

4 Ways Your Team Can Win at Fan Experience Membership



Best practices for creating, building and designing a fan experience membership for your team or club with Plus.Fan

Introduction

At Plus.Fan, we've had countless discussions with team executives around the world who are eager to build fan engagement, find new sources of revenue and improve fan experience. Exactly what Plus.Fan is designed to do.

Team and club leadership are interested in adding or increasing revenue and most especially, creating a recurring revenue stream around membership and subscription products.

As a result, a growing number of teams and organizations worldwide are offering some form of "membership" program or product through existing services, or are actively seeking solutions for fan experience and engagement.

We have heard of or found dozens of unique definitions for what "fan membership" and fan experience platforms are. Executives are looking to drive new revenue but are confused about the varying types of membership programs.



Delivering Membership for Fans

If teams are confused, can you imagine how fans feel?

Fans are understandably confused by what a “membership” product and subscription actually means, and how they can value any subscription with so much variation in offer proposition.

We’ll break down the different types of memberships packages and products that we’ve seen, and how Plus.Fan can work with each of those to create a more compelling fan experience.

Delivering Membership for Fans

01 Let's Talk Membership

02 The Membership Offer

03 Billing & Details

04 Audience: Who is this for?

The Membership Types



Season Ticket Membership

Fans who are required, in order to buy tickets, to purchase a “membership” in the club. The membership signifies status and signals to the customer that they are more than just a season ticket holder.

The Offer

Get access to buy season tickets or early access to buy season tickets (or season ticket packages). In some cases, membership is the only way to become a season ticket holder.

Bundled along with the season ticket membership may be extra additional benefits including team store discounts, access to special events and more.

The Fine Print

The membership and season ticket owner status are linked together. One cannot become a member outside of the season ticket purchase.

More Detail

While usually linked to season ticket ownership, membership options may also be combined with more limited ticket purchasing or “flex-pass” options.

Audience



Local die-hard fan.
“The Super Fan”

The Membership Types



Media Membership

The complex media landscape and the multitude of streaming options has caused many teams to offer a “media” or “streaming” specific membership option. In most cases, this streaming membership is done in partnership with a streaming service or media partner.

Unlike the season ticket membership, there may not be any relationship between the media only membership and ticket purchasing.

The Offer

Monthly or season based subscription which could include content such as live game stream, game recordings and highlight reels. Often connected to third party media services.

The Fine Print

The streaming and media memberships are often run through a global service which means that the scope of the offering is limited to the specific media and streaming service.

Usually requires a separate or unique login and user account for access. User account data may not necessarily be made available to the team.

Audience



Die-hard, but doesn't live locally or local but season ticket cost is out of reach. Or loyal fans who also have season tickets, but also, want to watch again at a later time.

The Membership Types



The Fan Club Membership

It's not ticketing or TV streaming, the third membership option that teams will consider covers fan clubs, rewards programs and loyalty platforms. Fans are encouraged to sign up, oftentimes at no charge, to engage with the team outside of any ticketing purchase.

The "Fan Club" membership encourages additional participation of the fan outside of attending the game and may include membership benefits, limited specific events or discounts. The loyalty focused programs are targeted at increasing participation and "usage" - purchase-based (buying hot dogs or soda at a game).

The Offer

Typically, a season-based program where the fan will opt in or return to the program after the season has begun. Join the rewards program or fan club for specific benefits related to the team. May be run through a specific rewards or loyalty platform with unique account access or requirements.

The Fine Print

Rewards based platforms encourage usage that may be limited in scope or hard for non-game attending fans to access. Off-season engagement for rewards programs may be non-existent. There is also a perception that rewards can be unattainable in relation to the effort required.

Audience



Casual, but connected. Seeking the extra benefits.

How Can Plus.Fan Work With Each Membership Type?

One of the key benefits of Plus.Fan is that it offers Teams the flexibility to have a tiered structure, depending on the fan's membership type. Here are some examples.

The Membership Options

01 The Season Ticket Membership

02 The Media Membership

03 The Fan Club Membership

04 Plus.Fan Solo

Connecting To Plus.Fan



The Season Ticket Membership

→ **The Add On**

Season ticket holders are, of course, your most valuable accounts so consider creating an add-on that is only available to season ticket holders. Including a Plus.Fan account for fans who purchase the season ticket membership program adds value to the season ticket plan. In addition, making membership available as an add-on for members who make a full season ticket purchase, as opposed to a partial or multi-game pack.

Season ticket members accounts can be created via bulk import so it's easy to quick onboard members at the beginning of the season.

→ **The Trial Period**

Combine Plus.Fan with the season ticket membership, but offering a trial period for a fixed amount of time (30 days) and allow new Plus.Fan subscribers to opt into continuing as a member at a normal or discounted rate.

→ **The Discount**

Offer Plus.Fan membership at a standard monthly or annual/seasonal rate, but allow season ticket members to become members at a reduced rate for a set amount of time or in perpetuity.

Connecting To Plus.Fan



The Media Membership

→ The Connection

Many streaming services offer integration points which would allow creating content and links within Plus.Fan - streaming links, highlights, interviews and TV interviews. Integrating the feeds together reduces the need for fans to log into different services.

Plus.Fan membership is maintained as a separate subscription but can help to promote (and publish) content generated through streaming services. Plus.Fan has also been used to publish and stream content which is not normally streamed from a content service. Think live-practice streams, live interviews and junior / academy games.

→ The Discount

For media services that allow for customization or account management and access, Plus.Fan is a perfect complementary add-on for streaming subscriptions. Member subscription information can be integrated or imported into Plus.Fan and gives teams the opportunity to add more value to the media subscription.

The additional value is especially important given the lack of value of a streaming subscription during the offseason. With additional value, community and behind-the-scenes content, subscribers will have less reason to cancel, and will retain engagement throughout the season. Insider access to new player signings etc. is a great example of this.

Many “media-only” services don’t provide any “insider” or “behind-the-scenes” content - they’re strictly limited to in-game content. While live-streaming is critical it does not deliver the same kind of insider and VIP experience that a Plus.Fan subscription will deliver.

Connecting To Plus.Fan



The Fan Club Membership

→ **The Connection**

Connecting any loyalty or rewards membership with Plus.Fan, integrating services is ideal (but not always possible).

If the service has an export or integration available, in many cases you can work with your Plus.Fan account manager to connect them together. Adding new accounts into Plus.Fan with specific membership levels or membership products that reference the club membership.

→ **Legacy Connections**

Many organizations have utilized multiple services over the years and have had mixed results. As a result, there are user lists of fans who have legacy accounts with a service no longer in use. Consider connecting and migrating user accounts within each offering if possible. For many teams who have a lapsed program or membership offering, a ready list and database of existing members should be invited in to join Plus.Fan.

Membership products such as a limited edition (access to only specific types) or a trial period could work perfectly to bring those fans back into a more active status.

→ **Forms**

Media and marketing staff can build several types of content within Plus.Fan including signup and registration forms. For events, classes and experiences, staff can create forms which collect user data into a single profile and reduce the reliance on external services like Google Forms.

Connecting To Plus.Fan



Plus.Fan Start

For any club not running a pre-existing membership or subscription service, **Plus.Fan is a perfect entry point** to launch a fan membership and access subscription.

→ **App & Web Connector**

For clubs looking to monetize a fan or team app, connecting with Plus.Fan allows a team to combine the application with a membership product. Plus.Fan logins and access can be used both within the Plus.Fan network or through a third party application.

In addition to a mobile app connection, teams may also integrate Plus.Fan content into their web presence - video feed, content listing and events listings are all possible.

→ **Fresh Start**

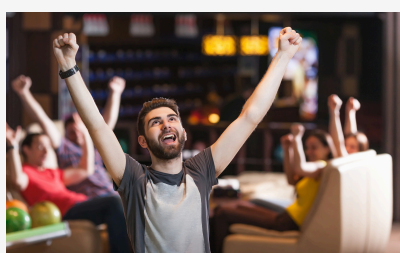
For new organizations, team launches or teams managing a major change, offering a supporters plan that enables new fans to join an fan club begins the process of building community and building an outreach plan beyond broadcast social media.

Fans respond to the concept of “being there since launch” as a badge of honor - a membership platform with exclusive access supports that need.

Meet Plus.Fan

Create **insider** experiences for fans with a platform that delivers **increased engagement and revenue**

Audience Acquisition



New Fans

Add new fans interested in a behind the scenes, VIP experience.

Increase Interest & Loyalty



Casual Fans

Use Plus.Fan engagement with casual fans to build loyalty and interactions.

More Revenue



Super Fans

Create new revenue channel with paid access to exclusive insider content.

Deliver more than just a ticket for your fans



Fan Experience

- Membership & Fan Club
- Insider Only Access
- Fan Voting & Surveys
- Exclusive Events



Team Support & Guidance

- Playbook & How-To Guide
- Dedicated Account Manager
- Training & Support



Costs & Pricing

- No platform costs
- Share subscription revenue
- Manages payments & billing

Global teams delivering fan experience with Plus.Fan



Next Steps

How To Learn More

For more information about Plus.Fan and how fan subscriptions and memberships can help your organization attract new fans, create new revenue streams and build fan engagement, visit www.plus.fan



www.plus.fan