

Turn Creator Content into Ticket Sales: 4 Steps to Filling Your Stadium

A CREATOR MARKETING PLAYBOOK FOR SPORTS TEAMS

Sports teams have a problem.

Younger, more diverse crowds aren't showing up like past generations.

The diehards will always be there, but ticket sales and revenue will erode unless teams find a way to engage new audiences.

The same old plays—team-published content and traditional ad buys—aren't cutting it.

These fans are on TikTok, not TV. They follow athletes and creators, not clubs. They want content that feels made for them, not just last night's highlights.

Teams need a new playbook.

One that puts creators front and center and uses paid media to get their stories in front of the right people. When authentic stories meet smart amplification, teams win.

47% of Gen Z

say they've never attended a pro sporting event [\(according to MorningConsult\)](#)

Only 19% of fans under 35

say they watch an entire game when they tune in at home [\(according to PWC\)](#)

38% of Gen Z

say they don't have a favorite sports team [\(according to MorningConsult\)](#)

63% of Gen Z

say content from their favorite athletes increases their engagement [\(according to OliverWyman\)](#)

94% of companies

say creator content drives more ROI than traditional digital advertising [\(according to CreatorIQ\)](#)

Creator marketing leaders see a

\$4.70 return on ad spend

[\(according to CreatorIQ\)](#)

This report lays out four winning plays—**Identify, Activate, Repurpose, Measure**—that any team can use to turn creator content into fan engagement, ticket sales, and revenue.

The Playbook



Identify Creators that Resonate

First, find the voices your next-gen fans already follow—Gen Z, multicultural communities, casual sports fans—and don't stop at the usual sports pundits. Lifestyle vloggers, sneakerheads, comedy sketchers, even gaming streamers can move the needle.

- 01.** Start by spotting creators who already mention your city, players, or hashtags. That built-in affinity lends instant authenticity.
- 02.** Drill down with filters—platform, location radius, audience age, content themes—to land on profiles that actually match your targets.
- 03.** Layer in performance data—90-day engagement rate, six-month follower growth, Earned Media Value (EMV)—to back your gut instincts with real numbers.
- 04.** Do a quick brand-safety and tone check on their recent posts, then share your shortlist with PR, marketing, and partnerships for a fast green light.



Activate Creators at your Stadium

Bring creators inside the arena on game day—let them soak in the sights, sounds, and edge-of-seat emotion—and they'll turn that live energy into first-person stories that pull new fans into your orbit.

- 01.** Invite creators to attend a game and document the experience in their own style. Consider hooking them up with exclusives like premium seats, field passes, or athlete interviews.
- 02.** Share a simple brief that sets clear expectations—number of posts, social platforms, required tags—while still leaving creators free to tell the story in their own voice.
- 03.** Route any footage that needs an extra look through a light-touch approval queue to green-light or tweak clips.
- 04.** Track posts in a shared dashboard and circulate a quick post-game recap of top clips and early engagement winners.

Amplify UGC to Extend Reach

Once creators publish, the next play is all about putting paid spend behind the best content. Pinpoint your breakout assets with reporting, trim them into platform-native cuts, and back them with paid campaigns.

01. In your performance dashboard, rank clips by impressions, engagement rate, and earned media value—anything beating your campaign average becomes a breakout asset.
02. Recut each breakout clip into the platform-specific formats—15-second TikToks, 20-second Reels, six-second pre-rolls—so the content feels native to each feed.
03. Build paid ad sets around those assets, targeting geo-fenced zones in your region and lookalike audiences of similar fans who haven't followed or purchased yet.
04. Utilize allowlisting on platforms to serve ads from the creator's feed and not your own
05. Consider creating and promoting a unique ticket package that directly appeals to your target audience.

Measure and Scale Paid Campaigns

The final play is simple: double down on what's working. Keep an eye on your paid metrics, and when a creative-audience combo starts driving results, increase the budget behind it.

01. Set clear KPIs for success—cost per acquisition, click-through rate, return on ad spend—and check them regularly to identify what's working.
02. When a campaign proves its value, move more budget to that creator-content-audience mix to amplify its impact.
03. Share quick performance snapshots with marketing, partnerships, and leadership so everyone's aligned and ready for the next home stand.

Get in the Game

You've learned the four plays—**now you need the right partner to run them at scale.** That's why top teams in the MLS, NHL, and MLB trust CreatorIQ to power their creator-led revenue strategies.

Ready to see how we can help you pack your stands? **Reach out for a strategic consultation and let's build your custom roadmap together.**

[Schedule a Consultation & Demo](#)