

Be Unforgettable.

Playbook

The Playmaker's **Ultimate Guide** to Winning Fans in 2026

SheerID



The world's most-watched sporting event will be here soon—and more than 5 billion fans are expected to engage.

For sponsors and top consumer brands, this is a once-in-a-lifetime match for loyalty. But in the roar of the crowd, you're either a clear-sounding referee whistle or just more noise.

Memorable brand moments are ones that spark an emotional connection. **Stand out to the audiences who matter most with offers that feel personal, purposeful, and powerful.**





Your Strategic Advantage

Generic offers are like aimless passes—they might land, but they rarely score. Verified, audience offers make consumers take notice and act. They're precision shots on goal, and SheerID's Audience Data Platform is your world-class strike—delivering the kind of ROI that gets the whole stadium on its feet.

BY THE NUMBERS

The State of the Game

3
countries



16
host cities



48
teams



104
matches



39
days



\$50+ million
spent by organizers on
tournament marketing¹



BY THE NUMBERS

The State of Fans

5+ billion fans

expected to engage globally¹

*5 million fans attending in-person
across the U.S., Canada and Mexico*

36% of 18–24 year-olds

would shell out more than \$100 a ticket²

*They're the sport's
most engaged fans*

47% of U.S. Millennials

plan to follow the tournament³

Up from 41% in 2022

28% of Gen X

plan to follow the tournament⁴

Up from 24% in 2022

24% of Gen Z

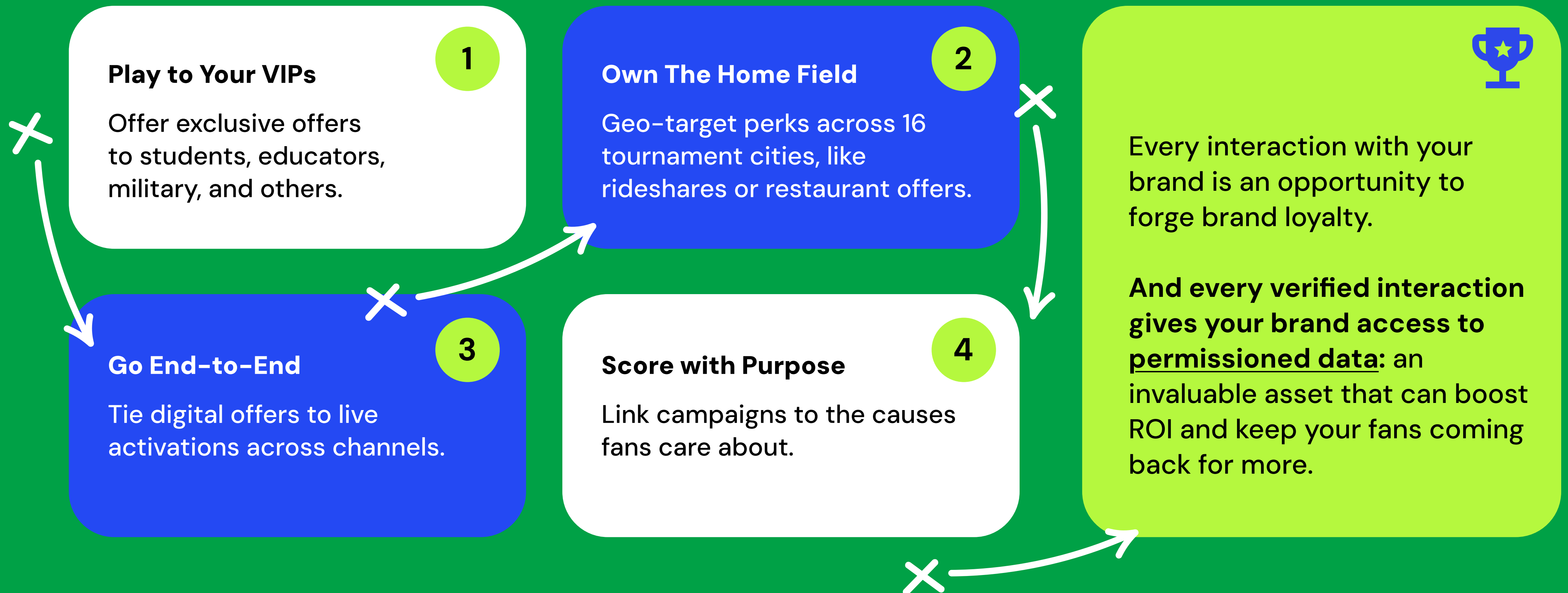
plan to follow the tournament⁵

Up from 21% in 2022



4 Plays to Win in the Moment

Before we dive into audiences, **here's how to consider using verified offers** during the global moment:



**2-4x
higher CLV**

When fans feel
seen they stick
with you.¹

**83%
lower CAC**

High-value
audiences are
easier to engage.²





The crowd is waiting. The referees are ready, and the whistle is about to blow. Your star players are about to step out on the field, and nothing else matters but performance. Are you ready?

Your brand is already on your way to creating offers that outplay the competition. Now, it's time to take a look at what matters most to audiences and how you can meet them in the moment.

In each audience playbook, you'll discover the unique motivators, offers, and strategies that will turn standby crowd members into your biggest fans for this tournament and beyond.

Ready to see these strategies in action? Explore winning strategies for marketing to your high-value audiences:

- Students
- Educators
- Young Adults
- Military
- First Responders
- Healthcare Workers
- Seniors

Let's Talk



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