

# INCREASED REVENUE WITH THE WHOLE FANBASE

How the Lakers increased their revenues and made more fans happy than ever before.

[www.lakers.ch](http://www.lakers.ch)



## ASSESSMENT

Since their promotion to the top Swiss league in 2018, the SCRJ Lakers have developed in all areas. As a growing ice hockey company, the Lakers are faced with the challenge of activating new revenue streams.

## SOLUTION

In collaboration with LivXp, the SC Rapperswil-Jona Lakers have integrated a **digital fanzone** into their website to offer their fans variety of offers such as:

- Auction of memorabilia (gameworn shirts, pucks, etc.)
- Advent calendar in collaboration with 24 sponsors
- Auction of unique fan experiences
- Watching a home game with the sports director
- Accompanying the social media team on match day
- Off-ice training sessions with the team
- etc.

## RESULTS

### Additional income

During the 22/23 season, additional additional revenue in the mid to high five-figure range generated (70% fan offers, 30% new sponsorship products). New, interactive sponsorship products are also being developed for season 23/24, which will further increase sponsorship revenues.

### Getting to know the fans digitally

The fan data collected with the Fanzone enables the Lakers to address their fans in a personalized way. This means that club has good quality fan data, whereby all processes are GDPR compliant and are therefore ideal for ticketing campaigns.

## SCRJ LAKERS

- In the top CH league since 2018
- Sporting top 3 in CH (season 22/23)
- Participation in CHL
- Ø5000 spectators/league game
- Marketing focus: extended region

## WITH LIVXP

- Fan zone on the club website
- Additional revenue in the five-digit range
- GDPR-compliant fan data collection



## MICHAEL BART

Head of Sponsorship Sales

"The partnership with LivXp has developed very positively since its launch in the 22/23 season. We are therefore continuing to expand our collaboration and are convinced that we will continue to generate important additional income with new innovative products in the future. The fans and sponsors will also benefit."

Lakers Fanzone

About LivXp