



FAN ENGAGEMENT PLAYBOOK

The Ultimate Game-Day Communication Checklist

For Sports Clubs Ready to Build
Their Digital Clubhouse



9 actionable touchpoints to engage fans, activate sponsors,
and transform your match-day communications.

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Why Game-Day Communication Matters

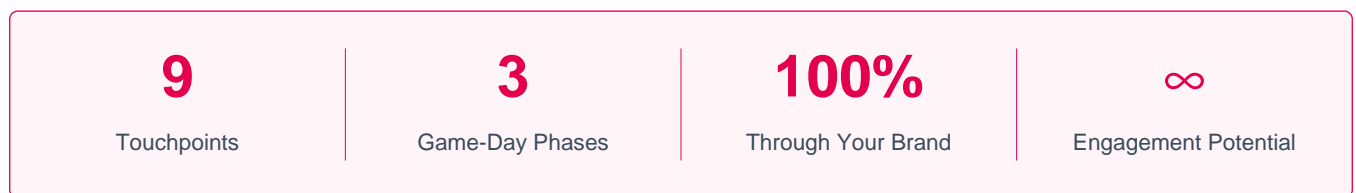
Game day is beautiful, organized chaos. Between the frantic hunt for a missing sock, the inevitable "Where is the pitch?" text from a parent who's been coming to the same ground for three years, and the 15 different WhatsApp groups lighting up, there's a lot going on.

For the people running the show — club admins, social media volunteers, committee members — it can feel like herding cats while juggling flaming torches. You're posting score updates on Facebook, sending messages on WhatsApp, emailing the newsletter, and trying to make sure your sponsor actually gets a shout-out.

It's fragmented. It's noisy. And it's exhausting.

The Digital Clubhouse Approach: Replace the "digital junk drawer" with a single, unified home for your fans and players. One app. One community. All your communication flowing through your own branded environment.

This guide maps out 9 proven communication touchpoints across three phases of game day. Each one is designed to engage fans, activate sponsors, and make your club feel professional and cohesive — whether you have 200 members or 20,000.



How to Use This Checklist

Each touchpoint includes a clear action item and a practical tip on how to execute it through your club's app. Use this as a repeatable playbook for every match day. Print it, pin it to your clubhouse wall, or share it with your committee.

1

Pre-Game: Setting the Vibe

The hype phase — from wake-up to warm-up

The game doesn't start at kickoff. It starts the moment your fans wake up and realise it's Saturday. This is the hype phase, and if you're only relying on an Instagram story that half your followers will miss, you're leaving engagement on the table.

1. The Big Reveal: Team Announcements

Nothing gets the group chat buzzing like the team sheet. Instead of a blurry photo of a whiteboard, push this out through your app with a dedicated push notification the night before or on the morning of the game.

Pro Tip: Link the notification directly to a player profile section in the app so fans can see stats, bios, and fun facts about the starting lineup.

2. Digital Ticketing & Logistics

Don't make people dig through their emails for a PDF or, heaven forbid, print a physical ticket. Ensure all ticket holders have their QR codes ready in the app. Use it to provide visiting teams with locker room locations, parking, and screening requirements.

Pro Tip: This makes your club look professional and saves your gate staff from answering the same questions 50 times.

3. Sponsor 'Arrival' Offers

Your sponsors love the club, but they love customers even more. Send a "Match Day Special" notification that drives foot traffic to your sponsors and provides immediate value to your fans.

Example: "Show this screen at the canteen for 10% off your pre-game coffee, thanks to Local Cafe Co."

2

In-Game: Capturing the Energy

Real-time engagement while the whistle is blowing

Once the whistle blows, your fans are either at the ground or wishing they were. This is where most clubs drop the ball — they get too busy watching the game to communicate. With a centralised app, you can automate the excitement.

4. Live Scores for the Remote Crowd

Not everyone can make it to every game. Work, family, or travel gets in the way. Provide a live score feed — even if it's just quarter-by-quarter updates — to keep the peripheral community connected to the heart of the action.

5. Real-Time Interactive Polls

Half-time is usually the "dead zone" where people check their phones. Give them something to do! Run a poll in the app: "Who's been the standout performer?" or "Predict the final score for a chance to win a club beanie." It turns passive observers into active participants.

Pro Tip: Brand the poll with a sponsor. "The [Sponsor Name] Half-Time Fan Poll" creates a named digital asset your sponsors can point to.

6. Fan of the Match Voting

Wait until the 70th minute and open up the voting for "Fan of the Match" or "Player of the Match." Because this happens inside your own digital clubhouse, you're capturing data on who your most engaged fans are.

Sponsor Opportunity: Brand the voting screen with a sponsor's logo. "The [Sponsor Name] Player of the Match vote is now open!" — another high-value digital touchpoint.



Why Push Notifications Are Your Secret Weapon

We've all seen it: you post a crucial update on Facebook, and the algorithm decides to show it to three people and a bot from Estonia. Two days later, your actual members see it. Social media is a great "invite" to the party, but it's a terrible way to manage the party itself.

3–10x

Higher Open Rate vs Email

#1

Lock Screen = Prime Real Estate

Instant

Urgency When It Matters

When fans open your notification, they're entering your branded environment — not competing with cat videos and political rants on a Facebook feed. You have their undivided attention.

3

Post-Game: The Connection

The hours after the final whistle are golden

The game might be over, but the communication shouldn't stop. The hours following a match are when emotional investment is at its highest.

7. The Match Report & Highlights

Don't wait until Monday morning to talk about the win (or the "character-building" loss). Post a quick summary and a few photos or a 30-second highlight reel directly to the app feed. This is the stuff that gets shared and talked about in the clubhouse afterwards.

8. 'Next Game' Check-ins & Streaks

This is where you build long-term loyalty. As people are leaving the ground, send a notification: "Tough game today! See you at home next week? Check-in now to keep your attendance streak alive."

The Strategy: Loyalty isn't just about points; it's about habits. By encouraging "check-ins" and "streaks," you're turning a casual supporter into a die-hard regular.

9. Sponsor Activation: The Celebration Offer

If the team wins, maybe the local pub offers a "Winner's Pint" discount. If it's a loss, maybe it's "Comfort Food" specials. Use the app to push these offers out the moment the game ends — directing the post-game crowd exactly where you (and your sponsors) want them to go.

Activating Sponsors at Every Touchpoint

Sponsors are the lifeblood of grassroots and professional sports alike. Traditionally, sponsorship meant a sign on the fence or a logo on a jersey. In 2026, sponsors want **activation** and **data**.

By following this checklist within your own app, you're creating dozens of high-value digital touchpoints:

TOUCHPOINT	SPONSOR INTEGRATION
Pre-Game Notification	"Brought to you by [Sponsor]"
Digital Ticket	Features the [Sponsor] logo
Half-Time Poll	"Powered by [Sponsor]"
Player of the Match Vote	"The [Sponsor] POTM Vote"
Post-Game Offer	Direct ROI for [Sponsor]

The Game-Changing Conversation: Instead of telling a potential sponsor "We have 500 people at the game," you can say: "We had 420 unique app users engage with your brand three times on Saturday, and 50 of them claimed your discount code." That's a fundamentally different conversation for your club's revenue.



The Digital Clubhouse Mindset

The goal of this checklist isn't just to stay organised; it's to change how your members feel about the club. When communication is fragmented, the club feels disorganised. When it's unified through a single app, the club feels like a professional, cohesive community.

You're building a place where fans can check the ladder, buy a jersey, vote for their favourite player, and get the latest news — without ever leaving your brand's ecosystem.

Your Game-Day Checklist

Print this page and pin it to the clubhouse wall. Run through it before every match day.

PRE-GAME

- Push out team announcements via the app with player profile links
- Ensure digital tickets and QR codes are live and accessible
- Send sponsor "Match Day Special" notifications
- Share visiting team logistics (parking, locker rooms) through the app

IN-GAME

- Activate live score feed for remote fans
- Launch half-time interactive poll (branded by sponsor)
- Open Player/Fan of the Match voting at the 70th minute
- Push any urgent updates (delays, venue changes) via notification

POST-GAME

- Post match report and highlights to the app feed
- Send "Next Game" check-in and streak reminder notifications
- Push sponsor celebration/commiseration offers
- Review engagement data and share sponsor activation report

ALWAYS

- Use push notifications as your primary communication channel
- Keep all communication flowing through your branded app
- Track engagement data to build sponsor value propositions



Ready to build your Digital Clubhouse?

Tiparra helps you build your own white-label fan engagement app that handles all of this and more. It's playful, it's powerful, and it's designed to make your game day a whole lot easier (and a lot more profitable).



www.tiparra.com

Your fans are waiting. Let's get to work.