing and any regulatory sign-off are scoped with the club, not asserted here.

- **Pilot exit**

A fixed pilot window, agreed success measures, full data export and a clean exit path if the club chooses not to continue.

Proposed pilot: from crest to live world

- 1 Week 1 — Setup**
Club tenant created, crest and palette applied, staff roles issued, content calendar agreed.
- 2 Week 2 — Content & rewards**
First drops loaded, reward catalogue and first auction lots defined, charity cause selected.
- 3 Weeks 3-6 — Supporter cohort**
Invite a defined supporter cohort, run weekly drops, one auction and one sponsor activation.
- 4 Week 7 — Readout**
Participation, redemption, auction performance and sponsor reporting reviewed against the agreed success measures.
- 5 Decision**
Scale to the full supporter base, extend the pilot, or exit with a complete data export.

What we need from the club

The product is built and demonstrable today. To turn this into a live pilot world we need a small number of decisions and assets from the club side.

- **Brand pack: crest, colour palette, typography and usage rules.**
- **A named owner for content plus one commercial owner for sponsors.**
- **The supporter cohort for the pilot and the channel to invite them.**
- **One sponsor willing to run a measured activation inside the world.**
- **Agreement on the pilot window, success measures and data-processing terms.**

Next step: a 30-minute live walkthrough in the demo environment.

Demo environment. Content marked demo/preview. No live payments enabled.