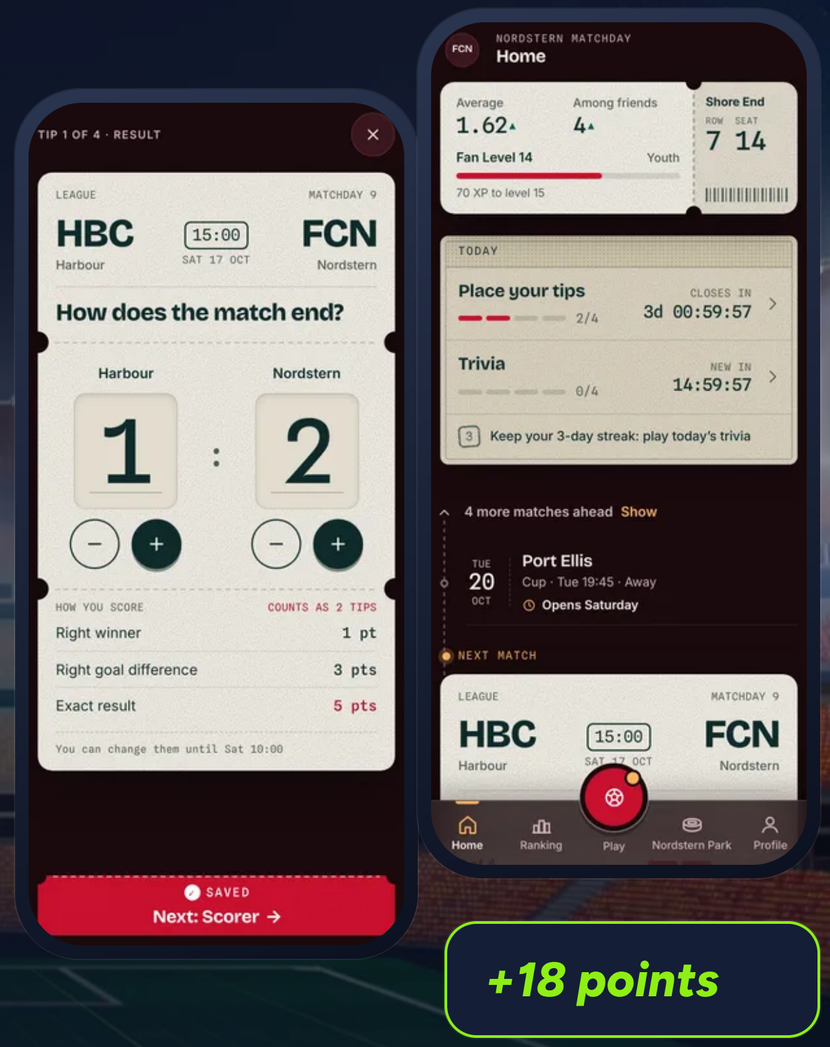
crowdsports

FOR CLUBS · WHITE-LABEL FAN ENGAGEMENT PLATFORM

Fan engagement that pays off.

Prediction game, trivia and season pass in your club's look, plus sponsors and new revenue. Run as a service.



+18 points

STARTING POINT

Your fans play every week.
Just not with your club.

1 in 4

fans is known by name

The rest stay anonymous: no data, no reach, no sales.

Dizplai Anonymous Fan Index, 2025

11.5 M

play a prediction game weekly

Fantasy Premier League alone. The habit exists, outside the club.

Premier League, 2025

48 vs 32 %

commercial share of revenue

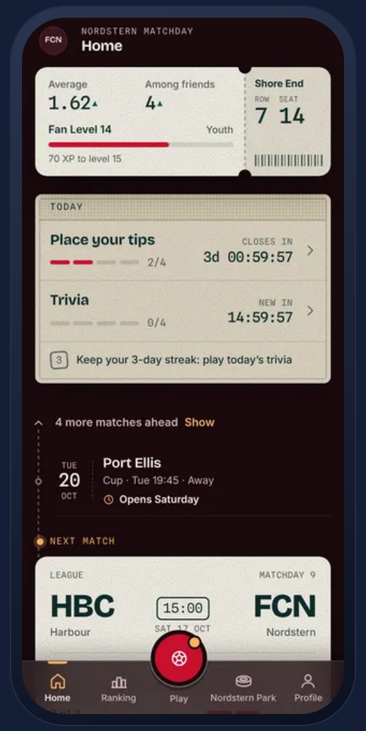
Top 10 clubs vs. clubs ranked 11 to 20. The gap is commercial.

Deloitte Football Money League, 2026

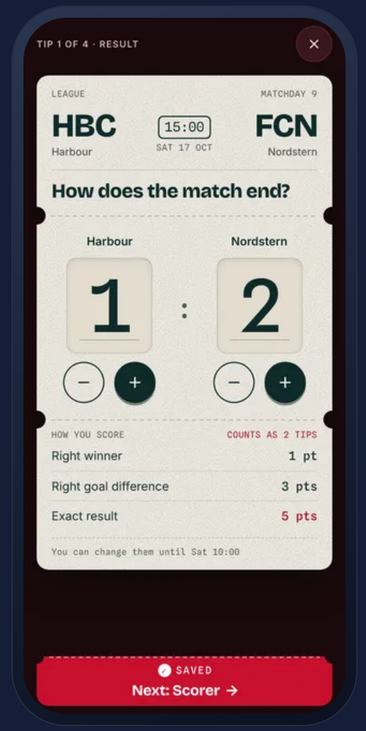
FanPlay turns that weekly habit into known fans and new revenue for your club.

FANPLAY · WHAT YOUR FANS GET

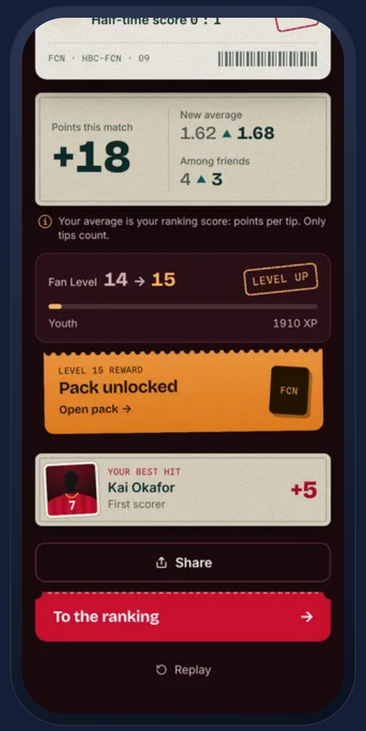
A reason to open your app every day.



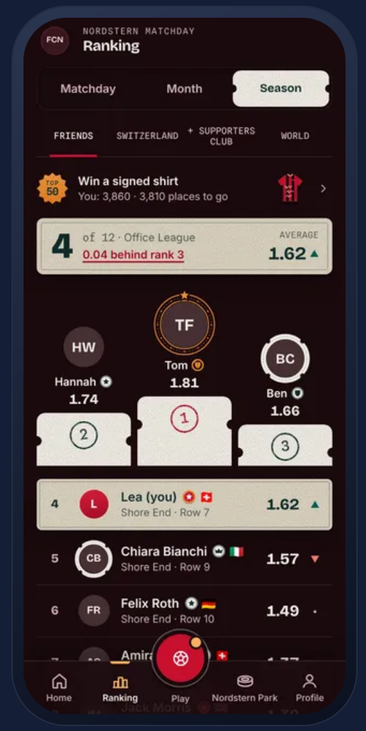
Home. Fan Level, seat, today



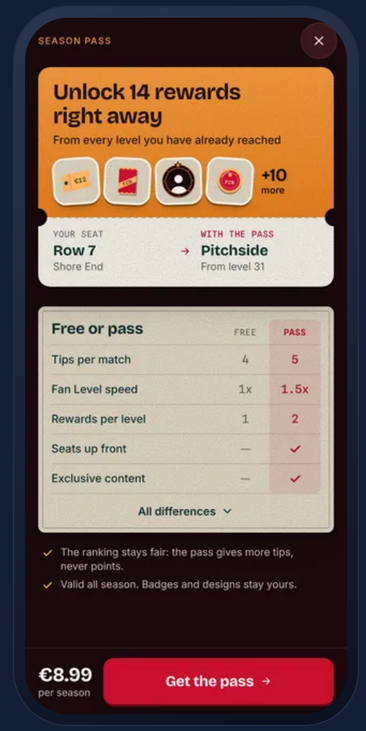
Tips. Four per match



Results. Points and XP



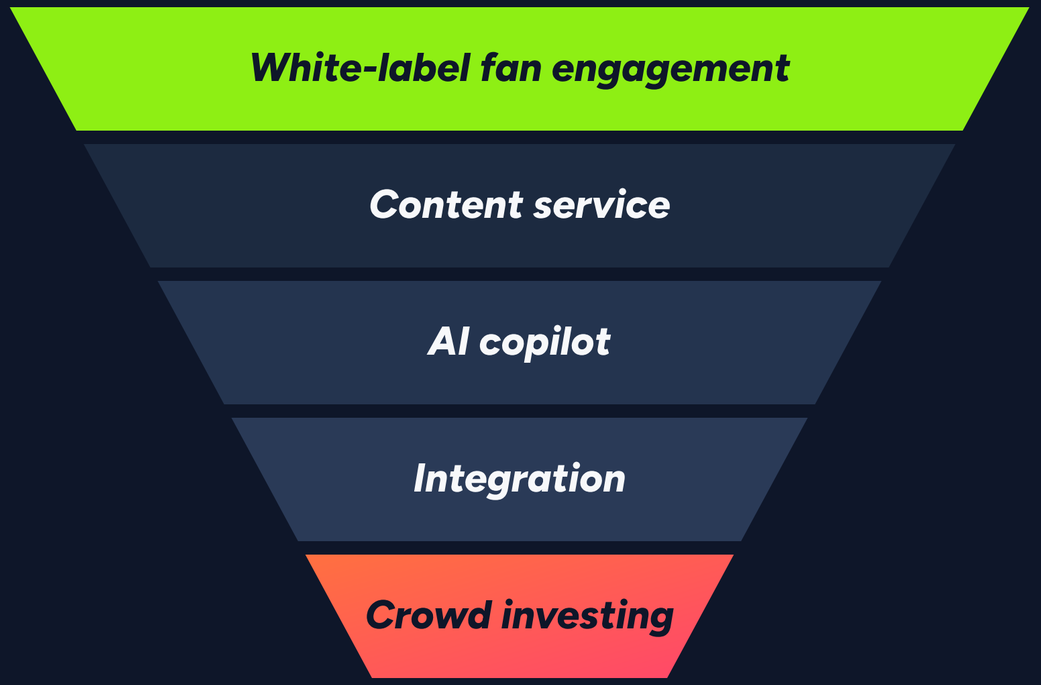
Rankings. Friends and leagues



Season pass. Rewards, prizes

THE PLATFORM

Start with the game. Add layers when you're ready.



1 · Start	**Your app** in your colours, crest, terms and languages.
2	We publish trivia, tips and rounds every week. You approve.
3	Suggests content, makes assets in your brand, answers questions.
4	Inside your club app and website: single login, API, CRM.
5 · Earned	Your most loyal fans earn the right to invest.

WHAT'S IN IT FOR YOUR CLUB

Four revenue streams. One partner.

FROM FANS

In-app revenue

Season pass and packs, every season

FROM BRANDS

Sponsors

Title sponsor, branded rounds, prizes

FROM TOP FANS

Crowd investing

Loyal fans invest in club projects

FROM COMPANIES

Investors

Join club campaigns directly

Your club

A fixed service fee, plus a share of the revenue we create together.

PLUS: KNOWN FANS

Who plays, how often, who is most loyal

PLUS: NO EXTRA WORK

We create the content, your team approves

TOP LAYER · CROWD INVESTING · ALREADY LIVE

Not a plan. A proven setup.

Before FanPlay, CrowdSports built and ran fan financing for clubs. When your club is ready, the top layer is switched on, not built.

20+	15	3M+	3
campaigns completed	clubs financed by their fans	raised for clubs	countries: CH, DE, AT

ALREADY IN PLACE

- **Regulated model** confirmed by FINMA
- **Ready contracts** FIFA-compliant
- **Legal setups** CH, DE, AT and more
- **Payments** card and bank, Swiss-based
- **Campaign team** setup to payout

How a campaign runs: Define the goal and rewards · Fans fund by card or bank · Rewards and moments with the team · Paybacks tied to sporting success

Success-based: no upfront fees for the club.

TRACK RECORD

20+ campaigns with clubs. Two of them.

SPVGG BAYREUTH · FOOTBALL

EUR 122,147

171 investors · 3 months

“Thanks to CrowdSports, we were able to stabilize our club financially and significantly increase fan engagement.”

Dr. Nicole Kalemba, CEO

GC ZÜRICH AWSL · WOMEN’S FOOTBALL

CHF 54,470

132 investors · 3 months · 3 signings

From 5th to 2nd place and into the championship final for the first time.

Heinz Spross, club owner

20+ campaigns · 15 clubs · 3 sports · Switzerland, Germany, Austria

OUR SERVICE

More than a platform. We run it with you.

Content service

Trivia, tips and stories, published every week

AI copilot

Content ideas and assets in your brand, you approve

Support

For club and fans, from setup to payout

Tech and payments

Secure, club dashboards, Swiss-based payments

Legal and compliance

FIFA and financial rules covered, ready contracts

Sponsors and marketing

Sponsor packages, social, PR and launch campaign

PARTNERSHIP MODEL

A fixed fee. A shared upside.

EVERY SEASON

Fixed service fee

Platform, content service, support

+

WHEN IT EARNS

Revenue share

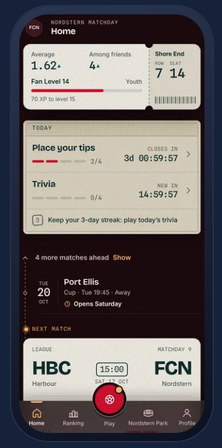
On pass and sponsor revenue

=

OUR PROMISE

Partners, not vendors

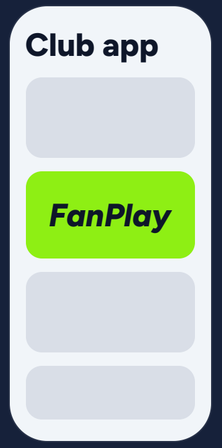
We earn when you earn



OPTION A

Your own fan app

Your domain, run by us



OPTION B

Inside your club app

App and website, single login

Tailored to your club

- **Own modules** · new formats
- **Sponsors** · rounds, prizes, branding
- **Club terms** · stands, fan names
- **Languages** · all of your fans'
- **Domain** · single login
- **Content** · videos, trivia, stories

HOW IT STARTS

From first call to kick-off.

Four steps. Your team stays in control, we do the heavy lifting.

YOUR NEXT STEP

Book a 30-minute demo

leroy.baechtold@crowd-sports.com

1 **Demo**
FanPlay live, plus your fans, sponsors and goals
30 min · free

2 **Plan**
Scope, rewards, sponsor packages, launch date
Together

3 **Launch**
Your app in your brand, content every week
Run by us

4 **Grow**
Stadium and community, sponsors, crowd investing
Next layers

Put your fans in the game.

FanPlay in 30 minutes: the app, the content service and what it can earn for your club.

Book a demo

Leroy Bächtold, Co-Founder & CEO · leroy.baechtold@crowd-sports.com

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