



ENGAGE. INSPIRE. UNITE.

Stop buying impressions. Start buying participation you can verify.

Fanpodium places your brand inside branded fan worlds — clubs, artists, athletes, actors, creators and legends — and reports what fans actually did, not how many scrolled past.

Partnership proposal — sponsor edition

Prepared for brand, sponsorship and performance-marketing leadership

Sponsorship is the last major media line still sold on estimates.

Logo placement is priced on reach nobody in the room can independently verify. Social activations are measured by the platform selling the inventory. Attribution stops at the click. Meanwhile the audience that genuinely cares — the supporters, the superfans, the people who show up — is the hardest group to reach with intent and the easiest to annoy.

What a sponsor gets inside a Fanpodium world

Presence

- Brand placement inside the world fans open by choice, not in an interruption slot.
- Co-branded moments, drops and matchday content.
- Category-appropriate placement, agreed with the rights holder.

Activation

- Fund rewards and experiences fans want.
- Back auction lots and charity causes.
- Point-earning actions tied to your campaign objective.

Measurement

- Participation, redemption and completion per campaign.
- Cohort-level audience view, never individual identities.
- Reporting the rights holder and the brand read from the same source.

Why participation beats impressions

- **Intent is already present**

A fan inside a club or artist world has opted in to that relationship. Your brand shows up alongside something they chose, in a context they trust.

- **The unit of measurement is an action**

Redeemed a reward, entered an auction, completed a challenge, supported a cause. Countable events, not modelled reach.

- **Points make the ask fair**

Fans are rewarded for engaging with your activation through Podium Points, so participation is a value exchange rather than an extraction.

- **The rights holder is accountable**

Reporting lives in the platform both sides use. No end-of-season spreadsheet reconciliation.

Package shapes we can build together

PACKAGE	WHAT IT INCLUDES	BEST FOR
Reward partner	You fund the reward catalogue in one or more worlds; fans redeem with points, your brand is on every redemption.	Awareness plus repeat interaction
Auction partner	You back or supply auction lots; your brand carries the moment and the charity story around it.	High-attention spikes
Moment partner	Co-branded content drops around matches, releases, premieres or milestones.	Campaign bursts
Cause partner	You match fan donations to a club or talent cause, with a transparent total and payout log.	Brand trust and PR
Season partner	Combined presence, activation and reporting across a full season and multiple worlds.	Primary sponsorship

Package pricing is set by the rights holder. This deck contains no pricing or performance guarantees.

From brief to verified readout

1 Brief and objective

You define the objective: awareness, acquisition, redemption volume, cause impact or category association.

2 Package and worlds

Rights holder and brand agree placement, activation type and which worlds are in scope.

3 Build in the console

The activation is configured in the backoffice: reward, lot, moment or cause, with dates, caps and rules.

4 Run

Fans participate and earn points. Every action is recorded against your campaign.

5 Readout

You receive participation, redemption and completion figures plus cohort-level audience insight — exportable.

What you receive — and what you never receive

- **You receive**

Campaign performance: participation counts, redemption rates, auction engagement, cause totals, and cohort-level audience breakdowns.

- **You never receive**

Names, emails, phone numbers, addresses or any individual-level fan record. Personal data stays with the rights holder as controller.

- **Why this matters to you**

A privacy-clean activation is defensible to your own legal and procurement teams, and it protects the brand from the reputational risk of a data incident you did not cause.

- **No compliance claims**

This deck asserts no certification. Data-processing terms are agreed between brand, rights holder and platform before any campaign goes live.

Six categories of worlds, one fan identity

A fan follows a club, an artist and an athlete with the same identity — so a portfolio activation reaches the same person in three contexts they chose.

Sport

- Clubs, teams and academies.
- Athletes and elite performers.
- Legends with lifelong followings.

Culture

- Music artists and their release cycles.
- Actors, film and TV talent.
- Creators with committed communities.

Cross-world value

- One fan identity across every world they follow.
- Campaigns can run in a single world or across a portfolio.
- Reporting rolls up per campaign and per world.

What we need from the brand

The platform, consoles and reporting are built and demonstrable today. To design a first measured activation we need the following from your side.

- **A single campaign objective for a first activation.**
- **Brand assets and category or placement restrictions.**
- **A named marketing owner plus a legal contact for data terms.**
- **Indicative budget band so the rights holder can shape the package.**
- **Preferred worlds or categories, and the campaign window.**

Next step: a 30-minute walkthrough of the sponsor console and a sample readout.

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