



United Soccer League

# Reaching Your Fans in a Post-COVID World

*Presented by: Sam Schuler (USL), Adam Satz (USL), John Coombs (CEO, Rover), Erin Johnston (FanThreeSixty)*



# COVID's Impact On The Fan Experience

## 2020 USL

- 17/32 Championship teams didn't allow fans indefinitely after the pandemic.
  - Another 6 teams shut down stadiums for at least 2 games
  - All teams operated at limited capacity
- 4/11 League One teams didn't allow fans indefinitely after the pandemic.
  - Remainder Operated at limited capacity

## Outside of USL

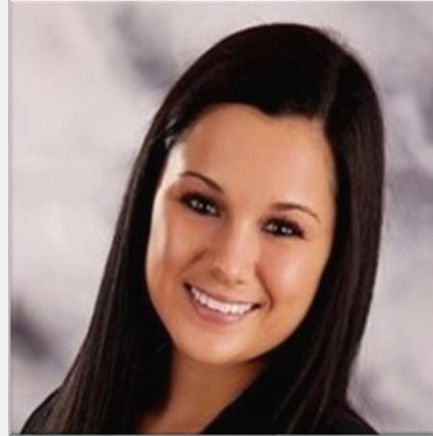
- 13/32 NFL teams allowing fans (avg 18% capacity)
- 5/30 NBA teams allowing fans (avg 14% capacity)

# Guest Panelist



**John Coombs**  
Co-Founder & CEO  
*Rover*

# Guest Panelist



**Erin Johnston**  
Client Success Lead  
*FanThreeSixty*

# Virtual Game-Week

## How it worked:

- Compete in contests throughout the week for a chance at daily prizes
- Participate all week to up your chances at the grand prize
- General communication outlining activation sent out Monday at 5:00 pm ET
- Communications sent out daily at 12:00 pm ET letting the fans know what the daily prize was and who won
  - Prizes delivered via email.

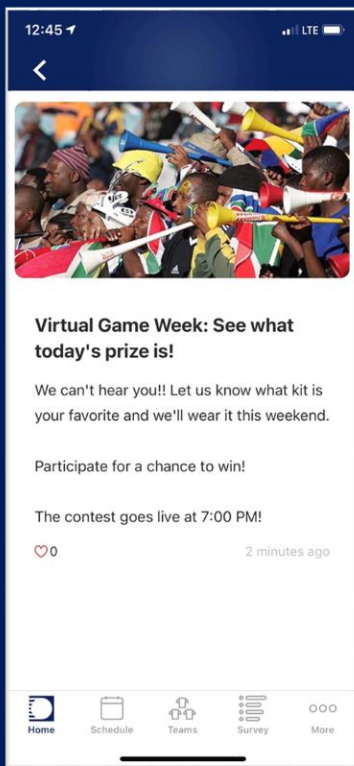
Monday

5:00 PM ET

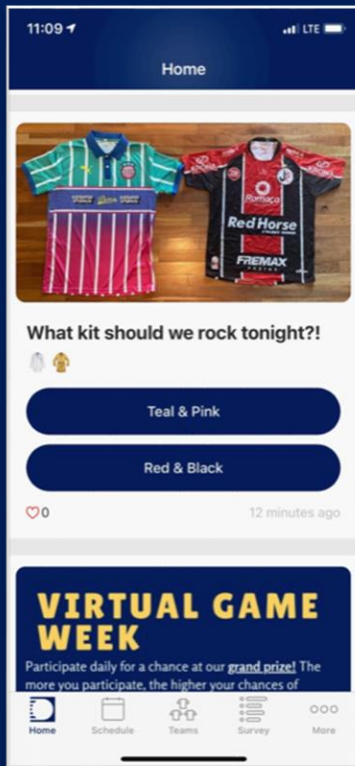


# Tuesday

12:00 PM ET



7:00 PM ET

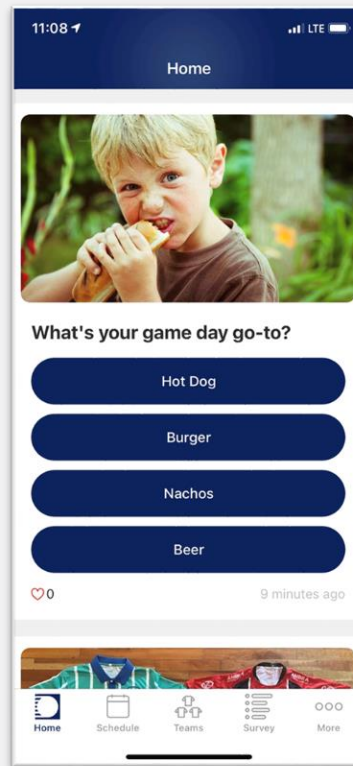


# Wednesday

12:00 PM ET

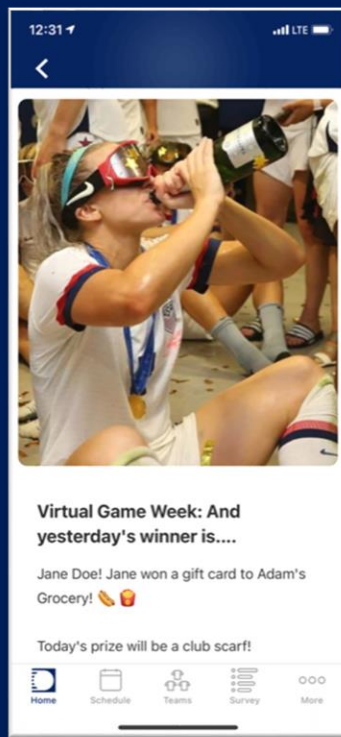


7:00 PM ET



# Thursday

12:00 PM ET



7:00 PM ET

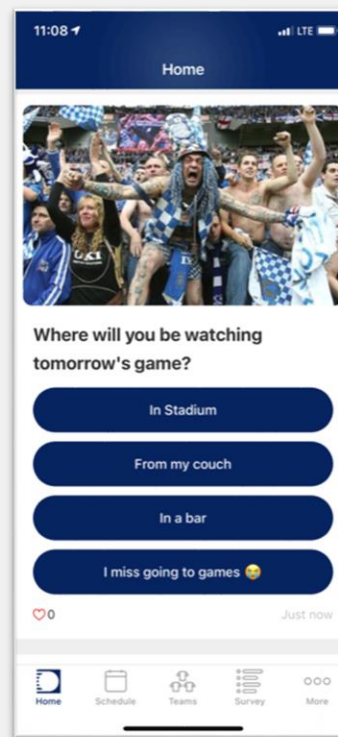


# Friday

12:00 PM ET

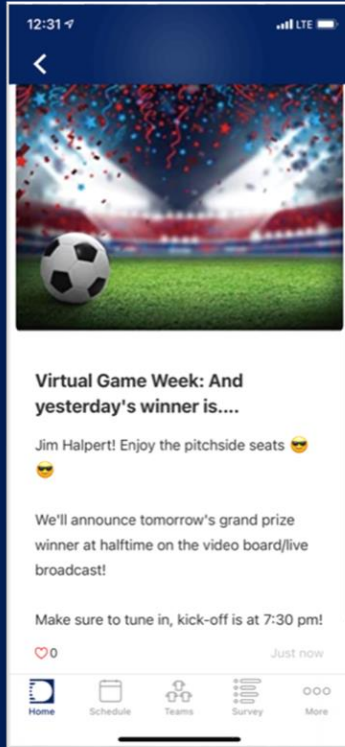


7:00 PM ET



# Saturday

12:00 PM ET



A large crowd of people, likely fans of UC Davis, are gathered at a sporting event. Many are wearing blue and white clothing, including t-shirts with "UC DAVIS" and "LAUREN'S HOSPITAL" logos. Several individuals are wearing "Bridge Game" hats. The crowd is energetic, with many people raising their arms and shouting. A "CALIFORNIA REPUBLIC" flag is visible in the upper left. The entire image has a blue tint.

# Discussion

Join the link in the zoom chat for an interactive discussion!