



CONTENT STRATEGY PLAYBOOK

The Season Content Plan

A Full-Season Calendar Template
for Sports Clubs, Events & Tourism



Weekly content themes, match-day flows, off-season ideas,
and a repurposing matrix — ready to plug into your club app.

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Why a Content Plan Matters

Let's talk about the content hamster wheel. It's Tuesday night, someone on the committee remembers the club hasn't posted anything since Saturday's score update, and suddenly there's a panicked flurry of "Can someone take a photo of training?" messages. The photo gets taken. It's blurry. It gets posted on Thursday. Three people like it.

Most clubs don't have a content problem — they have a **planning** problem. The ideas are there. The moments are there. What's missing is a system that turns those moments into a steady rhythm of engagement across your own channels.

"Social is the shop window. The app is the shop."

What a Content Plan Gives You

Consistency without burnout. When you know what's coming next week, you're not scrambling. You're preparing.

Sponsor integration opportunities. A planned calendar means you can pre-sell branded moments — "This week's theme is Fan Appreciation, brought to you by [Sponsor]" — instead of bolting sponsor mentions on after the fact.

Engagement compounding. When fans know that every Thursday is "Predict the Score" and every Friday is team announcements, they form habits. Habits build loyalty. Loyalty builds community. Community builds revenue.

First-party data you can actually use. Every poll, quiz, check-in, and interaction inside your app generates data. A content plan ensures you're generating that data consistently, not in random bursts.

4

Season Phases

7

Weekly Themes

52

Weeks Covered

∞

Reuse Potential

The Data Behind the Content

Before we dive into the schedule, a critical reframe: every time you run a "Predict the Score" poll or a "Fan of the Match" vote, you aren't just entertaining people. You're mining for gold.

First-party data > Impressions. When a fan interacts with a Tiparra Action — a quiz, a check-in, a poll, an offer — you're capturing real data. You're learning who your most engaged fans are, what they like, and when they're active.

The sponsor conversation that changes everything: Instead of telling a sponsor, “We had 5,000 views on Facebook,” you can say, “We had 450 unique fans participate in your branded poll, and 20% of them opted in for a follow-up offer.” Every piece of content in this plan is a hook to build a more valuable, data-driven sponsor report.

How This Template Works

The plan is broken into four phases that map to a typical sporting season. Adapt the timing to your sport, your hemisphere, and your fixtures calendar.

PHASE	TIMING	FOCUS
1: Pre-Season	6–4 weeks before Round 1	Hype-building, registration, recruitment
2: In-Season	Round 1 through finals	Weekly match-day rhythm + themed content
3: Finals / Peak	Finals series or major events	Amplified engagement, peak sponsor value
4: Off-Season	Post-finals to next pre-season	Retention, community, forward planning

Each phase has weekly content themes, specific content ideas, and guidance on which Tiparra Stacks and Actions to use. You don't need to do everything — pick what fits your capacity and build from there.

Cross-sector framing: This template says “club” throughout, but every section includes swaps for events, venues, and tourism organisations. Replace “Round 1” with your opening night, “player profiles” with exhibitor spotlights, and “finals” with your peak-season period.

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Pre-Season Content Plan

6–4 weeks before Round 1 — building the hype

Pre-season is where most clubs go quiet. The off-season newsletter dried up in January, registrations are trickling in, and the only people paying attention are the diehards refreshing the fixtures page. This is a mistake.

Pre-season is your runway.

WEEK	THEME	CONTENT IDEAS	TIPARRA ACTION
Week 1	“We’re Back” Launch	Season launch announcement What’s new this season New signings reveal	Re-engagement push Fresh splash screen
Week 2	“Meet the Squad” Series	Player profiles (1 per day) Short bios and fun facts Positional breakdowns	“Favourite New Signing” poll (sponsored)
Week 3	“Get Behind Us” Conversion	Membership drive Season pass promo Merch launch in-app	Membership Stack with purchase link Early-bird push
Week 4	Countdown to Kickoff	Fixture preview Opposition scouting Season prediction quiz	“Predict the Season” quiz (Sponsored Action)

Cross-sector swap: For events, replace “Round 1” with your opening night or festival day one. For tourism, align with the start of a seasonal campaign (e.g. “Summer Trails Season Opens”).

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In-Season: Weekly Rhythm

The repeatable engine room — Round 1 through finals

Once the season starts, your content should run on a repeatable weekly cycle. The beauty of a rhythm is that your volunteers don't need to brainstorm every week — they just follow the pattern.

DAY	THEME	CONTENT TYPE	TIPARRA FEATURE
Monday	Recap & Recovery	Match report, stats, highlights	App content feed
Tuesday	Community Spotlight	Fan feature, volunteer shout-out, junior highlight	Content card + push
Wednesday	Throwback / Heritage	Historical photo, "On This Day," club milestone	Content card
Thursday	Prediction / Engagement	"Predict the Score," trivia, quiz	Sponsored Action (poll/quiz)
Friday	Hype Day	Team announcement, opposition preview, match-day logistics	Push notification + splash screen
Saturday	Game Day	Live scores, half-time poll, Fan of the Match	Live score feed + Actions
Sunday	Sponsor & Community	Sponsor activation, partner offers, "Next Week" teaser	Sponsored content + push

Minimum viable rhythm: If your club can only manage three posts a week, do **Monday** (recap), **Thursday** (prediction), and **Friday** (hype). That's a perfectly solid engine.

The Visual Content Cheat Sheet

You don't need a Hollywood film crew. You need a volunteer with a smartphone and this five-shot checklist. Print it out and hand it to whoever's holding the phone on game day.

SHOT	WHAT TO CAPTURE	WHY IT WORKS
1. The Arrival	Players or fans walking into the ground	Sets the scene, builds anticipation
2. The Huddle	Tight shot of the team before the game	Screams "togetherness" — fans love this
3. The Fan Reaction	5-second video of the crowd cheering a goal	Pure emotion. Most shareable content you'll get
4. Behind the Curtain	Kit laid out in the dressing room, or coaches' whiteboard	Exclusive access feeling — people eat this up
5. The Partner Shot	A fan using a sponsor's product or near signage	Gives your sponsor a genuine, organic moment

That's five shots. Ten minutes of effort. Enough raw material to fuel your Monday recap, your social channels, and your sponsor report for the week.

Pro tip: Shot #5 — The Partner Shot — is the one your sponsors will thank you for. A genuine photo of a fan interacting with their brand is worth more to them than any designed graphic. Capture it every game day and include it in your sponsor report.

Monthly Bonus Themes

Layer these on top of your weekly rhythm for variety. One per month keeps things fresh without adding much workload.

MONTH	THEME	CONTENT IDEAS
Month 1	Fan Appreciation	“Fan of the Month” vote, exclusive behind-the-scenes content, loyalty rewards activation
Month 2	Sponsor Spotlight	Feature each sponsor with a dedicated content piece and an exclusive in-app offer
Month 3	Junior / Youth Focus	Junior player profiles, parents’ guide, registration drive for next-gen members
Month 4	Heritage & History	Club history deep-dives, legend interviews, “Greatest Moments” poll series
Month 5	Community & Giving Back	Charity partnerships, community events, volunteer recognition features

Cross-sector swap: For tourism, replace “Fan Appreciation” with “Visitor of the Month” and “Junior Focus” with “Family Trail Challenge.” For events, align monthly themes with lineup announcements, ticket release waves, or exhibitor spotlights.

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Finals / Peak Season

When the stakes go up, your content intensity should too

When the stakes go up, your content intensity should too. This is when your most engaged fans are paying the most attention — and when your sponsors get the highest-value exposure.

TIMING	THEME	ACTIONS
2 Weeks Out	“Road to the Finals”	Season recap content “Season Highlights” poll Re-engagement push to dormant users
1 Week Out	“Finals Fever”	Daily content drops Player interviews + opposition previews “Predict the Final” quiz (sponsor-funded prize) Push notifications ramped to 1 per day
Finals Day	Full Send	Pre-game team announcement Live score updates throughout Half-time sponsored poll Player of the Match vote Post-game highlights within the hour
Post-Finals	“That’s a Wrap”	Season awards + best moments compilation Thank-you message to fans and sponsors “See You Next Season” push Off-season engagement teaser

Sponsor tip: This is peak Sponsored Action territory. Every poll, quiz, and vote during finals should be branded. The data from finals engagement is your strongest proof point when pitching sponsor renewals.

4

Off-Season Engagement

Don't go dark — 2–3 touchpoints per week keeps you warm

Here's where 90% of clubs lose the plot. The season ends. The Facebook page goes quiet. The app collects dust. And when pre-season rolls around, you're starting from scratch. The off-season is your relationship maintenance window.

CONTENT TYPE	IDEAS	TIPARRA FEATURE
The Annual Review	"Season in Numbers" infographic: total app users, poll entries, top check-in streaks. Great for sponsors to see too.	Content card + push (share with sponsors)
Player Movement	Farewell posts for outgoing players. Teaser content for new signings. "Who Should We Sign?" wishlist poll.	Content card + Sponsored Action
Behind the Scenes	Ground maintenance updates. Kit reveal teasers. Facility upgrades. Committee updates (the interesting bits).	Content card
Community Content	Off-season social events. Club trivia nights. "Where Are They Now?" features on past players. Sponsor cross-promotion.	Content card + push
Early Bird Campaigns	Membership renewals. Merchandise drops. "Partner With Us" prospecting content showing this season's delivery.	Membership Stack + partner page + push

Cross-sector swap: For tourism operators, the "off-season" is the quiet period between peak visitor windows. Feature shoulder-season experiences, local business spotlights, and "plan your next trip" content. For events, keep the community alive with throwback content, artist/speaker teasers, and early-bird ticket drops.

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Content Repurposing Matrix

One piece of content shouldn't live in one place

Every piece of content you create can be adapted across multiple channels. The golden rule: **social media is the shop window; the app is the shop**. Use social to tease. Use the app to deliver. Every piece of social content should have a reason for the user to open the app.

ORIGINAL CONTENT	APP FEED	PUSH NOTIFICATION	SPONSORED ACTION	SOCIAL MEDIA	EMAIL / NEWSLETTER
Match report	Full article	"Read the recap"	—	Headline + app link	Summary + app CTA
Player profile	Content card	"Meet [Player]"	"Who's your favourite?"	Photo + teaser	Featured player
Predict the Score	—	"Make your prediction"	Quiz Action (sponsored)	"Predict in the app"	—
Sponsor offer	Card + banner	"Deal from [Sponsor]"	Redeemable offer	Teaser only	Highlight offer
Season stats	Infographic card	"Season in numbers"	"Moment of the Season"	Key stat graphics	Full breakdown
Behind the scenes	Photo gallery	—	—	Best photo + "more in app"	—

"Social is the invite. The app is the house."

How to Actually Use This Template

A content plan only works if it's simple enough to follow. Here's the five-step process to go from "nice PDF" to "running content engine."

Step 1: Print the weekly rhythm table

Pin it to the clubhouse wall or drop it in your committee Slack/WhatsApp. Make it visible to everyone involved in content.

Step 2: Assign owners

Even if it's just two people, decide who covers Monday/Wednesday and who covers Thursday/Friday. Shared responsibility prevents burnout.

Step 3: Batch your content

Spend one hour on Sunday evening loading up the week's content into the app. Use the Tiparra Admin Portal to schedule your push notifications, Stacks, and Actions for the whole week in one sitting — set it, forget it, and spend your Tuesday nights actually watching the training session.

Step 4: Review monthly

What got the most engagement? What fell flat? Adjust the rhythm. Double down on what works. Drop what doesn't.

Step 5: Show sponsors the data

Every month, pull your engagement stats and share them with your sponsors. A content plan that generates consistent data is a content plan that generates revenue.

The minimum viable content plan: If you're a volunteer-run club with limited time, start with just three posts per week (Monday recap, Thursday prediction, Friday hype) and one push notification. That's it. Build from there once the habit is locked in.

Your Full-Season Checklist

Print this page. Pin it up. Run through it at the start of each phase.

PRE-SEASON (4–6 WEEKS)

- “We’re Back” launch push notification and splash screen refresh
- Player profile series with sponsored “Favourite Signing” poll
- Membership and registration conversion push
- Countdown to kickoff quiz (Sponsored Action)

IN-SEASON (WEEKLY RHYTHM)

- Monday: Match recap in app feed
- Tuesday/Wednesday: Community spotlight or throwback content
- Thursday: Prediction or engagement Action (sponsored)
- Friday: Hype — team announcement + push notification
- Saturday: Game day — live scores, polls, Fan of the Match
- Sunday: Sponsor activation + “next week” teaser
- Monthly bonus theme activated

FINALS / PEAK SEASON

- Escalate to daily content for the final 2 weeks
- Every Action sponsor-branded during finals
- Re-engagement push to dormant users
- Post-finals season awards and wrap-up content

OFF-SEASON

- “Season in Numbers” infographic and review
- Player movement content (departures + signings)
- Behind-the-scenes and community features (2–3x per week)
- Early bird campaigns: memberships, merch, sponsor prospecting

ALWAYS

- Repurpose every piece of content across app, push, social, and email
- Social is the shop window — the app is the shop
- Pull engagement data monthly and share it with sponsors

Ready to Fill Your Calendar?

A content plan without a platform is just a spreadsheet. Tiparra gives you the Stacks and Actions to turn this calendar into a living, breathing engagement engine — with push notifications, sponsored polls, live scores, and first-party data baked in.

"Your App. Your Channel. Your Rules."

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tiparra.com/features	tiparra.com/roi	tiparra.com/contact
See how Stacks and Actions power your content engine	Use our calculator to model your engagement growth	Book a 15-minute walkthrough with the Tiparra team



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