5 Strategies to Boost Gen Z Sports Fans’ Experience

1. **SHARE GAME HIGHLIGHTS**
   - Host post-game events that highlight the best plays and build excitement.

2. **FAN VIDEO CHALLENGE**
   - Challenge students to show their team spirit and pick your team’s superfan. Host a game prediction challenge or a best-at-home watch party challenge to boost fan engagement.

3. **CREATE A GAME**
   - Create special online promotions that give students access to exclusive merchandise. Also, utilize your college store app to share game-day deals and coupons.

4. **THINK OUTSIDE THE BOX**
   - Partner with your school newspaper, journalism school or communications department to start a YouTube channel or pod-cast that reports campus sports news and conducts player interviews.

5. **STRENGTHEN YOUR BRAND WITH SOCIAL MEDIA**
   - Share game highlights, merchandise promotions and fan events on social media to strengthen your brand.

**UNIVERSITY NEWS**

**SOCCER TEAM TAKES HOME THE WIN!**

**GO TEAM!**

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**SHARE GAME HIGHLIGHTS**